



Connector Program Training

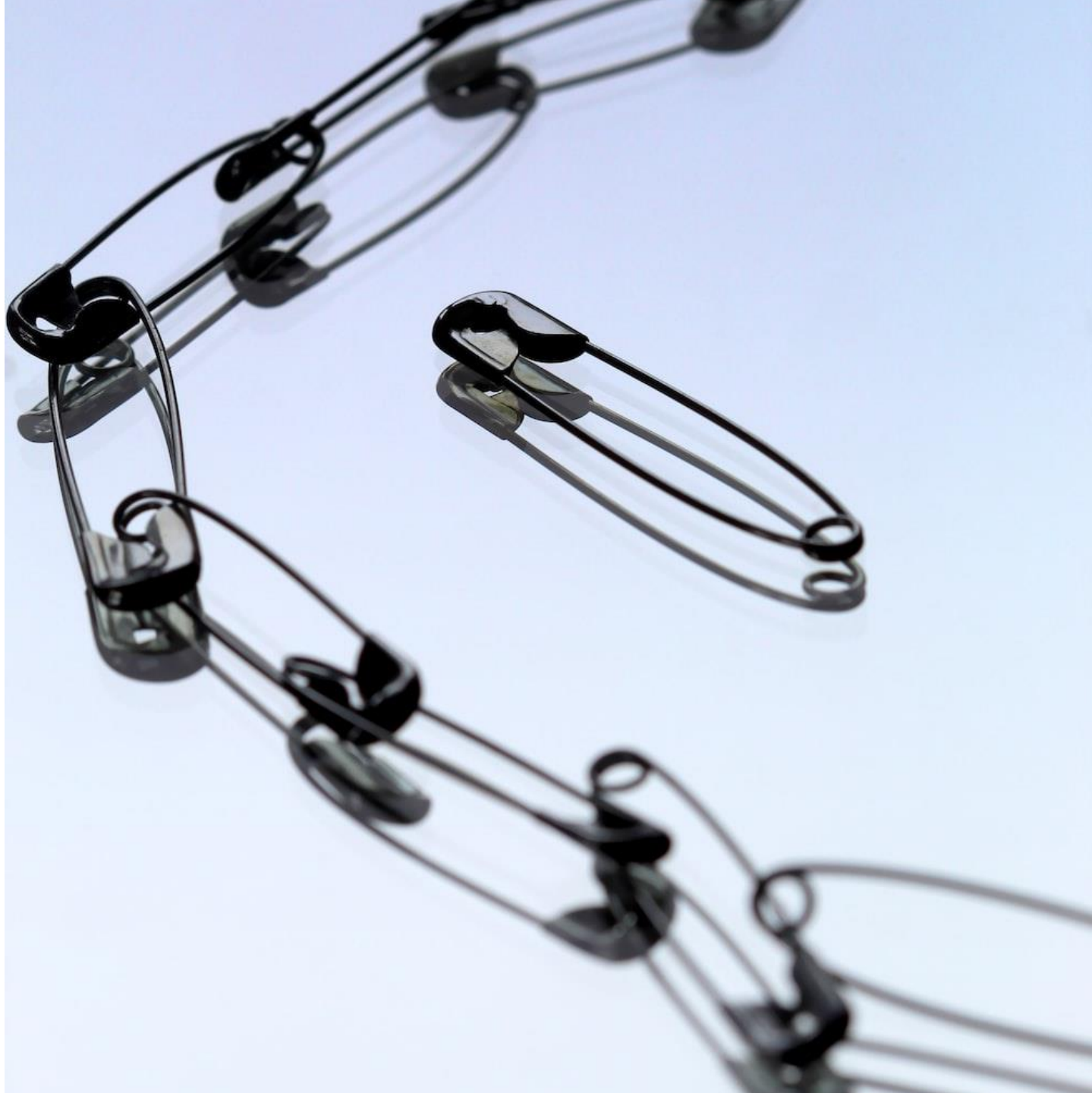
Alida Campbell – Program Manager, National Connector Program



Why it exists

Disconnect:

**Local jobs and
newcomers
were not
connecting**



The Solution: The Connector Program

Simple, yet highly effective networking program that helps local businesses and organizations connect with immigrants and recent local and international graduates who are interested in starting and growing their careers.



