



BUSINESS ENGAGEMENT TOOLKIT



**NATIONAL
CONNECTOR
PROGRAM**

**PROGRAMME
DE CONNECTEUR
NATIONAL**





INTRO

Engaging with businesses can be a very daunting task for many organizations, especially if you deal primarily with clients. This toolkit will help you engage meaningfully with businesses, from the initial stages of deciding who to engage, to maintaining a relationship with businesses in your area.

You will also have templates and tools to use to help you through this process. Examples from communities will be given throughout, so make sure to use the National Connector Community – they are always your top resource for ideas, best practices, and suggestions.

The Toolkit is organized into four sections, each focused on an area of engagement. After each section, there are exercises for you to complete, whether this is the first time reading through this toolkit, or the tenth. These exercises are meant to help you truly understand how to engage with either the specific business you are courting, or an entire industry with which you would like to work more closely.

Overall, engaging with businesses can benefit the program, the Connectees and Connectors. How you engage, and what you want to gain from this engagement is up to you – you know what will be best for your community. The contents of this toolkit are merely suggestions which offer ideas to get you started.

So, let's jump in.

SECTION ONE

WHERE ARE YOUR GAPS?

This section will take you through understanding your gaps. To begin engaging with an individual or group, you have to first understand what has previously been done, so you can begin from an informed position. Ask the following questions: What businesses have you engaged with in the past? When were these relationships developed? Where do your Connectees want to work and which sectors do you get asked about the most? Which sectors are high wage and high growth – meaning, where can you fill the biggest gap in your area? And how do you even find this out? In answering these questions, you will know where to begin and how to best move forward.

Previous Engagement

It is very important to understand where you have previously engaged. Are there businesses that have been approached by your organizations or your program before? Who made contact with them and what was the result of the engagement? Knowing this history will help inform how you reach out again, and how best to approach the relationship.

It is also important to know what relationships exist (or have existed) because it will give you a sense of what has worked in the past, and what industries have been involved in the program. Knowing this will help you develop a robust plan of engagement, and lead to a higher chance of success.

Current Engagement

What businesses or local organizations are you currently working with? If the Connector Program isn't working with any, is your organization connected with any businesses, organizations, associations, or groups? Make sure you create a full picture of how your organization is connected in the community before reaching out to any business or organization. You want to make sure you leverage any relationship when reaching out, and you don't want to appear unaware of a previous connection.

Here is an example of a spreadsheet to keep track of these contacts:

Organizational Engagement Spreadsheet Example						
Business/Org	Relationship to Connector Program	Last time Contacted	Relationship to Organization	Industry	Main Contact	Contact Info

You can add or delete columns in this spreadsheet to adapt to your needs, and it might change as you continue engaging with businesses, depending on what you are wanting to accomplish. Being flexible is key in relationship management; you always want to be able to nimbly adapt to the community's needs and wants. Think of yourself as a speedboat, able to make quick turns, instead of a cruise ship.

Your organization might have a customer relationship management (CRM) system, in which case you can use that to track this information. If you have the National Connector Program Tracking System, you can begin tracking this information by inputting the business/organization in as a "Connector" with the first name being "BUSINESS" and the last name being the Business name. Then you can input all the information listed in the spreadsheet into their page.

Labour Market Analysis

A Labour Market Analysis is a really important tool to examine what industries and sectors you should be engaging with now and in the future. In the appendices, we'll go through the entire process of completing your own Labour Market Analysis. However, before you head to the appendices, be sure to check with your local economic development organization, Chamber of Commerce, or municipal body (town, city, county, etc.) to see if they have this information. There is no sense in doing the work if someone else has already completed it!

Also, if you already know the sectors or jobs that are in high demand in your area, you can look at the job bank for their trend and market analysis. All the information can be found [here](#). Not only will this tool tell you the salaries, prospects, jobs, and a description of the position, it will also list the skills people should have for this occupation, and the requirements (credentials, certificates etc.) for the position. This should give you all the information you need to help connect someone into an industry, and further your own knowledge of any given industry or role. Before completing a full analysis, be sure to look at this resource to see if it can tell you what you need to know.



The Job Bank will also show you who is hiring,
which is a great list of companies that would benefit
from engagement in the Connector Program!

Identify Areas where Employers are Competing for Labour

In those high-wage, high-growth sectors, what skills are required by employers? A great tool to help you find out is, "[OpportuNext](#)" by the Conference Board of Canada. Simply type in a job from a particular industry, and it will tell you the top skills and education needed. OpportuNext can also match a person's skills with viable career paths. Another resource, [Job Bank](#) also lists skills and credentials needed for positions.



