



10 Essential Steps To Former Executive Immigrants Getting Their Dream Job



AUTHOR'S BIOGRAPHY

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Aline prepares former executive immigrants to find similar Canadian jobs with proven methods that makes them look like they are the ONLY SOLUTION to the employer.



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INTRODUCTION



Job worries affect us all thanks to the state of the global economic climate and the fact that there is seemingly no loyalty in business anymore. For recent immigrants who were former executives prior to moving to a new country, the concerns are likely to be far higher.

Exacerbating the issue is the fact that these highly qualified immigrants are on their own in a new country when it comes to earning an income and supporting their family. In their new 'home', they may perhaps feel that they no longer have the safety net of a social system or family and friends to help them find a job.

In fact, the reality facing new immigrants of high education and high earning potential are often very harsh:

- ❑ The unemployment rate for university educated immigrants is four times that of similarly educated Canadian-born residents.¹
- ❑ And that university-educated newcomers earn an average of 67 per cent of their Canadian-born, university-educated counterparts.²
- ❑ Did you also know that 60 per cent of skilled immigrants work at a lower occupational level than they did before moving to this country³

¹ Stats Canada The Canadian Immigrant Labour Market in 2007 Study

² Stats Canada, The Canadian Immigrant Labour Market in 2007 Study

³ http://www.huffingtonpost.ca/2012/12/19/canada-immigration-foreign-skilled-workers_n_2293003.html

Clearly, the Canadian governments' innumerable resources that are offered to millions of immigrants free of charge for the past several decades are FAILING the higher qualified former executive immigrants.

So the numbers tell us that to hope for the same level of responsibility and pay level has indeed become a DREAM job for most former executive immigrants.

That's where I come in. For 30 years, I watched a multitude of immigrants come to interview with me at my job looking desperately for their dream job and later fully equipped to finding their dream job. There were so many things missing in their makeup and in their approach that when I left the corporate world, I promised myself that I would do something about it. Now, I own a coaching practice that does just that. I help former executive immigrants transition to Canada with dedicated one on one coaching so we can help him or her get an equivalent job in the same career as their previous one while earning a similar income.

The statistics aren't encouraging but I know it makes a difference if you do the things that I'll be covering in this e-book and go to market in a way that's different than what you've believed to be the only way to find a job.

On a final note, this e-book isn't for everyone. It's only for those brave hearts who fully believe and fervently want to continue their career in Canada without stepping down into a survival job right away. It's for those immigrants who believe in the true dream of why they came to Canada—simply to have a better life. What better life could there be than working in your chosen specialty and be paid the same as every other executive in Canada?





Without further ado, here are my 10 Essential Steps To Former Executive Immigrants Getting Their Dream Job:

1. Be familiar with the Canadian life and culture
2. Have a vision
3. Have a plan
4. Have a personal brand
5. Get your skills recognized
6. Be open for training and education
7. Prepare for a Canadian-style interview
8. Write a Canadian-style resume
9. Learn the Canadian “jargon” used in your industry
10. Build a network

CHAPTER 1 – To Be Familiar With The Canadian Life and Culture

Today, in Canada as in other countries populated largely by immigrants, the culture is influenced by the many groups of people that now make up the country. Immigrants to Canada have changed the face of the country and the culture, but still share some common beliefs and values. For example, most Canadians assume that their neighbours are a lot like them - law abiding, want to make a good life for themselves and their family and want to be friendly without getting very involved in each other's life. Some of these beliefs can be seen in the way we do business.

How does the Canadian culture differ from other countries in the world?

Expectations and roles of employees

Valérie was a Financial Analyst in France before immigrating to Canada in 2012.. She was consistently late for job interviews and was not asking the interviewer any questions because in her culture, this was considered to be mainly the interviewer's role . I was facilitating a workshop on the Canadian Culture for newcomers in Canada and Valérie had registered to attend. The timing could have not been any better for her.