How it works



Match



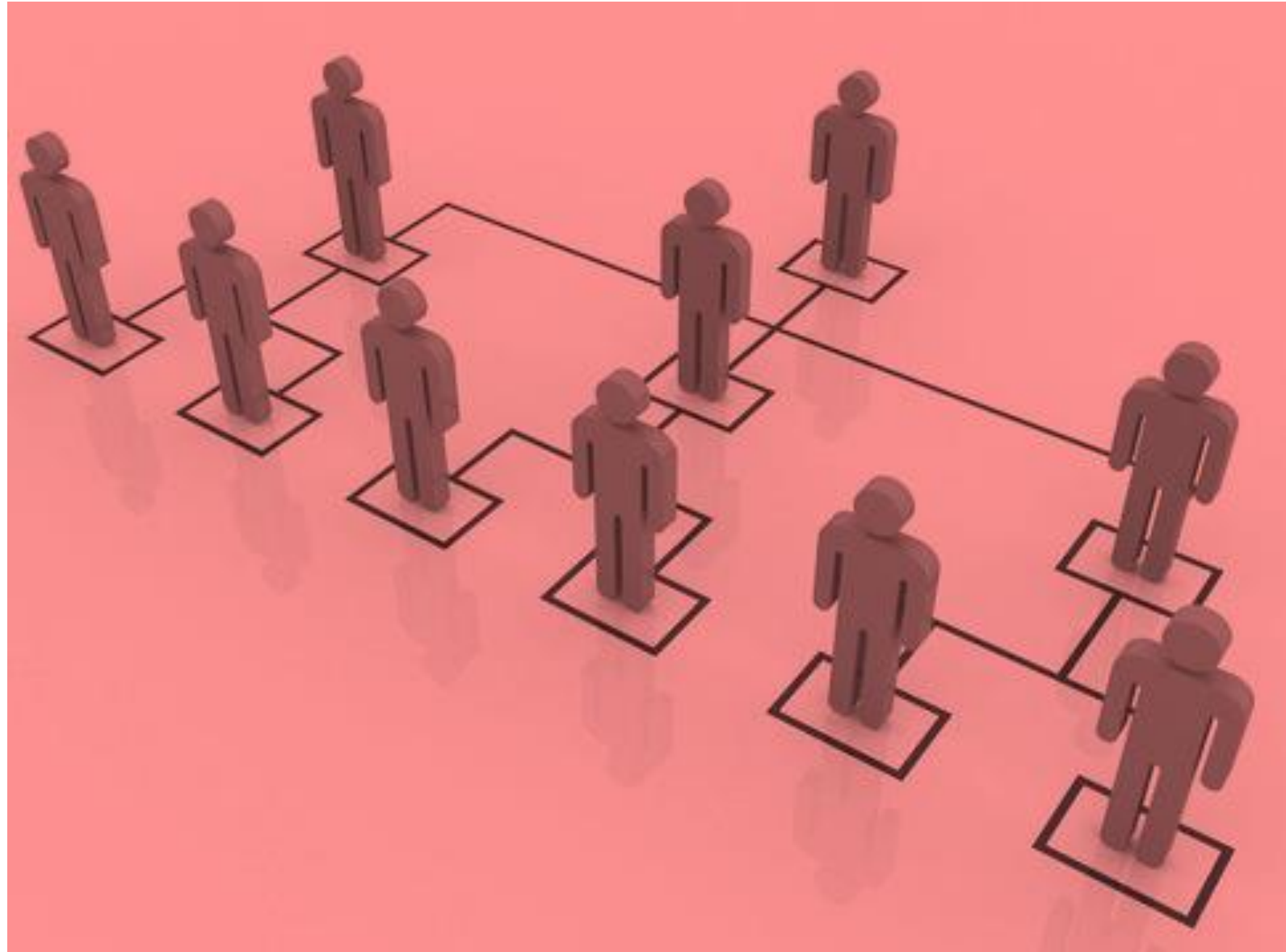
Connect



Refer

**How does
Connector
work?**

Network Growth



Why it's important

Connecting Newcomers to Opportunity

Newcomers face many challenges to finding meaningful employment

- Cultural, language, experience, bias, etc
- Lack of established networks
- Circles of trust
- Knowing where to look, who to ask, what to say...

IT'S TRUE,
ENGLISH ISN'T MY FIRST LANGUAGE

THAT WOULD BE
JAVA OR **C++**

Immigrants bring a world of
experience and skills to your business.

For more information on the
opportunities and benefits of
hiring an immigrant visit:
ImmigrationWorksInHalifax.ca

ImmigrationWorksInHalifax.ca

GreaterHalifax
PARTNERSHIP

CONVERGYS
Outstanding. Ordinary.



