

# Unlocking Career Success: Transformative Technology in Employment Supports for Newcomers

Devant<sub>z</sub>

 kibbi



# Why are we here?

This presentation addresses **the integration of transformative technology** to equip newcomers with the tools they need to be successful search

# The Why

Devant<sub>z</sub>



# The Journey

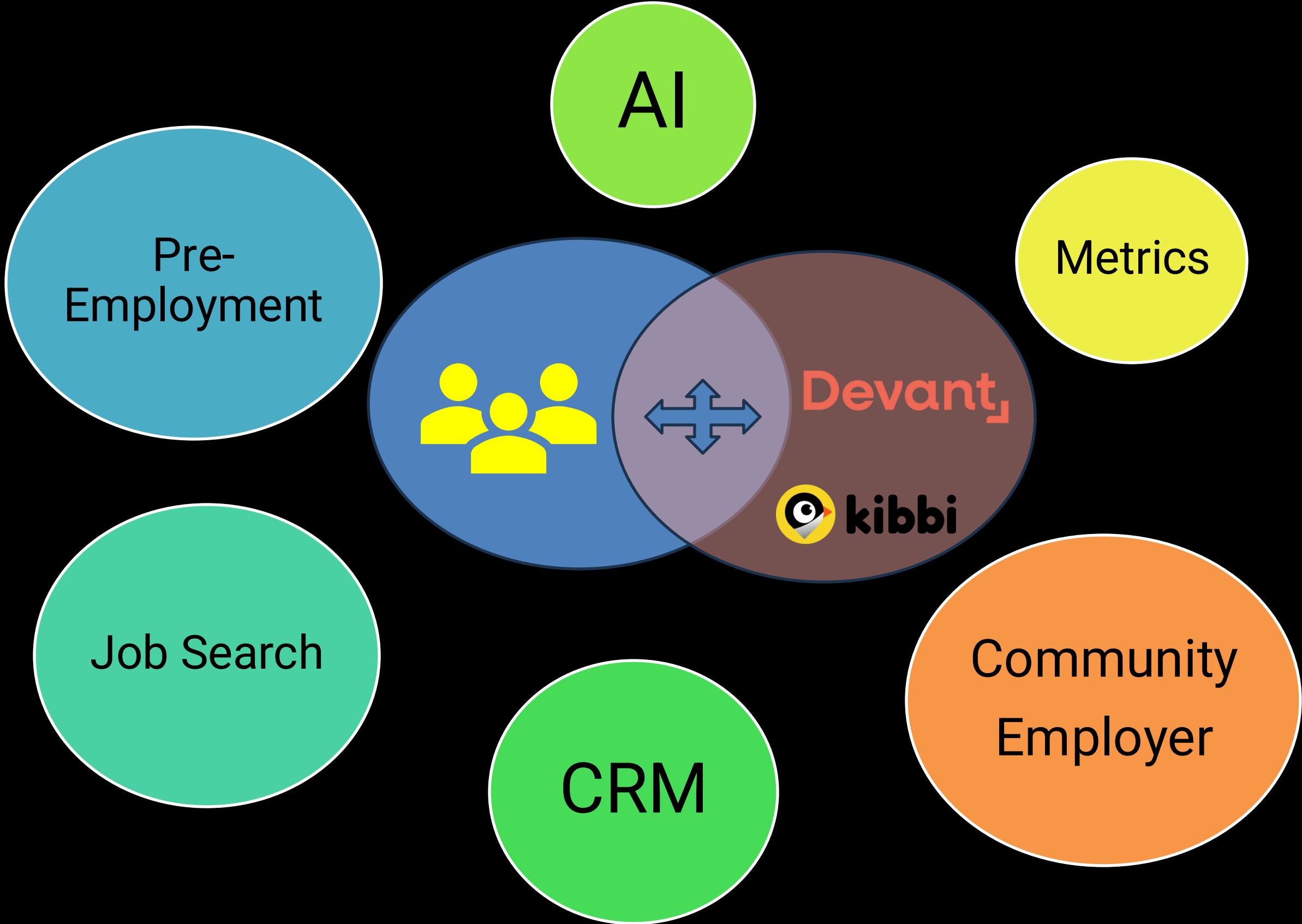


# The How

Devant<sub>z</sub>



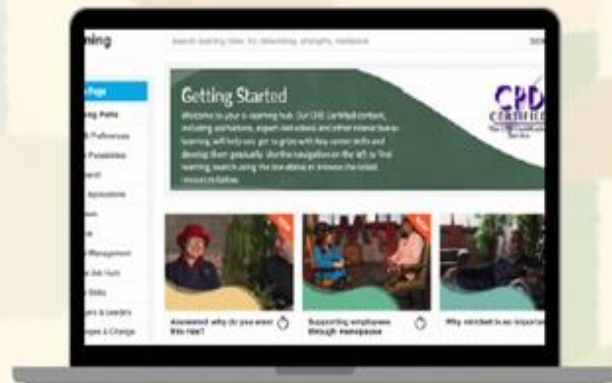
# Employment Ecosystem



# Prep



## Pre-Employment Services



### White - Labeled Career Development Portal

### Prepare Job Seekers

Resume Builder

ATS Scanner

AI Mock Interview

LinkedIn Optimization

# Plan



## Cover Letter Builder

Clients gain insights into crafting cover letters, access a variety of examples, receive valuable tips and advice, and efficiently create their own.



## Elevator Pitch Builder

Clients can swiftly and effortlessly create their own elevator pitch with the assistance of examples and practical advice provided by hiring managers.