This is also a great tool for newcomers who might not be able to work in their chosen field due to credential barriers.

Next, how many people “fit the bill” for this work? This will tell you how much each employer needs to compete for labour. Finally, what trends exist in your area for hiring newcomers, new graduates, etc? Can you impact these trends for the better through advocacy, knowledge and resource sharing?

Finding those Gaps

Now that you know who you have worked with in the past, who you are currently engaging with, your high-wage, high-growth sectors, and have a list of the businesses in your area it's time to find the gaps! What industries do you not engage with? Where are Connectees wanting to be connected, and you don't have options for them? Where is there room for growth?

There are several ways to solve this, and it depends on how you work best - find the way that makes sense to you and fits your work style.

1. Use the spreadsheet example on the previous page and do a search for businesses in that industry or sector to fill in the gaps. If your organization uses a CRM, use it to see where you might have gaps in your engagement with Connectors and Connectees. For example, what businesses or companies does your organization work with that don't have Connectors?
2. Call on your Connectors and mine their knowledge of their industry/sector to find out where you need to look and what you are missing in terms of people, knowledge, opportunities, or businesses you have not discovered.
3. Where are your Connectees working now? Use a survey tool or reach out to them to see how they engaged with their business or organization and how they were able to find their current opportunity.
4. Contact and work with your local Chamber of Commerce to understand the industry or sector, and what areas or organizations are growing or need support.
5. Create a mind map - give yourself lots of space to add in connections as you find them; just like Connectors, sometimes you have no idea how people, businesses, and organizations are connected, but they are. There are some great [templates on the internet](#) or you could use an app like [Canva](#), [Miro](#), or [Mural](#). If you are more visual and tactile, a large whiteboard or chart paper with sticky notes also works well. An example of a mind map for the accounting industry can be found in the Appendices.

SECTION TWO

START WITH YOUR ASSETS

When you look at your list of Connectors and the linkages they have with businesses in your area, you are probably much more connected and engaged with business than you think. This toolkit will help focus your engagement and create a comprehensive plan to follow for years to come – that said, it should also be nimble and adaptable! If you already are very engaged with your business community, perhaps this gives you new ideas, or a renewed sense of excitement when reaching out to those in your community.

Connectees

The best way to discern which industries you should become involved in, is to look at your list of Connectees.

Ask yourself:

1. What education do my Connectees have (degrees, diplomas, concentrations, etc.)?
2. What transferrable skills do they have, and which ones are you continually seeing? (A great tool for this is [OpportuNext](#) from Conference Board of Canada.)
3. Where do they want to work? (This is different from their educational background!)

The answers to these questions will give you an idea of which industries you can engage by offering regular access to talent – because you have a stream of candidates who are interested in the field and looking to break into the professional space. You want to offer as much value-add to your Connectees as possible, so the more opportunities you can give them in a given industry, the better.

From your Labour Market Analysis, you can also see which industries are growing, and thus which industries are looking for new talent. Have a game plan in mind - by examining Connectee's skill sets and transferable skills, you can come up with solutions to problems for local businesses and industry. When you understand what businesses need or are looking for, you bring this game plan into play. This solves the problems for businesses, but it also adds value for Connectees. You can offer them suggestions as to which industries they may benefit from considering, helping them broaden their horizons, and understanding how their transferrable skills can land them employment opportunities.

Finally, make sure to think outside the box when trying to fit Connectees into your labour market. Employment opportunities are not always obvious, and don't always fit the "mold". For example, rural or small to medium enterprises need front office staff, even if it is a farming operation – so don't overlook administration professionals for these organizations. Another example might be law firms looking for content experts in a specific field – they don't only hire lawyers.



Keep your Connectees in mind when reaching out and engaging with businesses – you never know how they might benefit from your questions around their needs.

Connectors

Your largest asset for engaging with local business is your Connector database. They are the warm introduction you have been waiting for, and they, as a rule, are well connected in the community. To benefit from your Connectors.

Ask yourself:

1. Where do your Connectors work?
2. Which industries are they involved in?
 - Directly
 - Indirectly
 - Adjacent

Think about which organizations you want to be in contact with and ask your Connectors strategically for introductions. It is best to already have an idea of how you would like to engage with an organization before asking for an introduction. Be ready with a response when the introduction has been made!