Finding
the *right*
contact is
a big
challenge
for a
newcomer

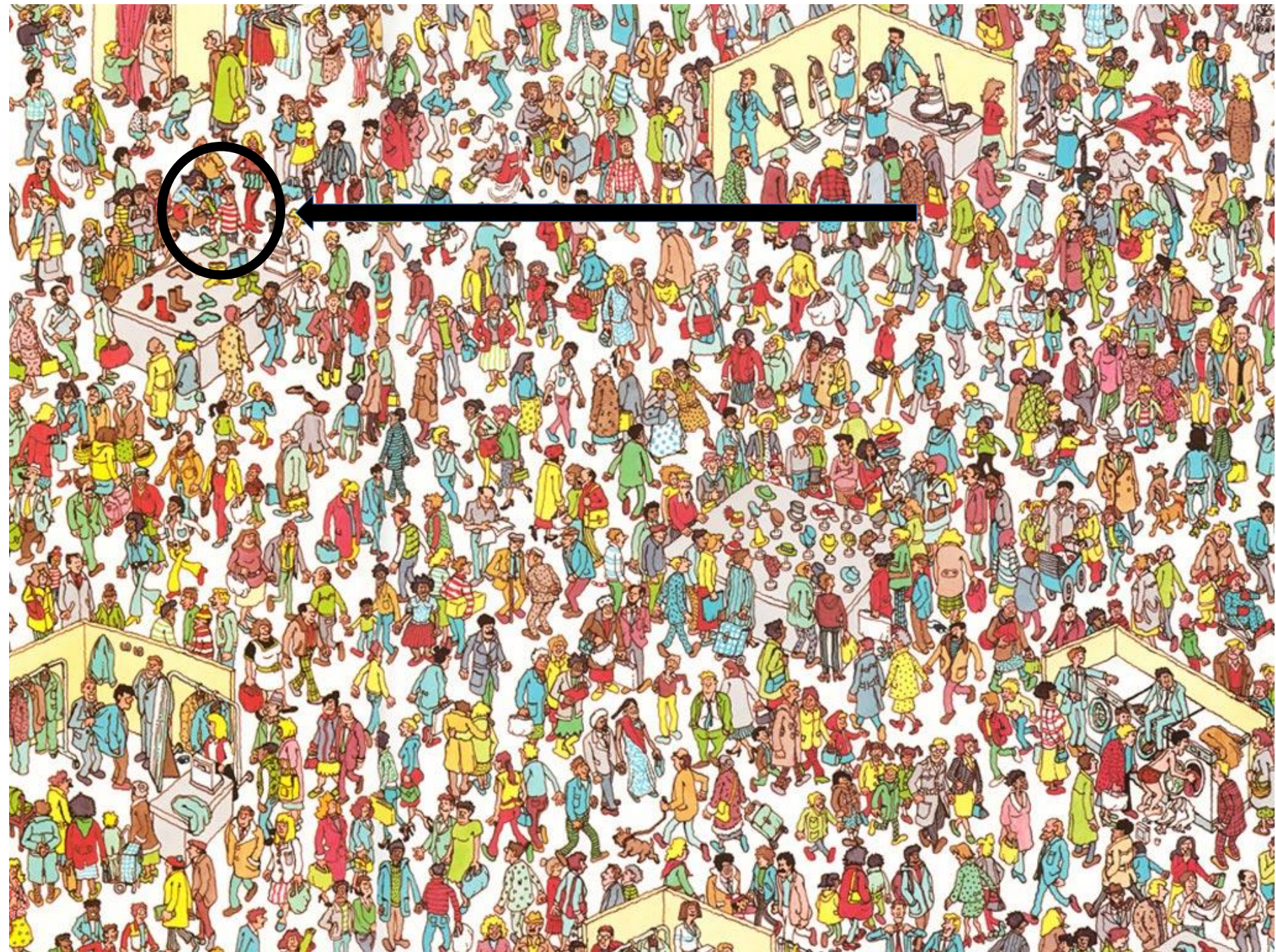


Finding the right contact

- Where to look
- Who to talk to
- What unwritten rules the industry follows
- What services to use
- Companies of interest
- Who to follow and learn from
- Who might be hiring



The Connector Program points you in the right direction



Intentional Networking

it's ^{not} who you know



A diverse group of people in a social setting, possibly a networking event or a party. The scene is filled with individuals of various ethnicities and ages, all dressed in professional or semi-formal attire. In the foreground, a man with a full beard and a woman with short blonde hair are engaged in conversation. To their left, a woman with a shaved head and glasses is looking towards them. In the background, other people are visible, some holding drinks, creating a lively atmosphere. The text "IT'S BOTH" is overlaid in the center of the image in a clean, white, sans-serif font.

IT'S BOTH



The “Chamber” Dinner

Engaging Business

Why Engage Business?

- Filling labour gaps
- Talent retention for businesses
- Increasing diversity in companies (in all forms)
- Growth in local economy
- Businesses as leaders in community

Member Resources
Portal

BRAND INFORMATION



**NATIONAL
CONNECTOR
PROGRAM**



**PROGRAMME
DE CONNECTEUR
NATIONAL**

Connectors



Connectors share their circles of influence



Who has
opened
doors for
you?