## LinkedIn Networking Tool

This networking tool connects with LinkedIn, enabling clients to explore companies in specific sectors, locate individuals with past experience at particular companies, and identify professionals in specific roles.



## Live Workshops & Events

Students will have access to our weekly live on-line evening workshops & events. Highlights include Revamping Your Resume, Finding a Job in Canada, Building Your Network, and so much more.



## Career Assessments

A collection of assessments empowers clients to uncover their motivations, preferences, and values, providing a personalized report with practical, custom recommendations. These assessments cover personality, strengths, learning styles, decision-making, management skills, assertiveness, and stress management.



## Aptitude Tests

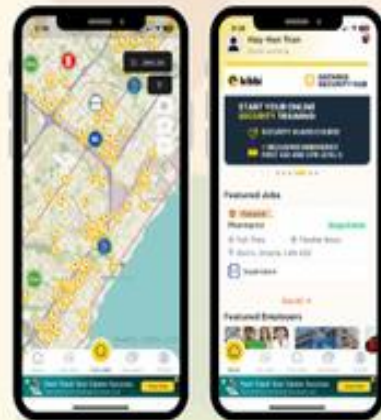
Ensures every client has the opportunity to prepare for the numerical, verbal & and situational judgement tests used by leading employers in their recruitment & and selection process.



# Action



**JOB SEEKERS**



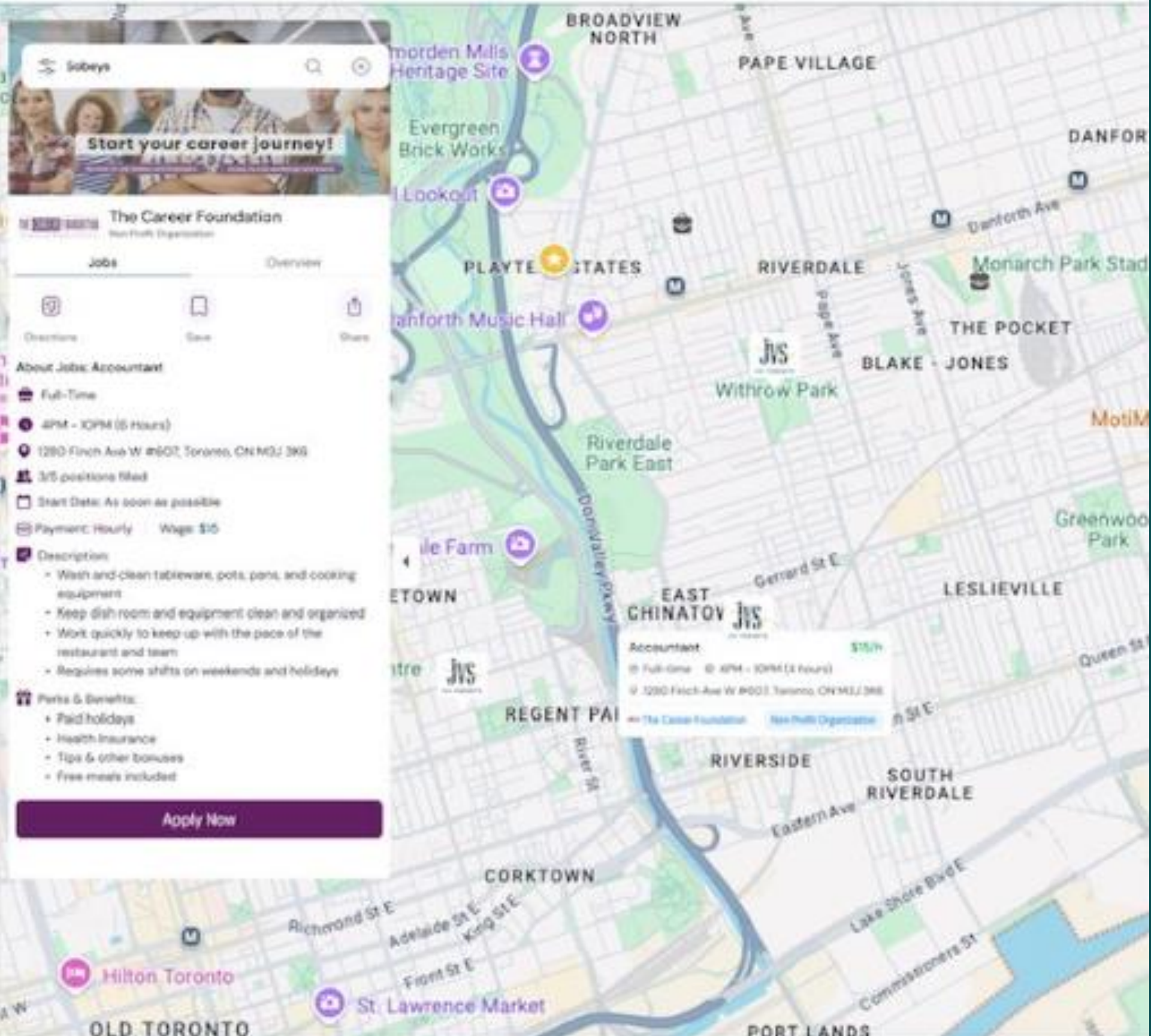
**AI-Powered, Multi-Lingual, Map-based Job Search App**