By attending my workshop, she learned the do's and the don'ts of interviewing in the Canadian workplace. How being on time (or calling ahead to advise you will be late) and asking question (to name a few of the principles shared) was very important in Canada. Valérie made adjustments to what she was accustomed to do in France. She arrived on time for job interviews and started asking relevant questions which highlighted her interest to the job and the organization. Those subtle changes resulted in finding a job as a Financial Analyst for an European banking institution.

To sum up the expectations and roles of employees in Canada:

- ☞ Be punctual (be prepared to start on time).
- ☞ Know your roles and responsibilities.
- ☞ Fulfill your duties and responsibilities.
- ☞ Work both independently and as a team member.
- ☞ Show initiative.
- ☞ Make suggestions and ask questions.
- ☞ Be able to work well with others (teamwork).

Individualism and self-reliance

Ahmad was a law clerk in Saudi Arabia before immigrating to Canada in 2009. He was well liked by his coworkers since he used to buy regular treats for his team and was very close to his teammate back home. In fact he was so popular that he had earned the nickname 'Ahmad the confidant'. During his job interviews, he did the same things he was used to back in his country. He was spending much of the interview socializing with the interviewer and not really asking enough questions about the job itself. This came across as unfocused and unprofessional.. Ahmad was beside himself to learn about the Canadian way of engaging relationships. I explained to Ahmad how the Canadian culture can be highly individualistic and how socializing can be disturbing for many. When he made more allowance for this cultural norm, Ahmad cut down on the chit chat and got down to the more serious issues about the job in this next interview and got his dream job!

The Canadian culture can in fact be highly individualistic. Therefore, you may encounter:

- ✎ Independent decision-making rather than group consultation
- ✎ Rules and procedures that are emphasized more than relationships
- ✎ Looser and less permanent relationships between people, compared to other cultures
- ✎ Performance assessment on an individual basis, rather than as team member
- ✎ Direct praise and criticism

Work and time



Yvana was a translator in Germany before immigrating to Canada in 2010. She was born to British parents who owned a translation business and therefore were her first and only bosses. Naturally, working in her family's business Yvana was used to camaraderie and a lax environment at work.

When she started looking for a job in Canada, she expected the same lax environment. She would arrive unprepared to her interviews and therefore was never considered for any job. Through our coaching together, Yvana learned that Canada was different from her country in that she had to prepare before an interview by learning about the company and the role. She also learned how to communicate her skills and her experience and how her experience in Germany made her a valuable translator in Canada.

Here are the specifics that Yvana had to learn to adapt to the Canadian work environment:

- 👉 Use her time to better prepare for the interviews
- 👉 Emphasize on her transferable skills
- 👉 Develop a business-minded attitude

Status and formality



Aziz was a pharmacist in Egypt before immigrating to Canada in 2012. Aziz had an immeasurable respect for people in authority. When he was asked during interviews how he handled situations when his opinion contradicted his boss's opinion, he used to answer that that would never happen since he ALWAYS agreed with his boss. Clearly, this didn't hit the mark with Canadian employers since in Canada, not sharing your opinion is perceived as lack of leadership. I explained to Aziz how important it is in Canada to voice his opinion and not be afraid of retribution. Let me share with you what I taught Aziz. I described Canadians as very informal in work relationships compared to individuals from other countries.

Their typical behaviour may include:

- ✎ A stress on equal opportunity
- ✎ Saying “no” directly
- ✎ Expecting you to say what you mean more directly

When you disagree with the cultural differences, try instead to understand why they exist. As such, you will secure a quicker integration to the Canadian society and the workplace.




How people are greeted, who shakes hands with whom, who stands up when they are introduced, holding doors, are just some of the everyday behaviors that may vary from culture to culture. Most Canadians value direct eye contact during conversations. It is viewed as a sign of respect and interest in what the person speaking is saying.