They were
your
Connector



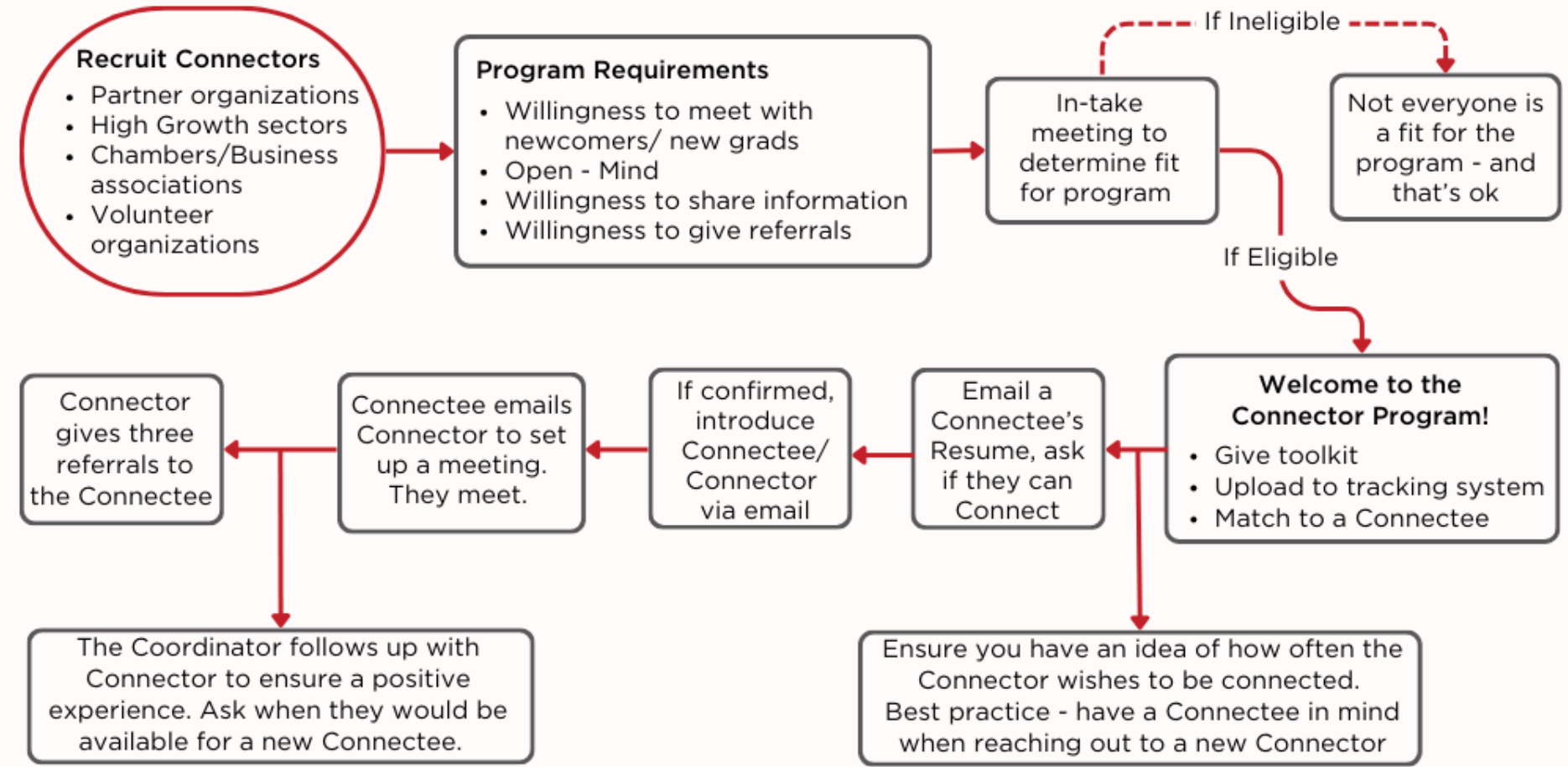
Where can I find Connectors?

- Personal networks
- Business networks
- Attending networking events
- Presenting to organizations (Chamber, Industry associations, etc)
- Asking committed Connectors for referrals
- Look for industries and sectors in your local economy that are searching for talent
- [Connector Attraction and Engagement Toolkit](#)



HOW DOES THE CONNECTOR PROGRAM WORK?