**BUSINESSES + COMMUNITY**



**Job Board & Employer Career Page**



**The Career Foundation**  
Non-Profit Organization

Jobs Overview

**About Job: Accountant**

- Full-Time
- 4PM - 10PM (8 Hours)
- 1290 Finch Ave W #607, Toronto, ON M2J 3K8
- 3/5 positions filled
- Start Date: As soon as possible
- Payment: Hourly Wage: \$15

**Description:**

- Wash and clean tableware, pots, pans, and cooking equipment
- Keep dish room and equipment clean and organized
- Work quickly to keep up with the pace of the restaurant and team
- Requires some shifts on weekends and holidays

**Perks & Benefits:**

- Paid holidays
- Health Insurance
- Tips & other bonuses
- Free meals included

[Apply Now](#)

# The Impact

Devant<sub>z</sub>







Check all filters Industry City Hiring Keywords Apply Reset filters

### Explore Companies

Check out our employer partners' career pages to drop resumes and follow for job alerts

Grid of company profile cards for CNA Insurance, Litco Law, HSB Canada, Wawanesa Insurance, HUB Insurance, The Commonwell Mutual Insurance Group, Portage Mutual Insurance, and The Mutual Fire Insurance Company of BC.

Yellow promotional banner: 'Want to share listings with us?' featuring a man and a woman, a laptop, and a '200+ job followers' badge.



Job title or keyword Florence, Italy SEARCH

Popular : UI Designer, UX Researcher, Android, Admin

### Featured Jobs

Show All Jobs ->

List of featured job listings including Senior Commerical Field Underwriter, Supervisor, Underwriting, Claims Adjuster, and Souscripteur senior.