If you want to further engage with a business where Connectors already work, discuss your intentions openly with your Connector. Have a plan and use it to lead that discussion and be open and honest with your needs and ideas. This conversation could lead to further collaboration, a better relationship with that Connector, and new opportunities. Your Connectors are your best asset, don't take their involvement in the program for granted. Often, all it takes is an honest question! Don't hesitate to ask it – you won't know what might happen until you do.

Other Contacts

Think about your own organization – it is also probably more well connected than you might first assume.

Ask yourself:

1. Who are your Board members?
 - Where do they work?
 - Who are their contacts? Can you schedule time to ask where they are connected and if they can give you an introduction?
2. Are you in a stand-alone building, or a building with other organizations?
 - Can you drop by other offices to ask questions, or show up with a coffee and introduce yourself?

3. What organizations do you work closely with?
4. Who are your partners?
5. Do you work with service organizations or other non-profits who have a variety of members?

All of these options are opportunities to create relationships with businesses and other organizations and become engaged in industries in your community. Make sure to use the game plan template (see appendix 3) to develop a strategy for engagement before reaching out.

Be the Hub to Everyone's Spoke

When looking at your business map and game plan, do some thinking about how everything is connected, and how you might spark connections that do not already exist. Can you make yourself the hub to the spokes in your community? If so, create a space for yourself to become the “go-to” program for talent, knowledge, or community building. Take the time to think about connections, and build these thoughts into your game plan, your outreach plan, and your conversations with your Connectors, other organizations, or those you are engaging. If you have thought through your ideas and make a convincing pitch, you might surprise yourself how quickly it will be received.



SECTION THREE

APPROACH AND ENGAGEMENT

You have a game plan now. You know who you want to approach, and what order it should happen in. Now you need to figure out what to say. This section is dedicated to how to make that approach, and how to begin engaging the businesses in your community.

The Approach

To approach a business, you should already have a good idea of what you want to say, and how your desired outcomes from the meeting. The more planning you do in advance, the less intimidated you will be by the process. You might think of this preparation as preparing your sales pitch, but if sales feels uncomfortable or intimidating to you, think of it as a way to showcase how amazing your program is, and what problems you can solve for the business.

To begin, take the businesses from your game plan, and note exactly what their pain points are. Meaning, what problems are they currently facing, and which ones can you solve with a partnership? How can you position yourself as necessary to their success in the community?

Next, develop a script that explains each of these points. This is a labour market that is very tight, they'll be sure to jump at these opportunities. When developing your script, make sure not to rely too heavily upon it. You don't want to sound like you are reading when you are talking with them. Just have main points that you want to note or discuss with them.

Finally, when approaching a business, be open to questions, and ask as many questions as you can yourself. Be responsive to their needs and what they are looking for. Also try to discern what they might need in the future – see if you can be nimble and help them with those concerns.



The more you can address their concerns and think outside the box to solve your combined challenges, the stronger the foundation for a continued relationship.

How to Approach

As mentioned, if you can get a warm introduction from a Connector, a Board member, a colleague, or someone you know, that is the best way to begin. If all these options fail, always try a phone call first to set up a meeting. It's much easier to establish a relationship and gauge the reception of your idea

on the phone. If you do email, make sure to email with times to meet, or suggest a virtual meeting. You want to make sure you can pitch your idea in-person first. If you don't receive an answer to your email, follow up with a phone call that references the email you sent. In all communication, make sure to be as clear and concise as possible, and focus on the problem you plan to solve. Again, listen to what they have to say, and brainstorm how you might solve other problems too!

Coach your Connectees on informational interviews and give them tips and tricks on how to gain the most information from the conversation – this time with your business is no different. You understand the business from your perspective, but you also need to use this discussion to understand them and their activities in the community from their point of view. Make the most of this time, and be open, and ready to offer suggestions, ideas and to receive them as well. **There are email templates in appendix 3 for you to use or adapt as you please.**

The Engagement

Once you have approached, relationship management is very important. You want to be sure to deliver on the discussion points you mentioned, as well as any of the promises you made to the business.

One great way to accomplish this is to deliver talent to the businesses. When intaking Connectees ask to have permission to share their resumes with businesses who might be interested in their skills. Then, when a business is looking for a specific skill set or is hiring for certain positions, you can help fill their gaps with Connectees. Make sure to ask Connectees before you send their resumes along, as you want to ensure they do not have a job currently.