CONNECTOR FLOWCHART



**NATIONAL
CONNECTOR
PROGRAM**

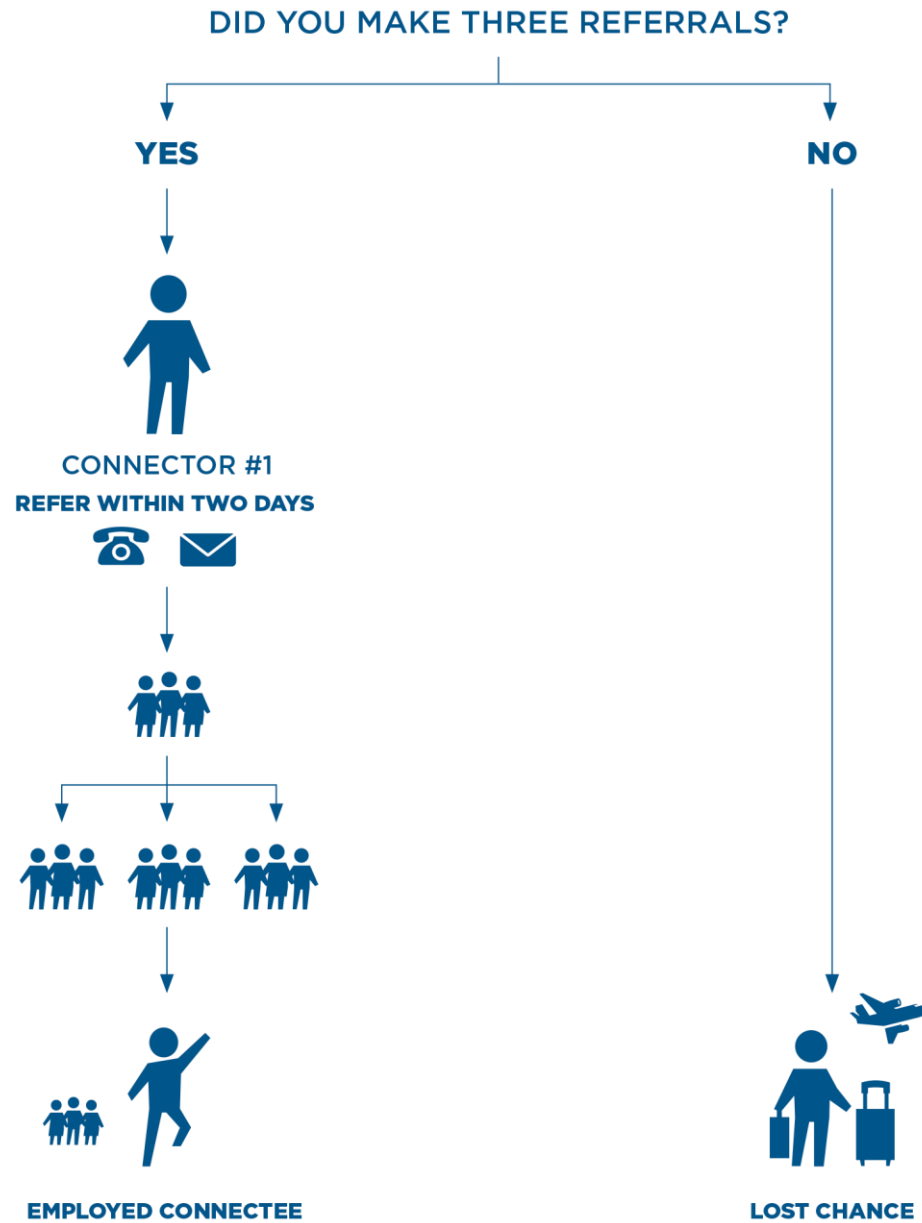
**PROGRAMME
DE CONNECTEUR
NATIONAL**



Connector In- Take Process Tips

- Not everyone is a fit for the Connector Program, and that's ok!
- Connectors need to be open minded and willing to share knowledge and referrals
- Ask open ended questions to understand your Connectors' motivations and where their network lies
- *Providing 3 referrals* is integral to making the match a success, this needs to be a clear expectation
- No expectation of providing employment to any Connectees met with

Connector referrals build networks



How to break up with a Connector

- Thank them for their time/interest in the program
- Explain that the Connector program process doesn't seem to fit for them
- Offer to circle back in 6 months or 1 year if time commitment is the issue

Connectees

Who makes a good Connectee?

- Have not already participated in the Connector Program
- Must be eligible to work in Canada
- Sufficient English (or French) language skills related to profession
- Graduating within 6 months from a post-secondary institution or graduated with a post-secondary degree or diploma
- Must be unemployed or underemployed
- Professional resume
- Employment readiness
- Positive attitude
- Willingness to network





Where can I find Connectees?

- Partners and their referrals are key for a successful program. Some potential partners include:

- Universities and colleges
- Immigrant serving organizations
- YMCA/YWCA
- Societies, Associations
- Employment/career support organizations
- Economic development organizations

