

# What Drives Immigrant Economic Integration?



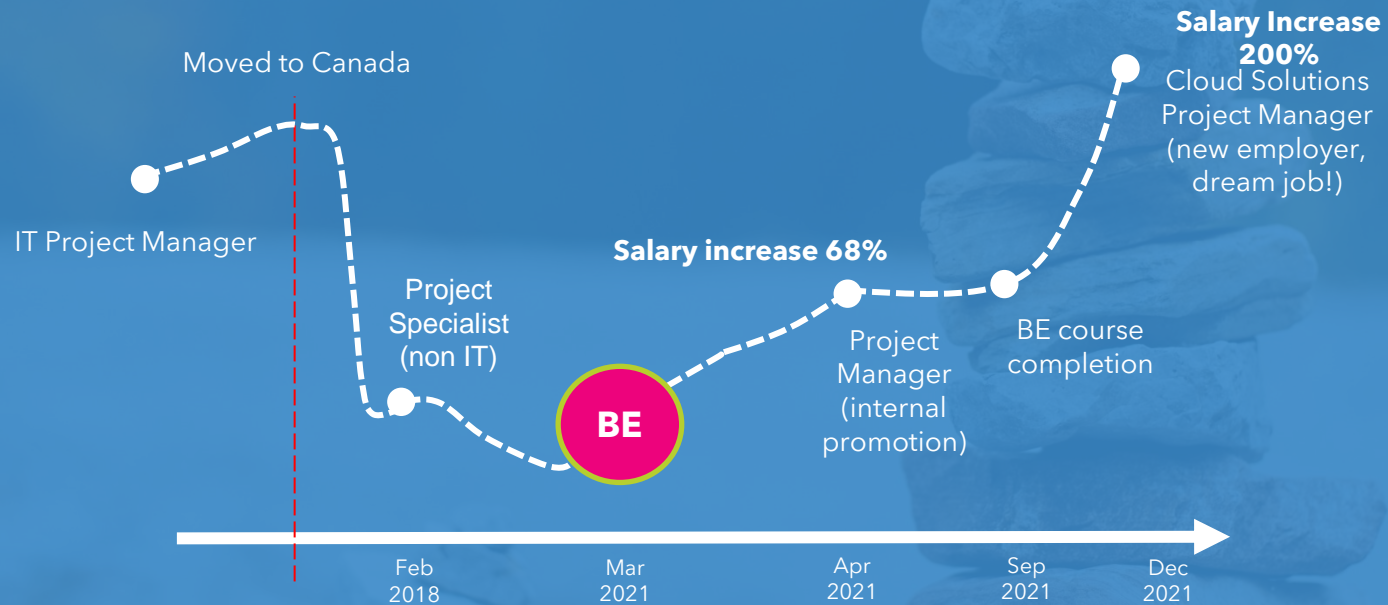
**Significance of Self-  
awareness,  
Adaptability and  
Communication Skills  
Among Immigrants**

**“A screwdriver in Brazil is a hammer in Canada”**

Canadian work experience as a  
predictor of success



# A Business Edge Success Story



# Awareness

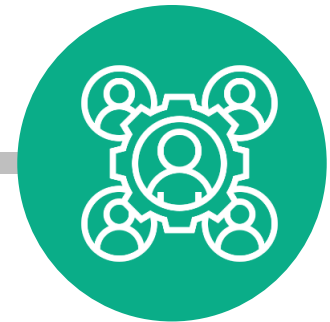
**The first step towards change is awareness**



SELF



EMPLOYMENT  
LANDSCAPE



WORKPLACE

# Adaptability

Surface  
Culture

Unspoken  
Rules

Deeply Held  
Beliefs





# Advanced Communication

Navigate complex cultural cues to communicate your intent, not just your thoughts.

- Be seen as a leader by focusing on your communication style so your ideas have more impact.
- Become strategic in your approach to casual conversations and see the difference in those relationships as a result.



# Communicating Your Value

Re-calibrate your career strategy Create a Career Accelerator Plan and put it into action!

- Get clear on your direction and understand how to manage your own career.
- With a supportive team behind you, dig deep to analyze your “offer” and how to effectively convey your strengths and goals.



# Building on your Strengths

“To be successful in Canada, I don’t need to change who I am. I need to become more of who I am and communicate that effectively” – Arman R., a Business Edge graduate



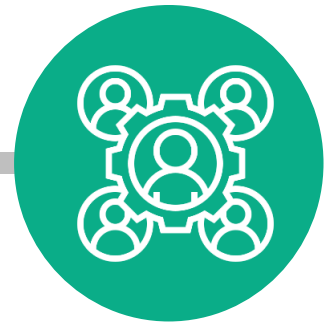
# Awareness



SELF



EMPLOYMENT  
LANDSCAPE



WORKPLACE

**Business Edge for Internationally  
Educated Professionals**

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**"I'm proud of being  
able to confidently  
articulate my brand  
and the value I bring."**

Sylvestre Carpen  
Senior Manager, Global AML  
Operations

**Rotman** | Intercultural  
Skills Lab