Engage businesses in your activities and events as well. If you are holding speed networking, speed interviews, career fairs, professional development days, or Connector appreciation events, invite businesses to participate to continue the relationship with the program. Just as you consistently try to bring value to your Connectees, you want the businesses you are working with to know this connection is valuable and they are seeing results. Which brings us to the fourth section, focusing on managing and building relationships.

One Approach, Numerous Warm Referrals

When discussing your possible partnership with an organization, always be on the lookout for people, organizations, businesses, events, activities, or programs that they know about. If they are very familiar with something that can benefit your program, ask them about it, and ask if they might give you a warm introduction or referral to the person who has the information, or works at that business. Remember, your Connectees are doing the same thing with their Connectors!



Try to leave every meeting with at least one referral – you are building your community and business network and promoting your program to those who will benefit most, so don't be shy!

SECTION FOUR

BUILDING AND MANAGING RELATIONSHIPS

So You've Got Some Relationships – How do you Keep Them?

Relationship management is something you are well-versed at already, even if you don't think so. You are working with a variety of partners, organizations, clients, funders, and colleagues – these are all relationships that you have, and you work to continually build trust and sustain these bonds every day.

Consider what you do to manage and improve these relationships. What works for you to ensure you are working well with your various partners? And what do you expect from them in return? Answering these questions will help you step back, analyze, understand, and improve your relationship management skills. These are the skills needed to really develop new relationships. You have to build trust and manage expectations, and you do this by delivering on promises made, reaching out and offering assistance when needed, and being accountable to the other person or organization.

Best Practices to Show Your Worth

The easiest way to show your worth is quantitatively – even though the qualitative stories are just as important, seeing your impact in numbers draws attention to the good work you are doing for their organization. So, keep track of metrics to share with each business. How many Connectees did they hire last year? How many activities in the community did you invite them to (speed networking, interviewing, career fairs, etc.)? How many Connectors volunteer with your organization? Any metric that showcases the work you are doing with them is a positive way to show them your worth. Send these metrics along with an annual report at the end of every year, along with a thank you message or token of appreciation.

You can also work together to increase capacity, reach, and participation in events. Perhaps you are planning a career fair, networking event, job search workshop etc. If the organization is involved in the space in any way, ask them to contribute by setting up a booth, sending a representative, or being the company that benefits from a speed interviewing event. Their senior management might be interested in contributing to events as panelists, judges (for pitch competitions, workshops, etc.), or keynote speakers. Their involvement will enrich your event, and will be a feather in their cap.

If you are wanting to formalize a partnership, for example in a sponsorship agreement, make sure you establish an agreement where everything that is expected from each party is laid out, such as deliverables, performance indicators, monetary or in-kind contributions. That way you have a document to refer to each year when it comes time to report. Note that this is not recommended for

every partnership or organization that you work with – just if you happen to be receiving sponsorship or are being paid for an activity.

MusicNL’s “Instrumental Connections” & the Partnership Canvas

A great way to engage a new business or organization you’ll be working with is to have a session where you map out your relationship. By working together, you will both have a better understanding of expectations, possible challenges, and other opportunities. Having open discussions will lead to new ideas, while also helping to iron out any misunderstandings before they become problematic or insurmountable.

MusicNL’s Instrumental Connections program worked with Task Force NL and developed a Partnership Canvas to ensure they were clear on how they would work together, what the goals and objectives of the partnership were, as well as any foreseeable risks. This document can be seen in the appendices. This does not have to result in a formalized partnership, it can be used for all organizations or businesses with whom you wish to work – if you are worried about the partnership designation, perhaps using the term “Collaboration Canvas” would work as well.

Activities and Actions to Help Manage the Relationship

What follows are examples of activities that have already taken place (outlined in appendix 3). Feel free to reach out to other organizations in your area to see what might work best for them, and how you can work together to benefit your communities. It’s about being visible, and top of mind. You want to make sure you regularly hold events and activities that involve them in some way to maintain engagement. In doing so, they will remember you, your impact, the positive work you are doing in the community, and for them as a business. **Examples of these activities can be found in Appendix 3.**

Activities and Actions to Help Manage the Relationship

Work with a company in your area that has hiring needs and would be willing to actually hire people through the interview process. They can come up with the outline of what is required for the interviews, and you can complete the rest of the tasks (inviting Connectees, organizing the networking portion, timeline, etc.). Working together on this activity will help you better understand each other’s needs, as well as deepen the relationship.

Speed Networking

There are always companies that will be willing to engage with you for networking activities. Make

sure to reach out as far and wide as you can to include a variety of people at these events. If you are thinking of reaching out to a business for the first time, this might be a good way to break the ice and pique their interest in your program.

