

# THE POWER OF PURPOSEFUL ENGAGEMENT

A New Approach to Overcoming  
Barriers to Employer  
Engagement

Presenter: Daniel Chen

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Shift in organizational focus

Intentional and holistic approach

Aligns with clear sense of purpose and values

We are in the business of



**Value Creation**

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IMMIGRANT  
EMPLOYMENT  
COUNCIL OF BC **IEC<sub>BC</sub>**

## Current Ways of Engagement

### OUR PROGRAMS & SERVICES

NEW WAY OF WORKING  
WITH A FUNDAMENTAL  
SHIFT IN THINKING



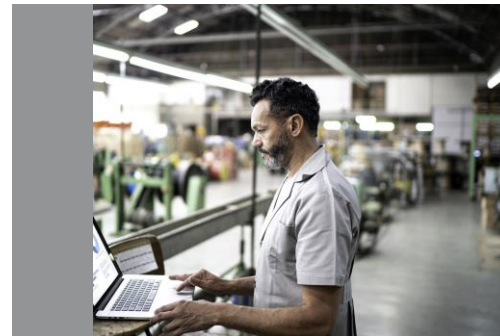
MentorConnect



ASCEND



Connections



BC JobConnect

## 8 Tips for Effective Employer Engagement

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### Define the Employer's Purpose

Understand the employer's goals, values, and motivations

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Ensure engagement strategies are inclusive and culturally responsive

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### Reinforce Commitment to DEIB

Communicate shared values on diversity, equity, inclusion and belonging

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Create collective impact

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Profit and  
Philanthropy

Train Newcomers  
and Indigenous  
Persons

**IMAGINE A SMALL VANCOUVER  
TECH COMPANY**

Grow it's  
people

Partner with  
IEC-BC



Technology  
Skills

Building a  
community of  
people who care

B Corp

Innovative ideas  
(Bootcamp)



Profit and  
Philanthropy

PURPOSE

Train Newcomers  
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Persons

COMMITMENT

IMAGINE A SMALL VANCOUVER  
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RELATIONSHIPS

Partner with  
IEC-BC

COLLABORATIONS



Our long time mission is to  
bring together a workforce  
that reflects the  
communities and people we  
serve

Technology  
Skills

TECHNOLOGY

Building a  
community of  
people who care

IMPACT

B Corp

INCLUSION

Innovative ideas  
(Bootcamp)

INNOVATION



Working Directly with Employers

## RECAP

### Key Points

- Clear sense of purpose and values
- Build strong relationships
- Implement best practices for diversity, equity, and inclusion in the workplace
- Embrace technology

# THANK YOU!

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