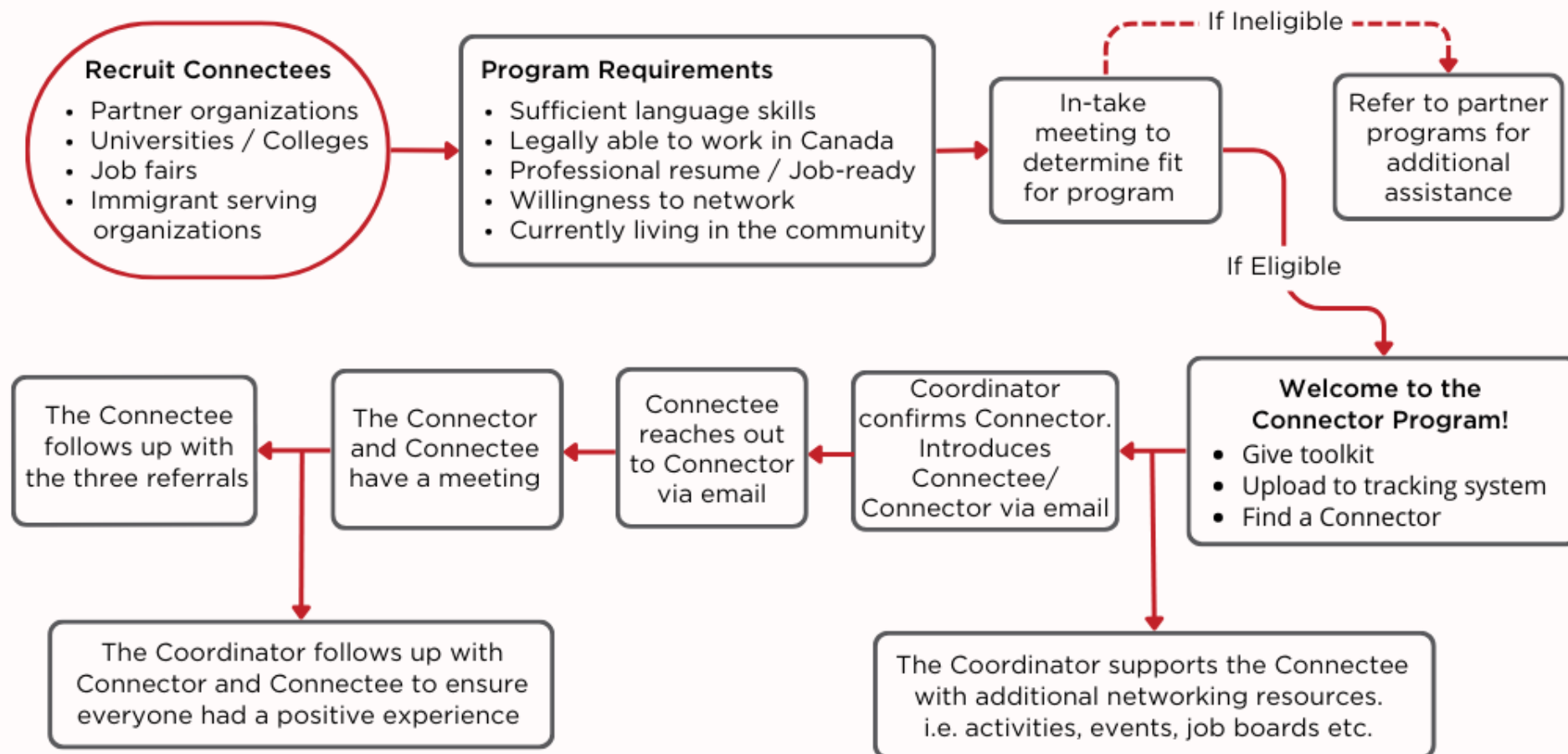
- *Chambers

- *Board of Trade

- *Industry Associations

HOW DOES THE CONNECTOR PROGRAM WORK?

CONNECTEE FLOWCHART



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Connectee In-Take Process Tips

- Not everyone is a fit for the Connector Program and that's ok!
- Coaching/support will vary connectee to connectee
- Looking for the “perfect match” can decrease engagement and results
- Make sure Connectees prepare as if this was a job interview (even though it is not) – first impressions count!
- If someone is not a good fit, refer to additional resources that could help

Case Studies

Problem Solving – Case Studies

Case Study #1

Tamer came for our intake process and it took more than the usual 30 minutes. I asked him to return the next week because he wasn't ready to do the mock interview. When we began with the 'Tell me about yourself question', Tamer spoke for 15 minutes about all the challenges he has faced and how workplaces had been unfair.



Problem Solving – Case Studies

Case Study #1

Potential solution: Provide constructive feedback about negative attitude and needing to focus on the positive skills, experience and talent he can bring. Refer to a partner organization for further interview practice and re-visit in a few weeks to see if there is improvement to participate in the program.



Problem Solving – Case Studies

Case Study #2

Xiao Mei had been a dentist for 20 years. She wanted to join the connector program but was unable to work in this field without further schooling. I had asked her in advance to think of organizations/businesses she was interested in that were related to dental/medical fields. She came in insisting that being a dentist was the only thing she knew and that I needed to connect her.



Problem Solving – Case Studies

Case Study #2

Potential solution: Encourage Xiao Mei to work with immigrant services and a career counsellor to come up with a few alternate plans before participating in the Connector Program.



Problem Solving – Case Studies

Case Study #3

Jacob had done well in the in-take interview and I had connected him to a manager of an I.T company. Jacob had a habit of calling the Connector every two days and demanding to meet despite the Manager asking him to be patient.



Problem Solving – Case Studies

Case Study #3

Potential solution: Be sure to coach on acceptable follow up practices prior to connecting any Connectee.

Call Jacob and explain that he has to be patient and respectful in the way he requests a meeting. Jacob is from a different culture so explain how business culture works in Canada so he doesn't ruin his chances of meeting with people. Also call the Connector and explain the situation and that it was a cultural difference that Jacob has now been coached on.



Problem Solving – Case Studies



Case Study #4

Sarah has a background in information technology and had some experience while she was attending university. She came to see you and demanded to be connected but was not open to the idea of networking. You explained to her what our Program is about and that she would have to network for it to be effective. She completely refused to buy into the idea but still demanded you connect her.

Problem Solving – Case Studies



Case Study #4

Potential solution: Ask probing questions to understand why Sarah is not interested in networking. Offer to take her to a networking event to help her feel more comfortable. If still not wanting to network, explain that the program would not be a good fit.