Business recognition and appreciation

Recognition always goes a long way in being appreciated and wanting to continue the relationship – so make sure you recognize the organizations you partner with, and openly recognize them for their contribution to the program. Through media, appreciation events, sending along Connectee resumes, to giving positive word of mouth referrals and reviews – all these things help a business feel recognized and appreciated.

Connector testimonials

You know your Connectors better than anyone – so use their testimonials to benefit the relationship you are trying to build and manage with an organization. Is there something they are saying that you can learn from? Can they be used to appreciate or recognize the business? Think about how to best utilize these testimonials to benefit this relationship.

Job Fairs, Reverse Career Fairs, Pitch Competitions

Involving businesses in these activities will help increase your engagement with them throughout the year – it will also help them see how much of an impact you have in the community and showcase the work you do. Of course, it helps to fill out booths, seats, and the variety of people at the events as well.





CONCLUSION

Reaching out to businesses, new companies, or organizations that you do not regularly work with can be a very daunting task. With this toolkit, you have everything you need to gain the confidence to understand who you should be reaching out to, how to make the approach, and how to turn that phone call into a longstanding relationship or partnership.

As with all your relationships, make sure you are clear that working together will be a mutually beneficial exercise. With each business, organization, and company, that benefit will be different – managing each of these expectations and deliverables is important to build and maintain trust and collaboration.

As always, reach out to other communities to share thoughts, strategies, templates, and experiences. The Connector Programs' biggest assets are each other, make sure to avail yourself of your fellow communities, the resources in this toolkit, your own knowledge and experience,

— you will succeed!



APPENDIX ONE

Labour Market Analysis

Ok, so you've decided you need to do a labour market analysis, here's how you do it:

Make sure you have a well-defined research question, or idea of what you want to look at/accomplish (i.e., What sector is growing the fastest in my area? What sector will require more people in 5 years?). This will make the entire process easier.

Step 1

Look at the employment data by industry – you'll want to do this at the national, provincial and local level. For national and provincial, you can [look here](#) – StatsCan has everything you need. Locally, this [archived website](#) might help – though it will be best to search your local municipality for more up-to-date information. A quick google search for “town labour force” data will probably yield results.

Step 2

Look at employment data by occupation to see if the popularity of industries and occupations align. You are looking for industry growth, as well as occupational growth.

- If an industry is growing, but the occupations within it are not, it suggests that the growth may not be long term.
- When both occupations and the industry are growing, then you will likely see long term growth; that is when you want to be aware of the industry and active within it.



If the industry is growing, Connectees will want to be a part of it – and the more you can become involved with businesses in that industry, the better you can serve your Connectees in the future.

Again, complete this analysis at the national, provincial and local level. [Here](#) you'll find employment by industry for national and provincial. [Here](#) you'll find information on Canadian Industry. Finally, [here is information](#) on the “Canadian Occupational Projection System” which projects industries out to 2028. You can also search the [Job Bank](#) for specific jobs within industries to see how they have classified the outlook in your area.

Step 3

Look at wages by occupation and industry to see if there has been a growth in wages along with growth in employment. Compare growth in wages to growth in inflation. This gives you an idea of whether real wages (nominal wages minus inflation) are growing. The national and provincial data can be found [here](#).

- The growth in both of these areas would suggest a high-wage, high-growth sector.



This is where you want to be involved with your Connector Program. The more you can become involved in these sectors, the more you can help both the businesses and your Connectees, and the larger impact you can have in your community.

Step 4

Now look at post-secondary graduation numbers in your province and area – are there enough grads to fill all the vacancies? StatsCan isn't the greatest on this (data lag) so you might want to look [here](#), or contact your local higher education institutions.

Step 5

Look at population growth by age – is the labour pool increasing? Will migration help it increase? (You want the answer here to be no and yes respectively.)

Step 6

Ask your local economic development organization or Chamber of Commerce for a business count of your area (if you haven't, ask for a labour market analysis too!). This will help you understand the popularity of types of businesses, and where job prospects might be higher.



Asking this will also give you a list of businesses you need to contact!

Step 7

Finally, look at job vacancies by occupation and industry. If these are high, and wage growth is high, that means there is a huge potential for growth. Pay particular attention to these industries.



There you have it – a Labour Market Analysis. Easy right? To summarize, you are looking for industries that have a high potential for growth, and high wages to go along with it. Those are the industries you should initially target because they have the highest potential for you to make a difference with your program.



