



NATIONAL
CONNECTOR
PROGRAM

PROGRAMME
DE CONNECTEUR
NATIONAL

INTENTIONAL NETWORKING- CONNECTING BUSINESS TO TALENT

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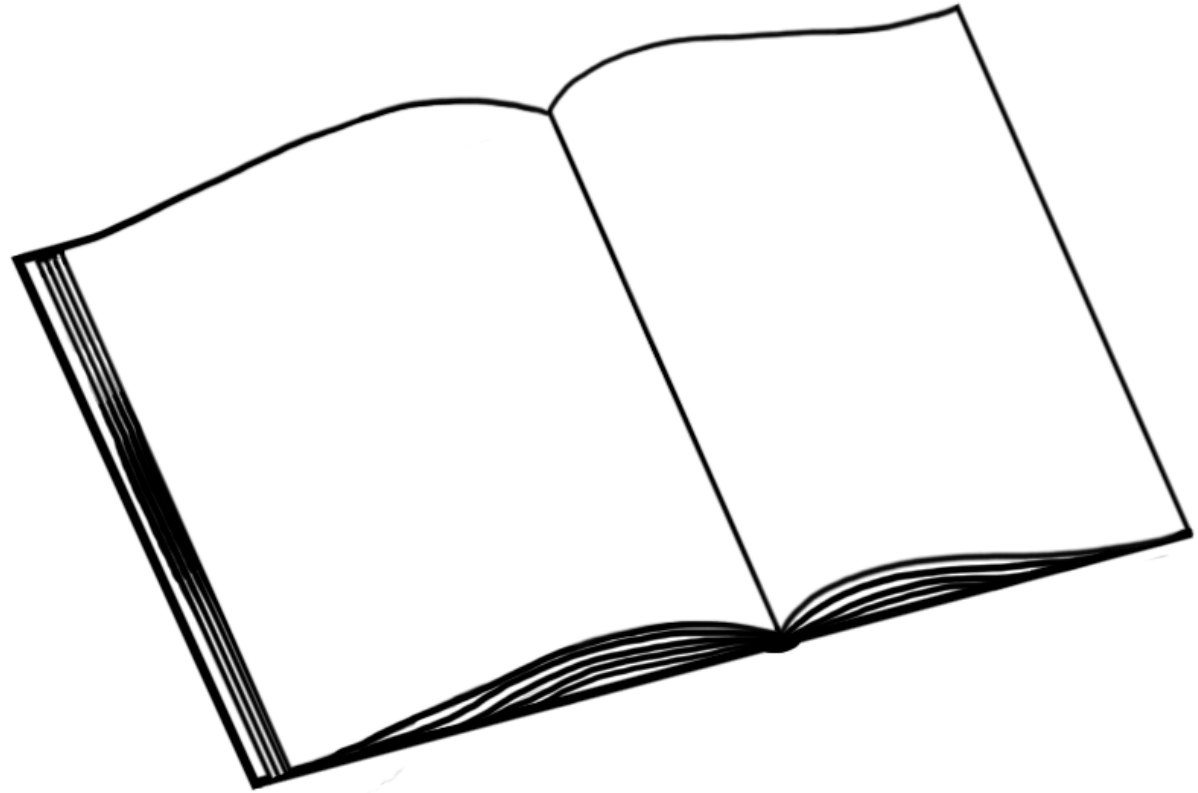
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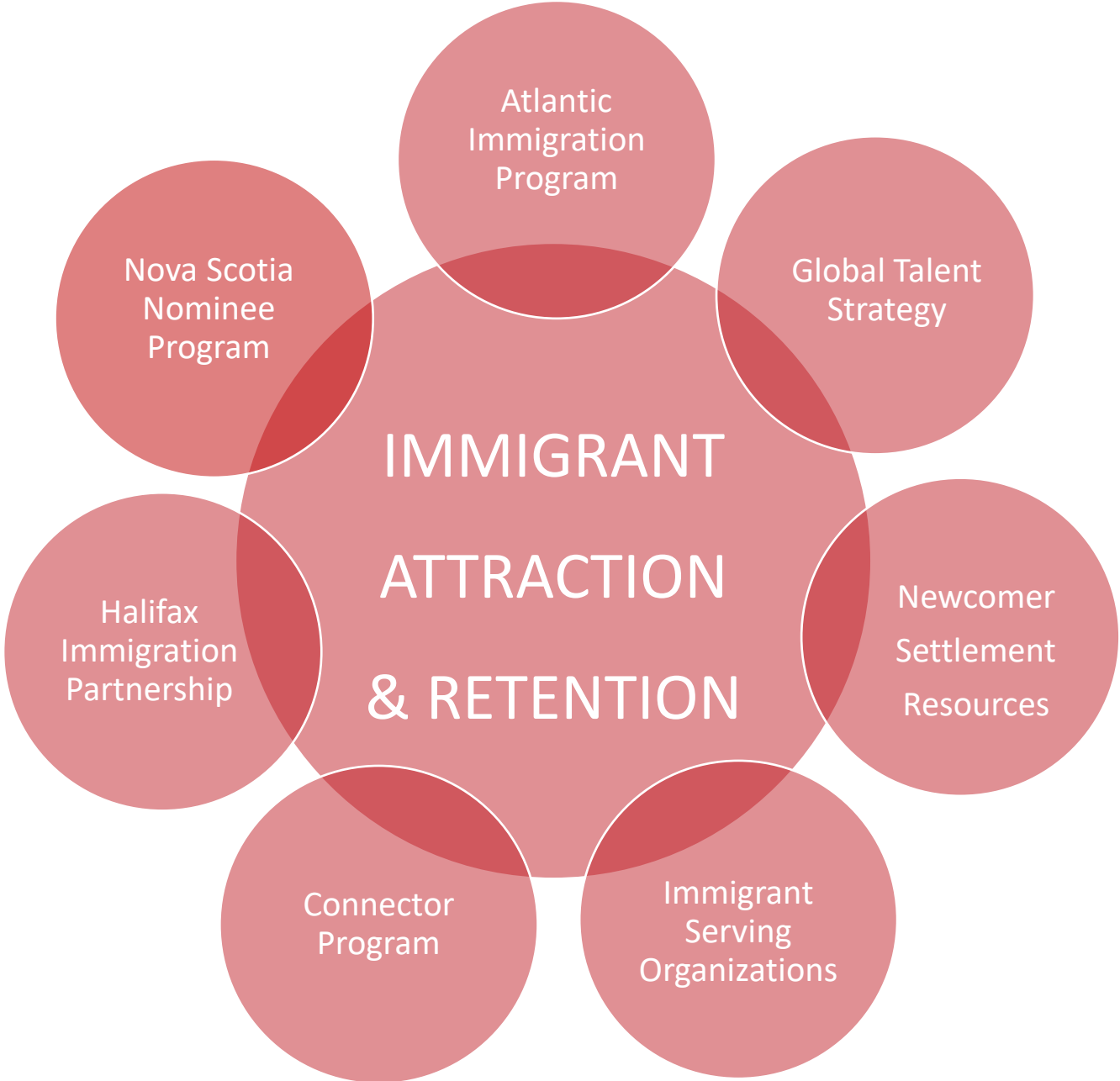
PRESENTATION OVERVIEW