What happened to Aziz? He successfully graduated from the Internal Pharmacy Graduate program at the University of Toronto and is now in his dream job of Chief Pharmacist at the Loblaw’s company.

Small cultural cues may seem unimportant to us. But, most people judge each other in the very first moments when they first meet. There is no substitute for being out in various social situations for learning the differences. Of course, if you are a former executive immigrant and worked with expats, you probably know the basics of the Canadian culture!



Here is a summary of cultural differences between Canada and the other countries in the world.

 <p>Cultural differences</p>	<ul style="list-style-type: none"> • Individualism vs interdependence • Hierarchy • Uncertainty avoidance • Gender • Long-term orientation 	 <p>Canada</p>	<ul style="list-style-type: none"> • Individualism • Interdependence and egalitarianism • Uncertainty accepting • Moderately “masculine” society • Short-term oriented culture 	 <p>Other parts of the world</p>	<ul style="list-style-type: none"> • Interdependence • Hierarchical • Uncertainty avoidance • Success is defined by the “winner” or “best-in-the-field” • Long-term orientation
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NOTES – *What do I know about the Canadian culture? What type of soft skills do I need to work on?*

CHAPTER 2 – To Have A Vision Of The Job That You Want

All great leaders have a Vision. It's what keeps your focus on staying the course when the going gets tough.

In a job search, having a VISION and staying the course means that you not only know what position you want, how much you want to earn, what industry you'll be working and what kind of people you'll be working with, it also means that you don't lose faith when you get rejected and you look at your job search as a mission and not just a task.

- ✎ Ask yourself and answer these questions now:
- ✎ Remember that the key to an inspiring career vision statement is to keep it short and memorable.

1. If anything were possible, what would I want to be different in my career?

2. What type of job would I want?

3. What would I want to be responsible for?

4. What type of boss/coworkers/team would I want?

5. What kind of hours would I want to work?

6. What type of company would I want work for?

7. What sort of culture would I want the company have?

8. What city would I want to live in?

9. What salary would I want to earn?

10. What would I want my approach to stress, my workload and deadlines be?

Here are a few sample career Vision statements.

Career Vision Statement Sample #1:

I will become a well-known and respected leader in the food industry, revitalizing the ways food is produced and marketed, making healthier products to help people live better lives.

Career Vision Statement Sample #2:

To earn my doctorate degree and become the kind of teacher that changes the lives of students for the better, educating them not only about English, but about the joys and meaning of life.

Career Vision Statement Sample #3:

I will become a leader in my organization, helping transform it into an organization that respects all its stakeholders -- while at the same time being the best husband and father I can be.

Career Vision Statement Sample #4:

To become the manager of the restaurant, providing excellent food and service to my customers, while respecting and managing a top-notch staff.

NOTES – Write your vision statement

CHAPTER 3 – To Have A Plan

Elvira was the VP of Marketing for a fast food chain in Egypt before immigrating to Canada in 2010. She knew she loved her job and wanted the same pay if not more in Canada but she didn't really know if this was possible. After all, most of her friends who'd emigrated here before her were now working at Starbucks for minimum wage even though they were big shots back home!

You are probably a lot like Aziza. After all, how can you know where you are going if you can't decide HOW to get there? To get the job that you want, you need to choose a timeline and develop milestones. You need to make yourself accountable and meet those deadlines.



Here are 4 Steps for building a plan that will get you your dream job

Step 1 – Have a strategy

A strategy is a method or plan chosen to bring about a desired future, such as achievement of a goal or solution to a problem.