ADDITIONAL RESOURCES:

Labour force data for census metropolitan areas (CMAs) can be found [here](#).
Local employment data by industry [here](#).
Local employment by occupation [here](#).
Consumer Price Index (CPI) data can be found [here](#). The percentage change in CPI is inflation.

Population growth by components of growth:

National and provincial [here](#). Local [here](#).
Active businesses data [here](#).
Job vacancy rates by occupation [here](#).

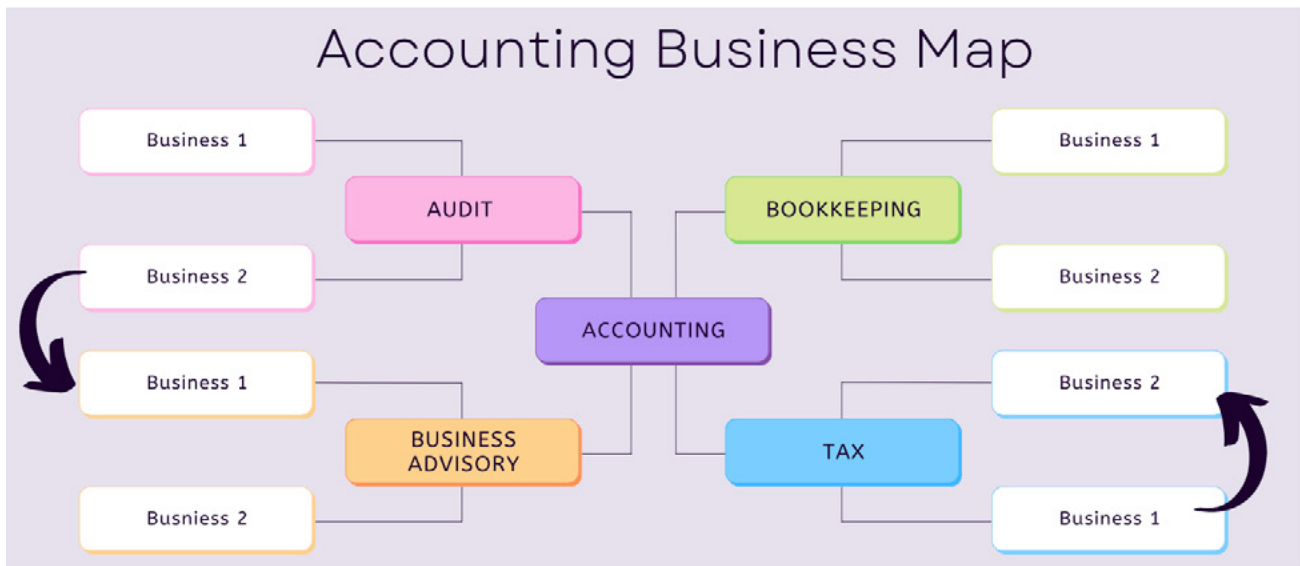


APPENDIX TWO

Mind Map Template

This following example of a mind map depicts what you may produce for the accounting industry. Highlighted are the various business lines, and their connection to one another.

When creating your own mind map, identify a contact at each of the businesses; this can be a person you've already worked with, a Connector who works there, or a person you identified through LinkedIn or a contact list. Make sure to list (if known, or when you find out), how else that person is connected. Are they a member of an association? A local service club? Those are important things to be aware of, as they might be great contacts for further connections.



When your map is completed with all the industries and businesses in your area, you can start to analyze your gaps. Which organizations/businesses do you not have any contacts with? Who works in high-wage, high-growth sectors that you have never engaged with? What connections are you unaware of? These gaps will give you great insight into your first steps to engagement.



APPENDIX THREE

Templates

Game Plan Template Instructions:

Step 1	<ul style="list-style-type: none"> Complete a Labour Market Analysis and determine the High Wage/High Growth Industries.
Step 2	<ul style="list-style-type: none"> Examine the skills and education your Connectees have and create a list
Step 3	<ul style="list-style-type: none"> Ask your Connectors, Board members, Workforce Planning Board, etc., what skills and education are needed in their industries? Where are your Connectors connected? What industries can they inform you on? Create a list of the skills and education required for these industries.
Step 4	<ul style="list-style-type: none"> Look at the businesses in your area – what sectors and industries are they in? When they ask for talent, what skills, education and experience are they asking for? Look with a wide lens – law firms don’t have to only hire lawyers. Farming operations don’t only need farmers. List the requirements and sectors.
Step 5	<ul style="list-style-type: none"> Cross reference all lists and develop a “reaching out plan” where you contact the high growth industries first, or industries you know are needing to find talent.