### Recent Jobs

Show All Jobs ->

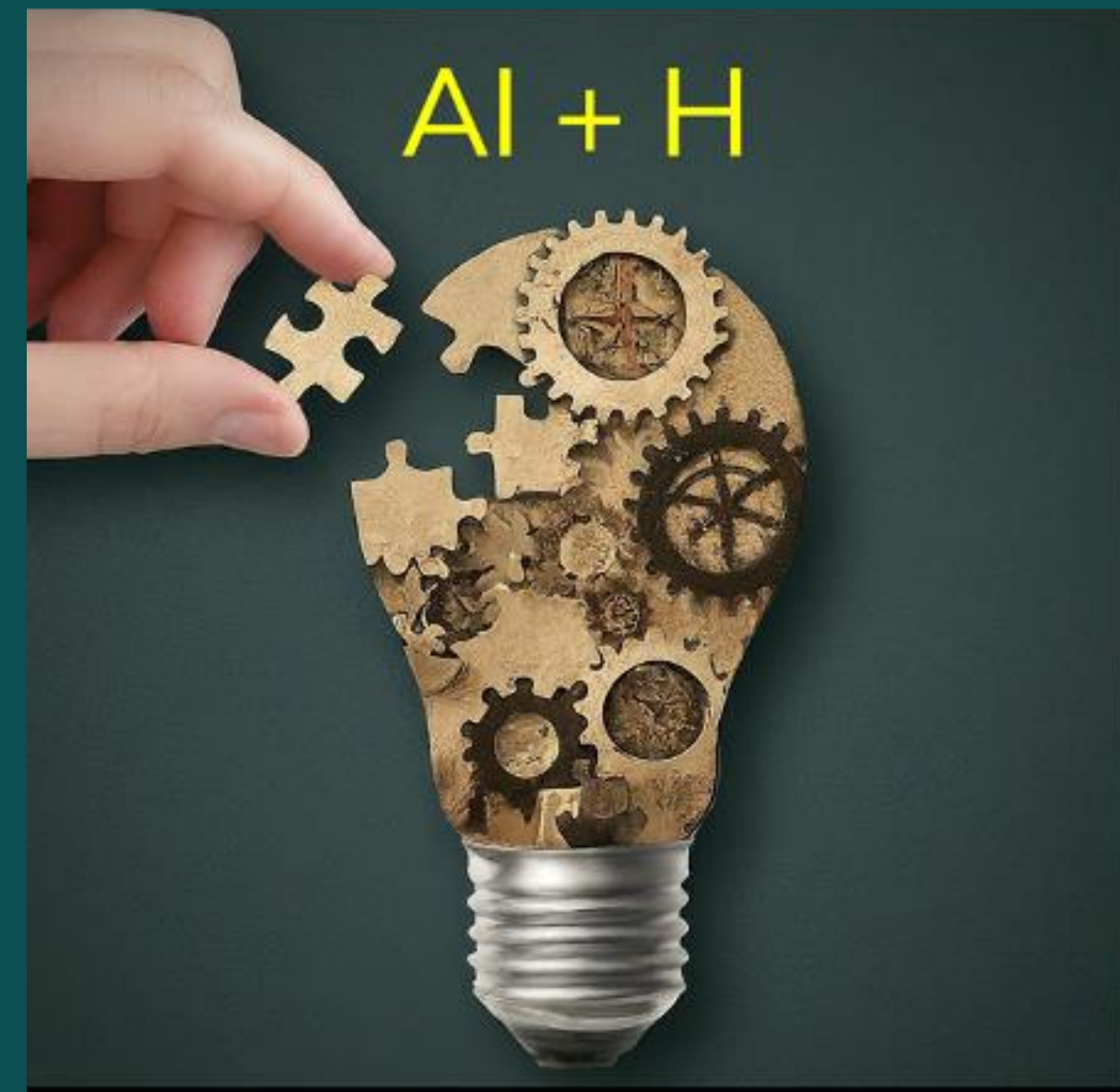
Recent job listing: Underwriting Technical Specialist.

### Hiring Partners

Show All Employers ->

Grid of hiring partner company profile cards for CNA Insurance, Litco Law, HSB Canada, and Portage Mutual Insurance.

Yellow promotional banner: 'Wanna stay in touch?' featuring a man and a woman, a phone, and a 'Red's Diner just posted a job!' notification.