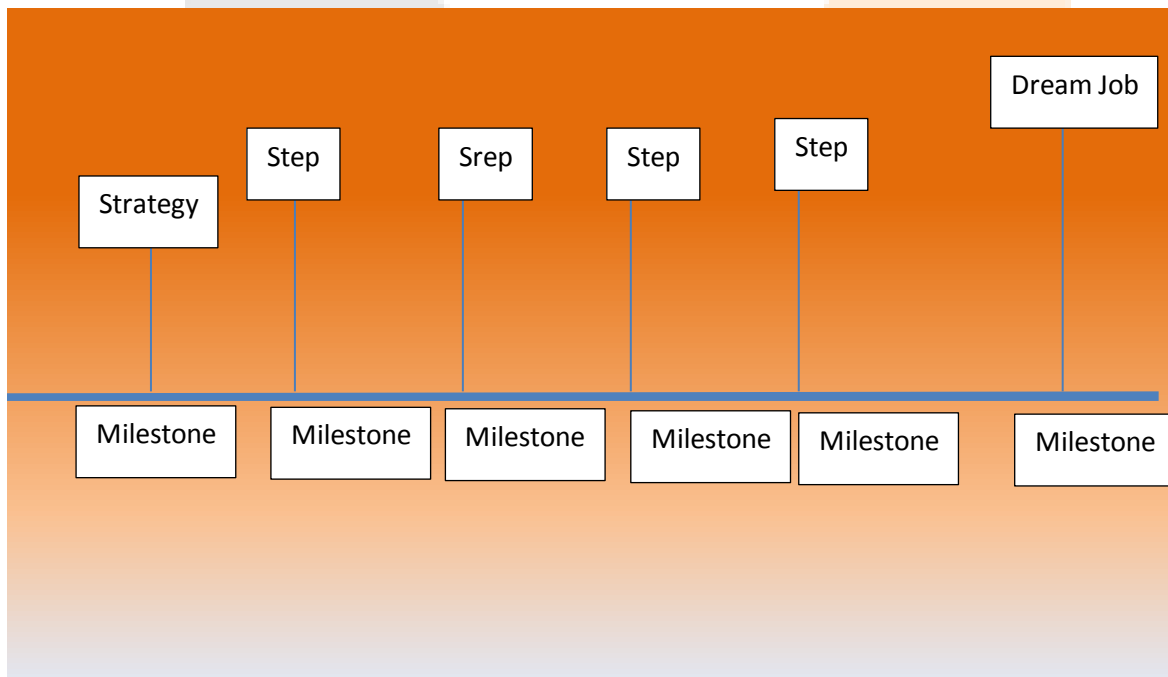
Example: Know what industry you want to work in and what job title you'd like to have. Know what salary and level you're qualified for. If there's a knowledge, skill or accreditation gap, fill it. Get INFRONT of the right hiring managers in your target industry consistently and at different points of contact.

Step 2 - Build a timeline

First, list the steps the timeline will include. Then, build your timeline by developing milestones. Example of a timeline:

Horizontal axis: write down the dates you will accomplish each step (ie. The milestone dates)

Vertical axis: write down the steps – Step 1: Be Familiar with the Canadian Life and Culture, etc...



Step 3: Make yourself accountable

When the results of your actions only depend on you, you tend to be more lenient about meeting your own deadlines. A timeline is a good visual you can use to track your results. It’s like a mirror of your accomplishments – it makes you more accountable.

Step 4: Focus on your values.

It's a matter of fit. You would not wear an outfit that doesn't fit you. Would you? You would not mingle with people you don't feel comfortable with. Would you? You would not agree on things that doesn't represent your values. Would you?



To be in your dream job is to be in an organization aligned with *your* values. It's not jeopardizing who you are. It's giving you permission to honor your values and be in an environment where you can communicate, work and grow according to *your* beliefs.

You will want to go to work every day because you and your organization focus on similar values.

A career is a journey. Think every step through and don't skim on any of them. You want your outfit to last. You want to go to work every day because you KNOW this job is YOUR DREAM JOB.

NOTES – Do you have a plan for your job search? What are the steps you need to make to build your plan?



CHAPTER 4 – To Have A Personal Brand

What is a brand?



When you think of branding for a product or service, a brand is an image created in someone's mind. Branded products are very often chosen over similar products because they somehow have a perceived value of being BETTER.