- Changing the narrative
- A supportive ecosystem
- Connector program
- Intentional networking
- The snowball effect

CHANGE THE NARRATIVE



CREATE AN INCLUSIVE ECOSYSTEM



THE CONNECTOR PROGRAM



MATCH



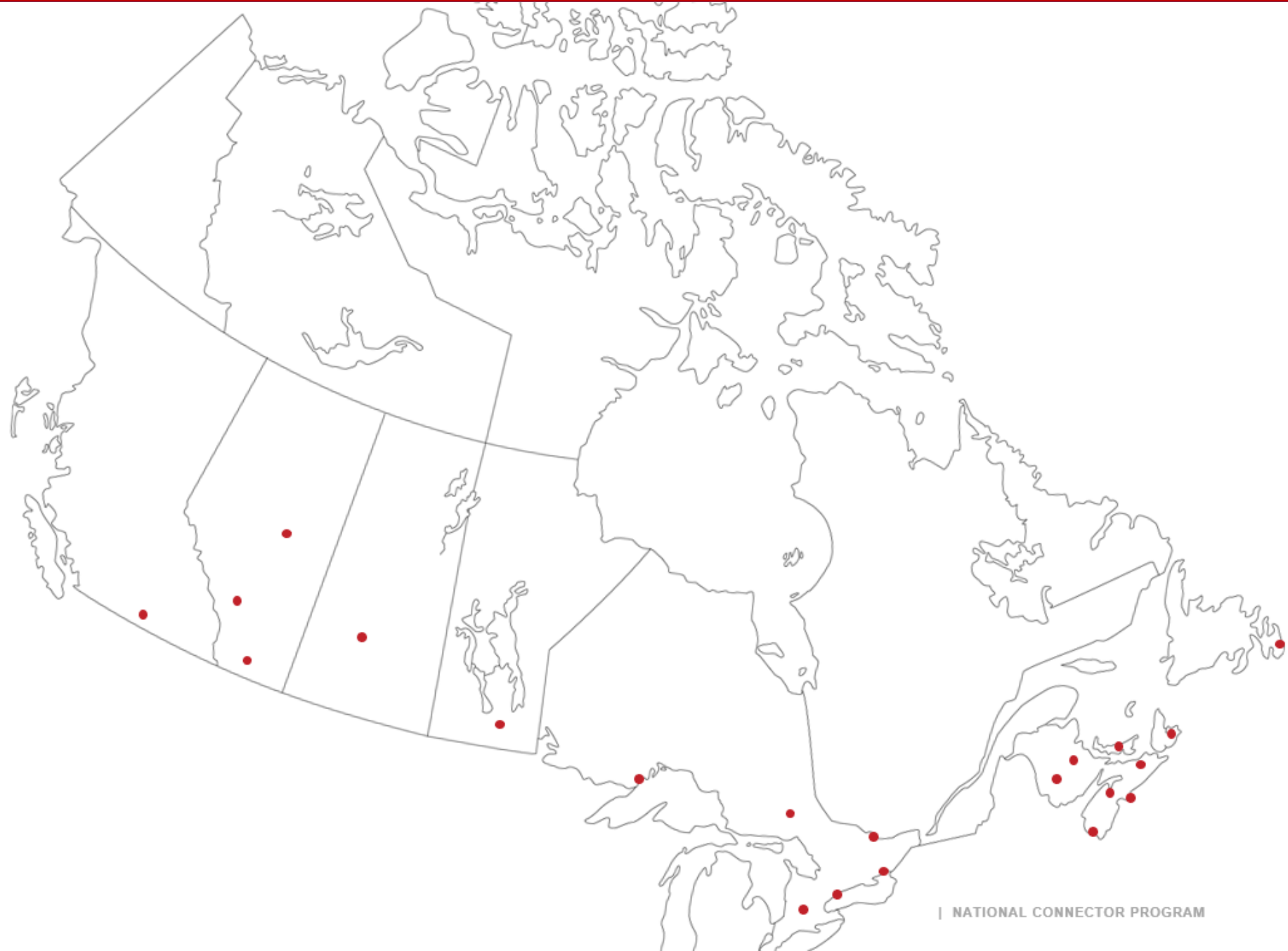
CONNECT



REFER

NATIONAL CONNECTOR PROGRAM

Network of 32 Connector Programs in Canada, US and Europe



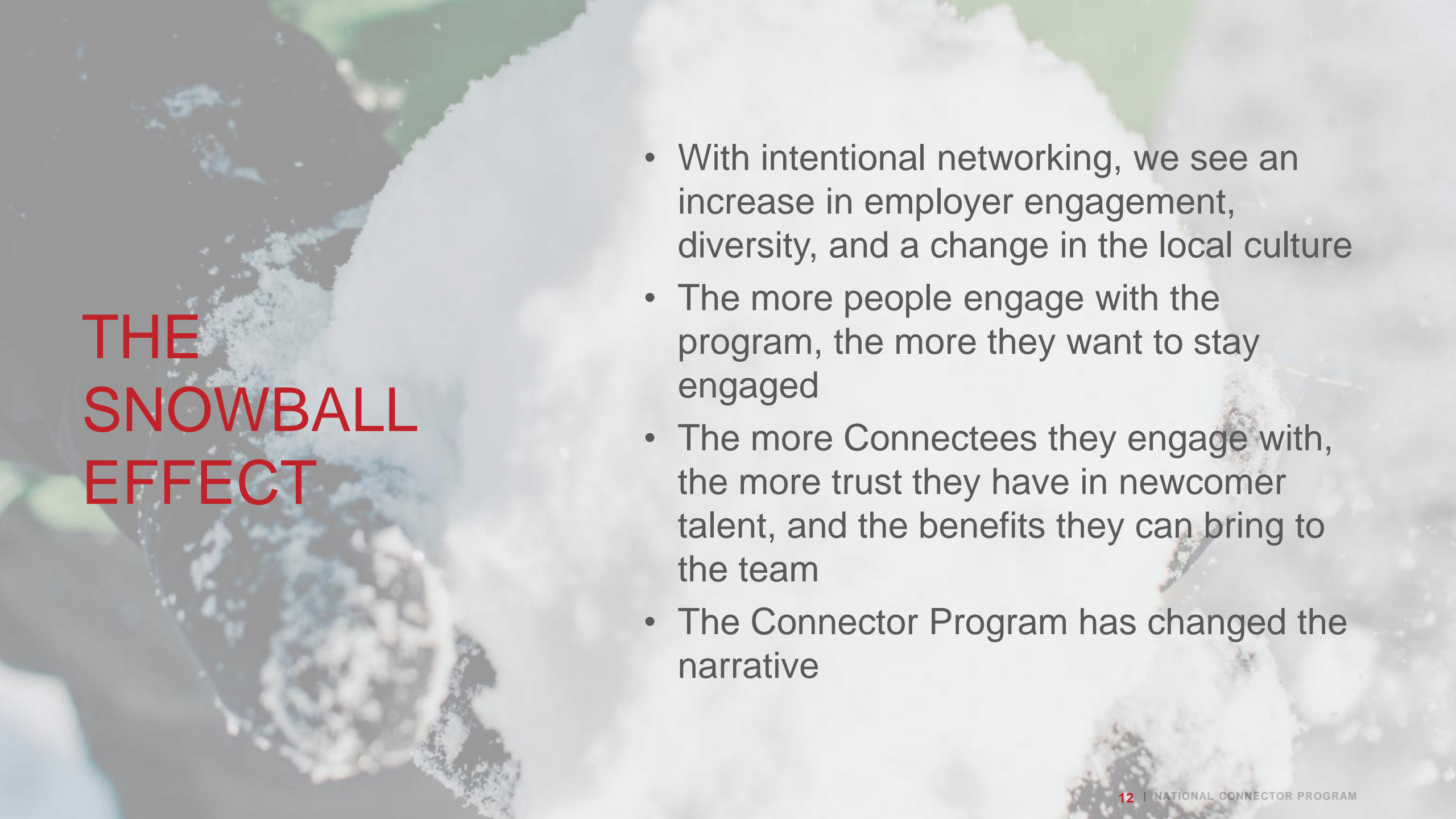
CONNECTING BUSINESS TO TALENT

- Helps fill labour gaps
- Engages employers in hiring for diversity, skill, credentials and abilities
- Ensures immigrants attach to the labour market
- Allows employers to access new talent
- Helps employers become “Employer of Choice” in a given industry/community





INTENTIONAL NETWORKING



THE SNOWBALL EFFECT

- With intentional networking, we see an increase in employer engagement, diversity, and a change in the local culture
- The more people engage with the program, the more they want to stay engaged
- The more Connectees they engage with, the more trust they have in newcomer talent, and the benefits they can bring to the team
- The Connector Program has changed the narrative



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