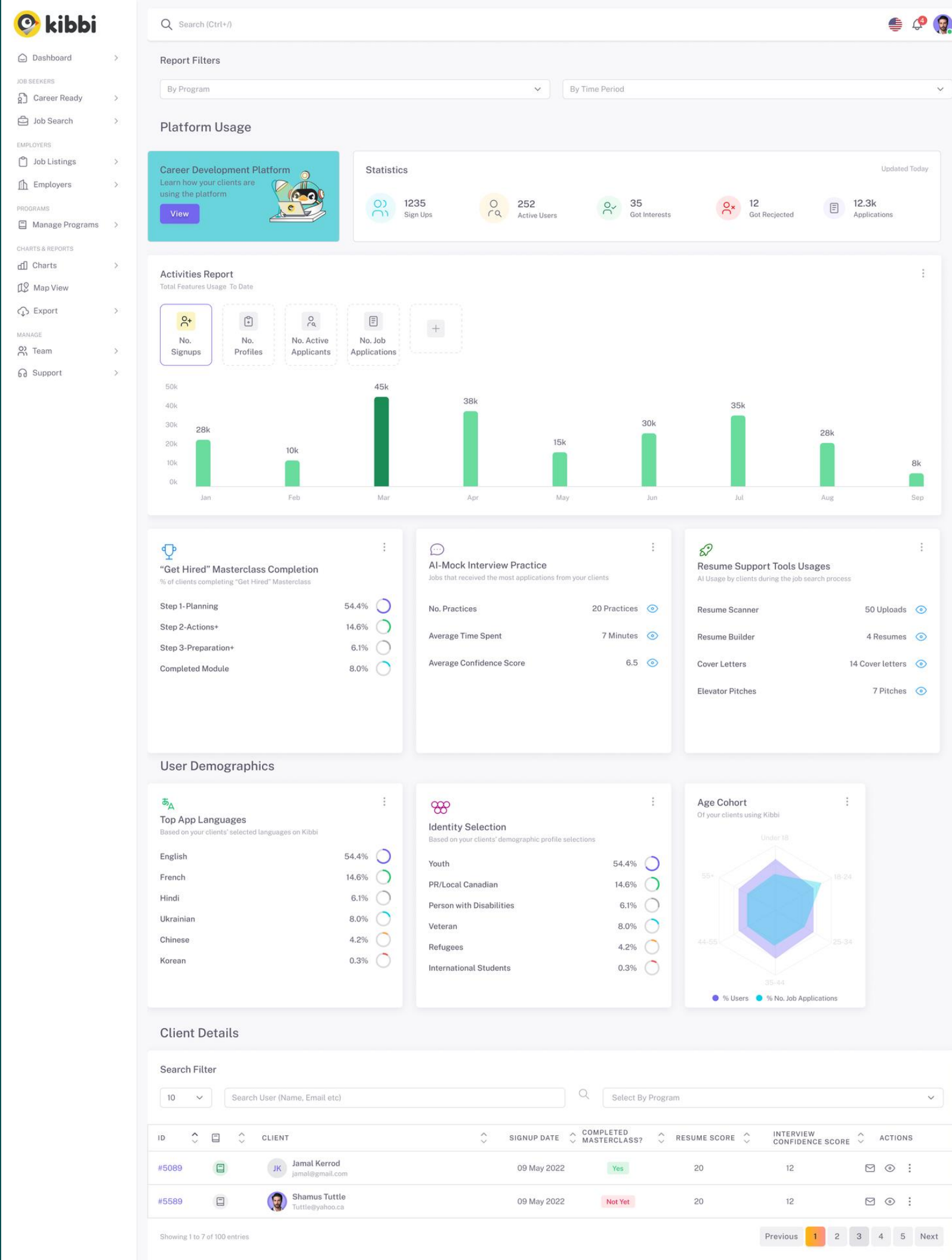


By using generative AI tools and platforms, job seekers can create and improve their resumes and cover letters, prepare for interviews, and find suitable jobs in Canada

**with the help of a certified career advisor, coach, employment consultant.**

How important are Data Analytics, Metrics, KPI and Dashboards to your operation?





# Integrated Data Tracking for KPI and Reports

Tracks all platform engagement such as:

1. # Active Users
2. # of resumes created and scores
3. # of mock interviews and scores
4. # of events attended
5. # of modules completed
6. # of jobs applied and where
7. # of employer invitations to apply
8. # of employers granting interviews
9. # of Clients or cohort/program etc

**Are you having an IMPACT?**



# The Future Potential

Devant<sub>z</sub>



Oct 20, 2024

FORBES > LEADERSHIP > CAREERS

# Why 80% Of Hiring Managers Discard AI-Generated Job Applications From Career Seekers

Bryan Robinson, Ph.D. Contributor ©

author of *Chained to the Desk in a Hybrid World: A Guide to Balance*.