Problem Solving – Case Studies

Case Study #5

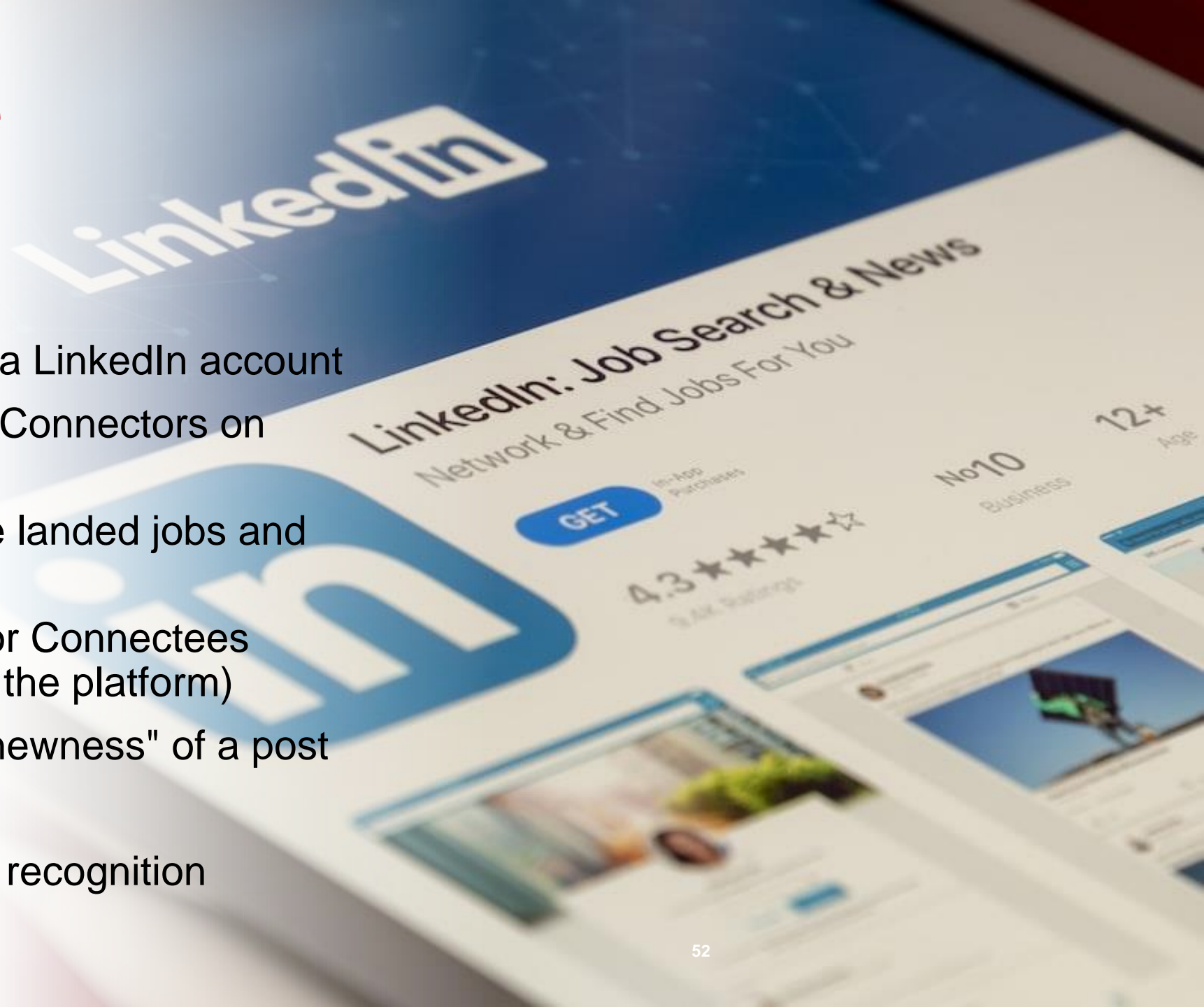
Nancy interviewed well and once she was connected she did the follow up and networking necessary to gain referrals and continue networking. However, once the referrals stopped, Nancy came back to you asking for more connections from the program. You had set the expectation in your meeting that we could only connect her to one Connector because of supply/demand and the need to protect our connectors from burnout.

Potential solution: Make sure to re-iterate this expectation. A good compromise would be to invite her to any networking events you are attending or hear about to help ease the tension and her expectations of being constantly given new connectors.

Promotion

Importance of LinkedIn

- Most Connectors will have a LinkedIn account
- Search for companies and Connectors on LinkedIn
- Find Connectees who have landed jobs and report on them
- Networking opportunities for Connectees (encourage them all to join the platform)
- Focus on relevance over "newness" of a post
- Connector Appreciation
- Connector recruitment and recognition
- Connectee celebration!



Halifax Partnership
20,010 followers
3w • Edited •

Our Connector team was busy in August!

The Halifax Partnership Connector Program welcomed 51 new ...more



WR Connectors
71 followers
6d •

+ Follow ...

Another successful Pop-Up Meet-Up coffee chat on September 26 ... an opportunity for Connectees and Connectors to interact casually. Great conversations had! Great connection building! ...more



3

1 comment • 2 reposts

Please allow me to present **Mike Randall**, he was a Connector before it was cool to be a part of the **#ConnectorCommunity** ...more