GAME PLAN TEMPLATE FOR ENGAGING BUSINESSES

<p style="background-color: #e1e8e1; margin: 0;">HIGH WAGE- HIGH GROWTH INDUSTRIES</p> <p>What are these in the area?</p>	<p style="background-color: #e1e8e1; margin: 0;">CONNECTEE SKILLS/ EDUCATION</p> <p>What education and transferrable skills do many connectees have?</p>	<p style="background-color: #e1e8e1; margin: 0;">MAIN BUSINESSES TO CONTACT</p> <p>Which businesses appear on both sides of the Game Plan?</p>	<p style="background-color: #e1e8e1; margin: 0;">SKILLS/EDUCATION BUSINESSES REQUIRE</p> <p>What are businesses telling you they need?</p>	<p style="background-color: #e1e8e1; margin: 0;">BUSINESSES IN HIGH-WAGE/GROWTH INDUSTRIES</p> <p>List the businesses in these industries.</p>
<p style="background-color: #e1e8e1; margin: 0;">CONNECTOR CONNECTIONS</p> <p>Where are your Connectors Connected?</p>	<p style="background-color: #e1e8e1; margin: 0;">CONNECTION CONNECTIONS</p> <p>Who are you connected with, and who are they connected to?</p>			
<p style="background-color: #e1e8e1; margin: 0;">SKILLS AND EDUCATION FOR HIGH-WAGE/GROWTH INDUSTRIES</p> <p>What skills and education is needed for those industries?</p>		<p style="background-color: #e1e8e1; margin: 0;">WHAT OPPORTUNITIES EXIST THAT ARE "OUT OF THE BOX" FOR YOUR AREA?</p> <p>Who is looking for talent that might not be obvious at first glance?</p>		



EMAIL TEMPLATE AFTER WARM INTRO

Hello _____,

Thank you _____ for the introduction. _____ It's nice to meet you, and I look forward to working with you moving forward.

The Connector Program looks to help newcomers, graduates, and those new to the community quickly build their professional networks to be able to set roots in the community and stay here. In order to optimize the success of the program, we aim to work with businesses and industry to fill their needs and connect them with the talent they need to thrive in our community.

We receive Connectees from a wide variety of backgrounds, experience, and skill sets, who are all looking to gain meaningful employment. I look forward to discussing the ways we can work together in the future for the benefit of our organizations.

Sincerely,



EMAIL TEMPLATE REACHING OUT TO SOLVE A PROBLEM

Hello _____,

I hope this message finds you well. My name is NAME, and I am the coordinator of the CONNECTOR PROGRAM NAME at ORGANIZATION NAME. The Connector program looks to help newcomers, graduates, and those new to the community quickly build their professional networks to be able to set roots in the community and stay here. In order to optimize the success of the program, we aim to work with businesses and industry to fill their needs and connect them with the talent they need to thrive in our community.

We have a variety of Connectees who have a wealth of experience in INDUSTRY/BUSINESS who are wanting to find meaningful employment in the area. In examining the labour market here, I recognize that attracting, hiring, and retaining talent can be time-consuming, and does not always yield the desired results. The Connector program affords you access to pre-screened talent, who have the skills and experience you are searching for.

I would welcome a discussion on how we might work together to solve the difficulties you experience regarding talent attraction and retention. Note times when you are free for a discussion.

Thank you for your time in advance, and I look forward to speaking with you soon.

Sincerely,



PHONE CALL TEMPLATE FOR FOLLOW UP AFTER EMAIL

Hello _____,

Thanks for taking my call, and I hope you're doing well. I am following up on the email I sent _____ and wondering if you would have time to talk about how we might work together to retain talent in our community and grow our local economy.

In the email I mentioned that the Connector Program helps you access pre-qualified talent, **EXPLAIN HOW THE PROGRAM WORKS.**

I meet with all of our Connectees, meaning I am aware of their skills, experience, and education, and who might best fit with the roles you are looking to fill. Our program is not a job matching program, but there are many ways we can work together to help the talent I am seeing on a monthly basis stay here and thrive, and help our local community and industry grow...



Try to think outside the box when they are discussing their problems and pain points. How can you work together to solve them? What can you do as the Connector Program to help fill their need and help your program and connectees at the same time?