Follow

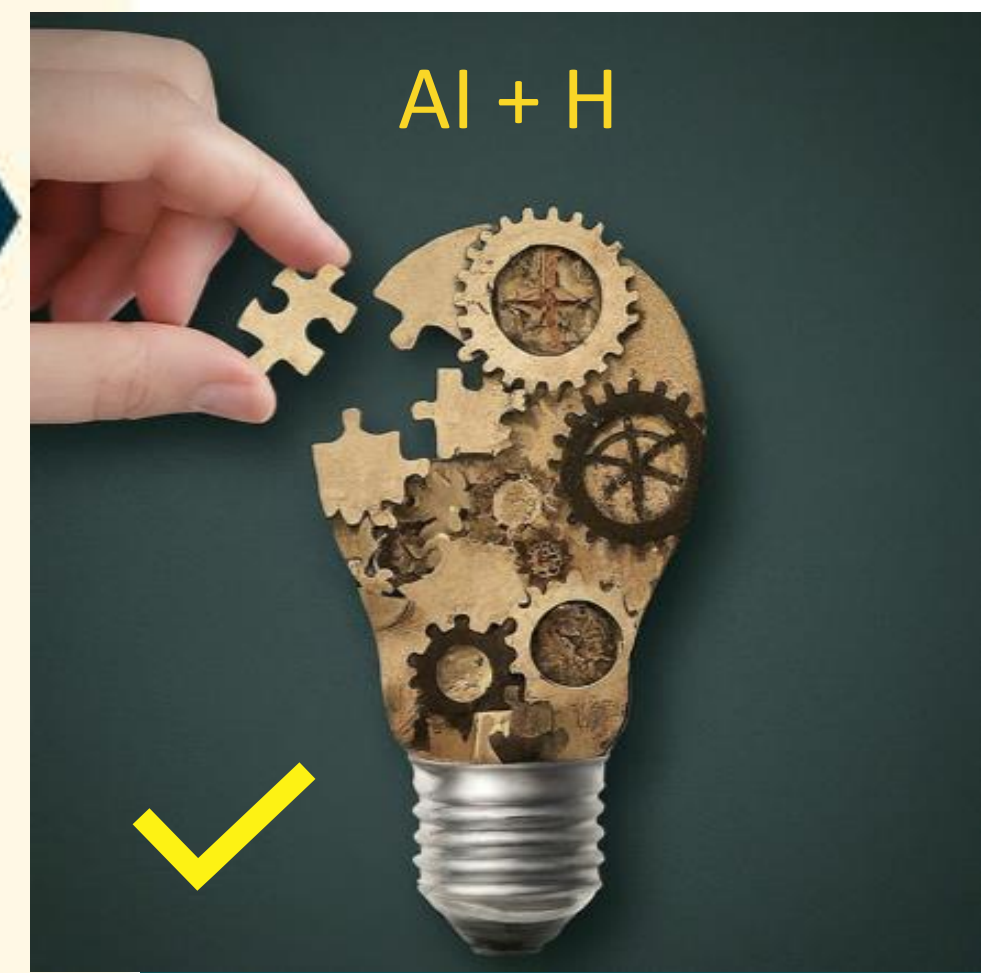
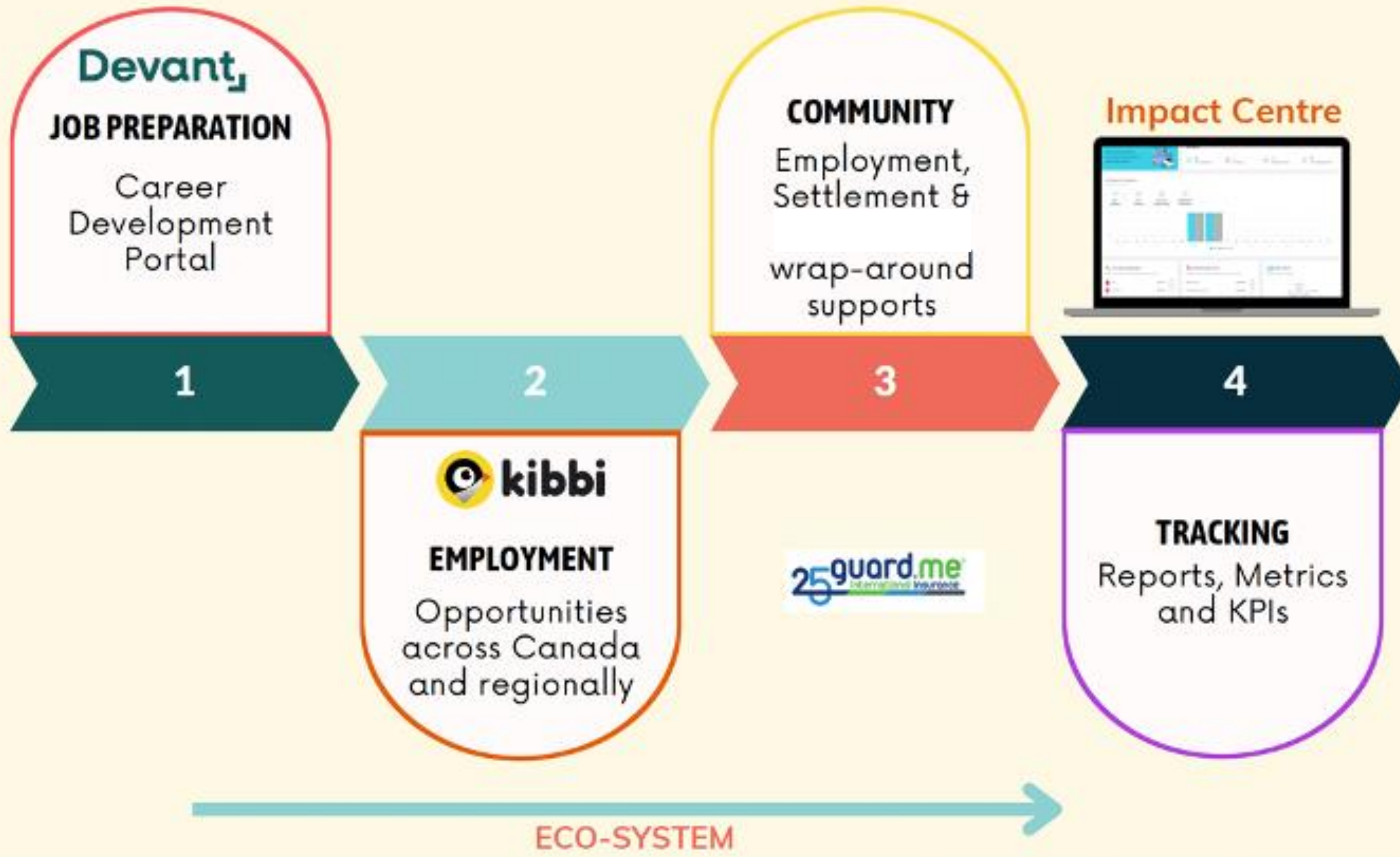