LinkedIn Examples

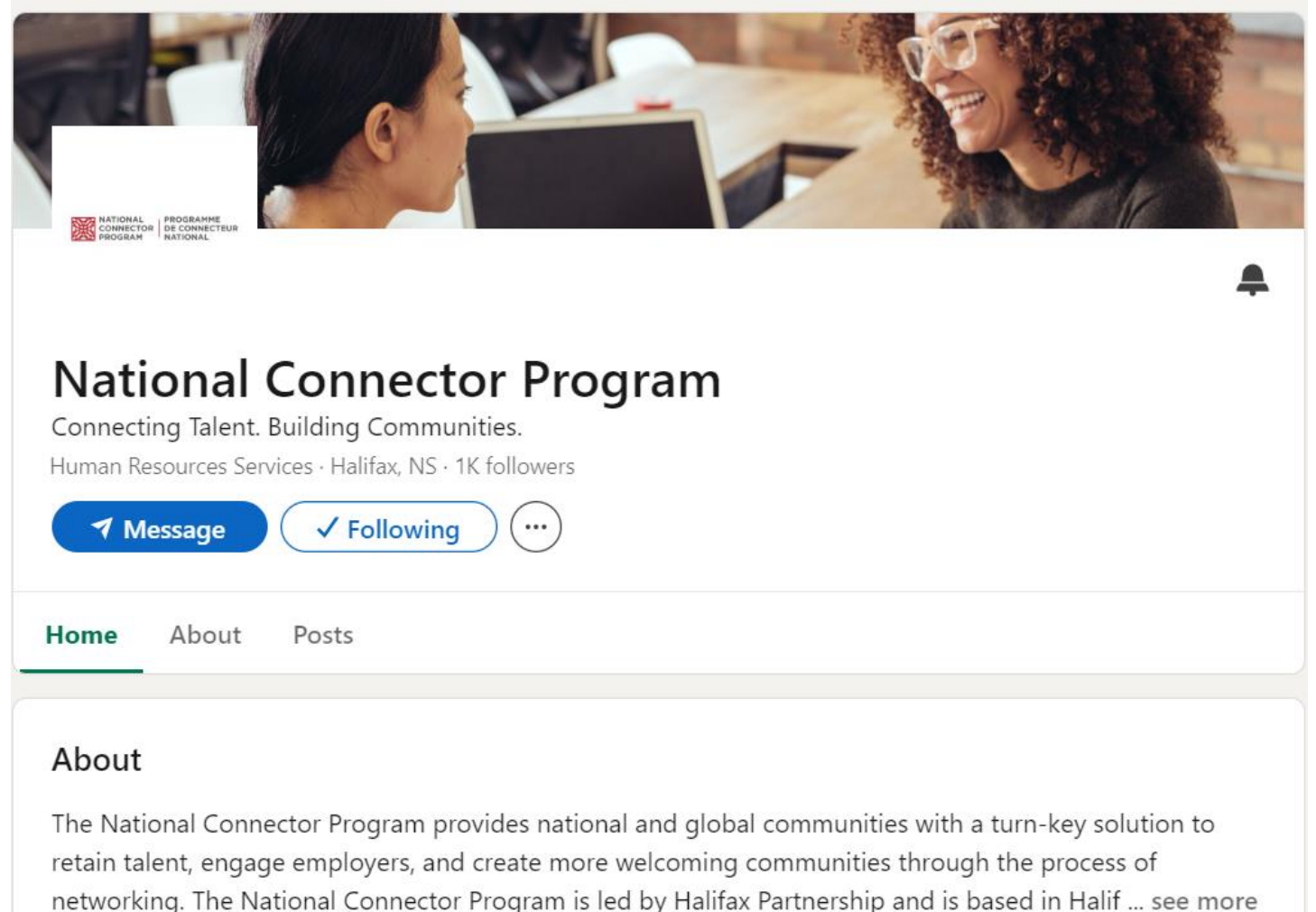
Social Media Tips



- Don't be too serious – be yourself!
- Have a plan and stick to it
- 90/10 Rule
 - 90% of the time listening and engaging, 10% talking about yourself
- Use the same hashtags (#GetConnected, #BeAConnector)
- Always include visuals or videos!
- Use “Influencers” from your program
- Tag people and businesses
- Posting times, amount, content depends on platform
- Know your audience – then you can know your platforms

National Connector Program Social Media

- LinkedIn – National Connector Program
- [National Connector Communities Social Media Handles](#)



The image shows a screenshot of the LinkedIn profile for the National Connector Program. The profile picture features two women in an office setting, one with dark hair and the other with curly hair and glasses, both smiling. The profile name is "National Connector Program" with the tagline "Connecting Talent. Building Communities." and location "Human Resources Services · Halifax, NS · 1K followers". The user is following the page, as indicated by the "Following" button. The "About" section is partially visible, starting with "The National Connector Program provides national and global communities with a turn-key solution to retain talent, engage employers, and create more welcoming communities through the process of networking. The National Connector Program is led by Halifax Partnership and is based in Halif ... see more".

Promotional Tips

- Ensure consistency
- Integrate communications into your organization
 - Start a monthly newsletter or quarterly update
- Become a networking/job searching thought leader – post about tips, tricks, opportunities, etc.
- Use participant stories!
 - Better yet, ask them to tell the stories and tag you
- Showcase why the program is meaningful in a variety of ways, and across a variety of platforms
- Share from other programs



PROMOTION

Complimentary Activities



Complementary Activities

- Speed Interview Events
- Speed Networking Events
- Annual Connector Recognition Event
- Pitch Competitions
- Business Visits
- Collaborations with other organizations!
- Conferences
- Online webinars/info sessions
- Connectee Bootcamps
- Reverse Career Fairs

Reporting

Reporting

- April and October to NCP Manager
- Qualitative and Quantitative
- # of Connectees
- # of Connectors
- # of jobs found by Connectees****
- Activities done to support program – presentations, networking events, partnered events, workshops, social media, engagement
- Testimonials
- Reporting Template



Tracking Results

On-going Support

- On-site training
- Remote training
- Customized training
- Member portal
- Monthly conference calls
- Twice annual check-ins
- Bi-Annual Learning Exchange
- Community Support from other coordinators
- Best practise sharing





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