Dashboards of Businesses per Province

Canada's Business Registries <https://beta.canadasbusinessregistries.ca/search>
Canadian Business Directory <https://www.canadaone.com/business/index.html>

Presentation Outline for Chamber or Business Pitch

[Recruiting Sponsors Presentation](#)

Resources on the Member Resources Portal and Links to Websites

[Outline for Speed Networking and Speed Interviewing](#)

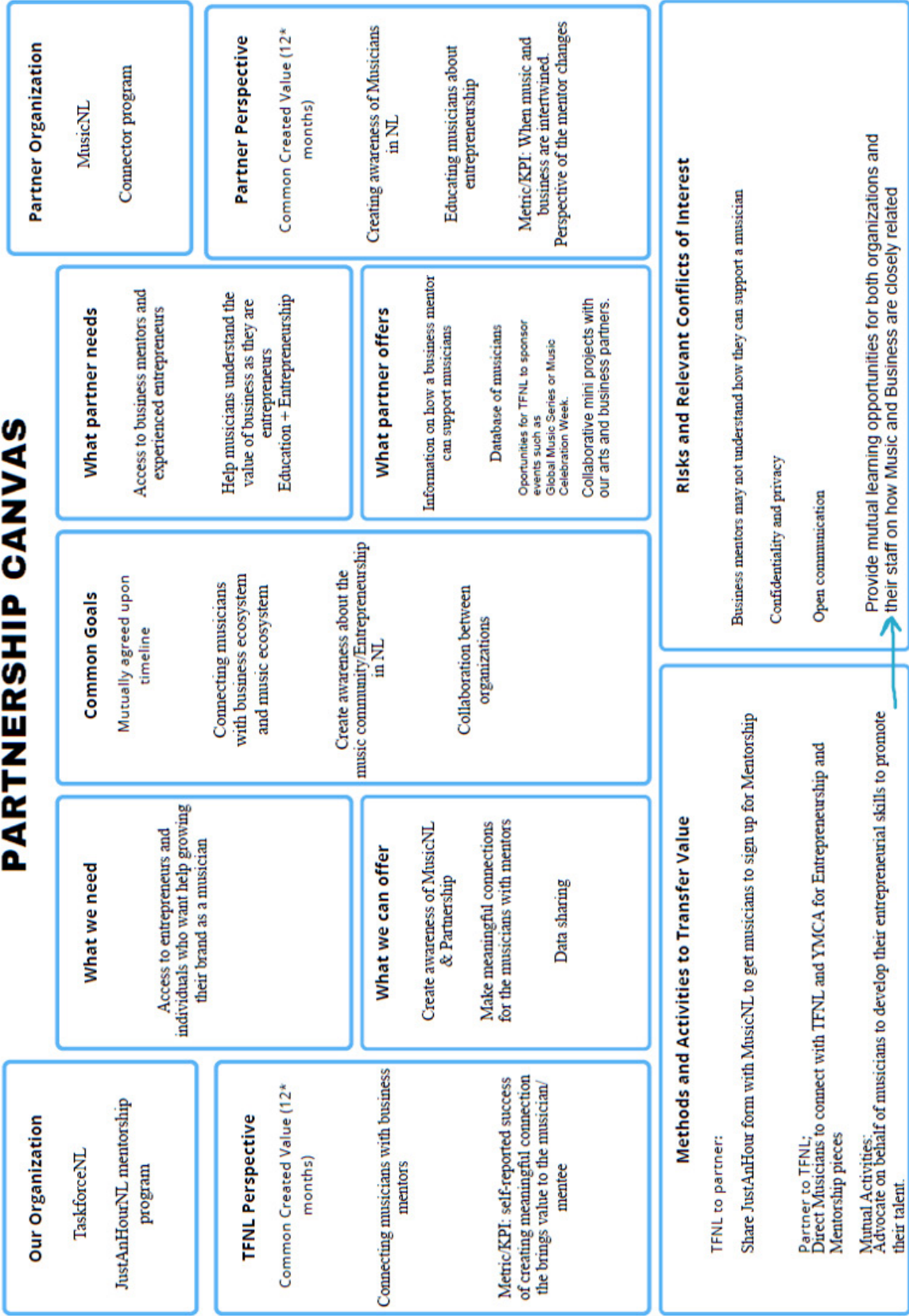
[Outline for a Reverse Career Fair](#)

[Link to website for Advancing Career Connections \(PEI Connectors Reverse Career Fair\)](#)

[PowerPoint Explaining Halifax Pitch Competition](#)



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