Oct 20, 2024, 03:52pm EDT

80




- **80% of hiring managers dislike** seeing AI-generated CVs and cover letters.
- **74% say they can spot when AI** has been used in a job application.
- **More than half (57%) are significantly less likely to hire** an applicant who has used AI
- May even **dismiss the application** instantly if they recognize it is AI-generated.
- Hiring managers prefer **authentic, human-written applications** because AI-generated ones often sound repetitive and generic, **implying the applicant is lazy.**



[Video](#)

← ⋮




# NewTO - Toronto Newcomer App

Toronto North LIP

Uninstall Open

Available on more devices ^


 Samsung SM-P613 Tablet Install


**What's new** • →  
Last updated Aug 22, 2024







Introducing our new app for seamless service search in Toronto! Find housing, language services, community connectio...

Phone • 5.0 ★
  Chromebook
  Tablet

Games
Apps
Search
Books

Data is provided by  211

 **Service Filters**


-  Housing ▼
-  Language Services 1 ▼
-  Community Connection ▼
-  Education 1 ▼
-  Health ▼
-  Employment ▼





Clear All Confirm

**Map View** List View 226



Cancel

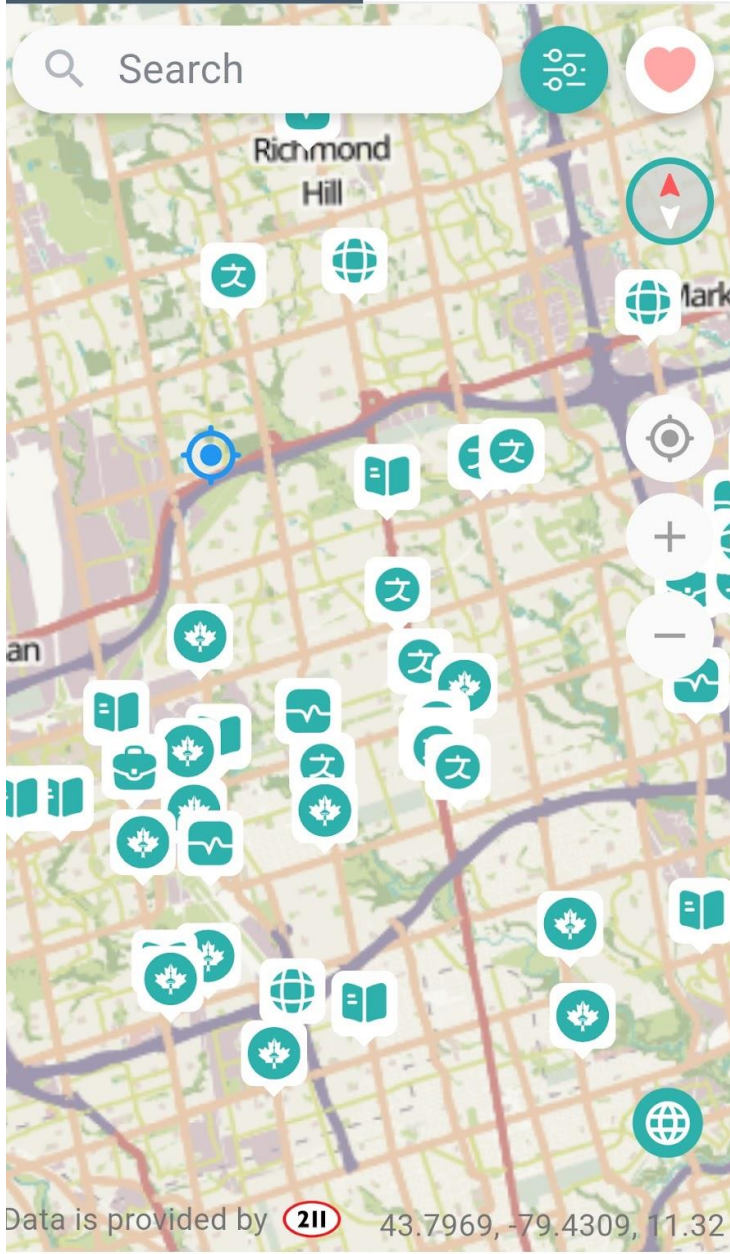
- Mentorship programs
- Childcare services
- Parenting classes
- Youth employment progr...
- Senior housing options
- Elderly care services
- Retirement planning
- Disability support services


Data is provided by  211 43.7969, -79.4309, 11.32










**Map View** List View 226



Data is provided by  211 43.7969, -79.4309, 11.32

# Key Points

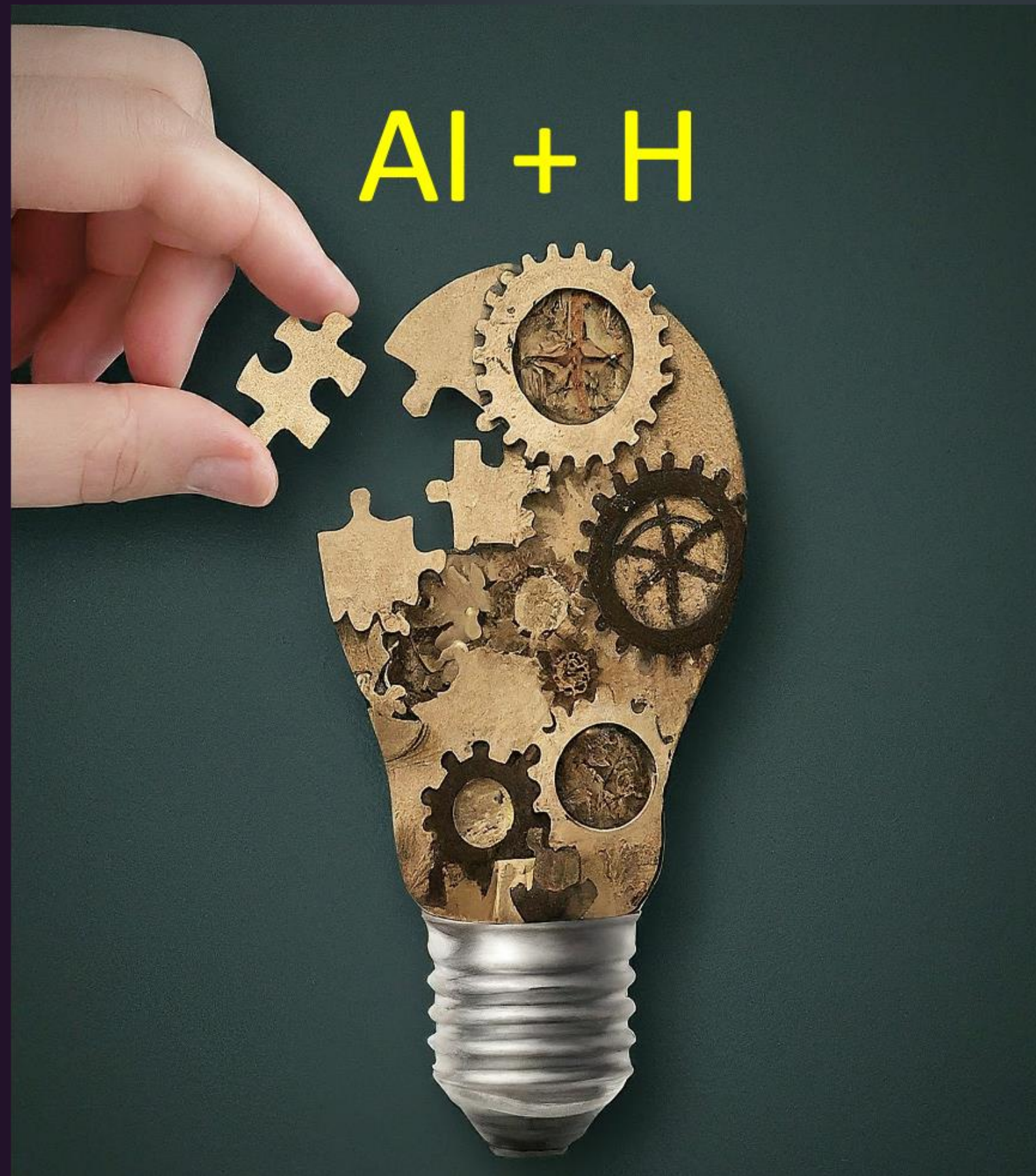


# Crucial insights

- Need to **embed technology where it makes sense**
- Use AI but **leverage staff expertise** to implement
- **AI + human element is key for success**



Devant,



denis@devant.ca

dgravelle