Developing a Personal Brand is branding YOU. It's a special promise or value that sets you apart. A Personal Brand helps defining who you are and the type of work you do.

If you don't brand yourself, other people will. If you don't have a personal Brand, you don't have a consistent message. These days, networking and the digital technology are venues you need to use. A personal Brand allows for a consistent message so people can recognize you. It's your personality, your voice, your interests, everything about you that you want people to know.

Your branding statement will guide your subsequent branding activities and can be used, not only on your resume, but also on your Web site, blog, and other communication venues.

Your branding statement will make you stand out above the noise. It will make you stand out as an expert in your field.

Many people looking for a job don't have a brand. They fail to take full advantage of what an effective brand can do as part of a successful job search. This is even more challenging for an immigrant in Canada. Where to start? What to say? Who to use it with? How to use it? When to use it ?

Alexandro was VP Marketing for a large Retailer in Italy before he immigrated to Canada in 2007. Because he was in the industry for more than 15 years, he was very nonchalant in how he was presenting himself thinking 'employers will WANT to hire me' so he wasn't fully prepared when he was being interviewed. Certainly, he had the experience but he needed to introduce himself in a compelling way. I helped him with his brand. It goes like this:

'Hi, my name is Alexandro, I develop communications and marketing strategies in a manner that support consistent business growth and enhances brand equity and awareness.'

A brand positioning is about your offer that motivates your audiences to take action. Simply put, it's about convincing the employer YOU are the only solution to their problems.

What promise are you making to the employer? Does your positioning set you apart? Do your brand values and your personality resonate well with those you are trying to reach? And this is critical: Is all of the above clearly and consistently communicated at every audience touch point, making it easy to differentiate your brand from others? Whether you are on Twitter or LinkedIn or Google+ are you consistent with your brand?

Everybody likes a good story. Stories are entertaining, inspiring, engaging and, above all, human; they connect people to people and organizations to their prospective employers.

Let me share with you Alexandro's story as he told it in his Youtube job search video:

'Hi, my name is Alexandro. I lived in Bari for 15 years and was living in Rome before immigrating to Canada in 2007. I love people and love to see them satisfied. I used to manage a high-end Hotel with 215 rooms, 3 conference rooms and a ballroom to accommodate weddings. I am sure you heard about Italian weddings – specially the food being served, the gifts being offered and the very large guests list. I was very busy and enjoyed my job very much. When my mother died, I decided to move to Canada and start a new life. This move helped me grief and I was forced to be in the action and therefore my mind was kept busy with settling in Canada and looking for a job. Now I'm looking for a Hotel Director position for up scale clientele'.

As a new immigrant looking for work in Canada, you don't want to forget about who you are. You are the same person in Canada than the one you were back in your country. Don't lose sight of that.

Start working on your story now. Who are you? What you do? And why does it make you different and unique? What is your culture? What are your values? What are your beliefs? What is it about your story that would attract an organization to hire you?

Carry your success stories and accomplishments made in your country and make them part of your brand.

Be unique.

You cannot build your personal brand while pretending you are someone else. To create a strong personal brand, you want to find yourself. Discover your strengths. Build on your expertise. Remember you are the brand. Let me give you an example of a unique personal brand.

Mustafa was leading an international hospitality chain in Morocco before he immigrated to Canada in 2012. Working with me has helped build his personal brand. It went like this:

‘I am a high-end service provider giving the sophisticated traveler a stylish and tailor-made experience at a high-end hotel chain’ .

How to use your brand

You can use your brand when you introduce yourself (like Mustafa or Alexandro). You can also use your brand in your resume. Replace your career objective by you brand positioning.

Marcus Worked as an Engineer for 12 years in New Zealand and emigrated in Canada in 2012. I helped him with his brand positioning which he used in his LinkedIn profile. It went like this:

“ Attain a position where I can best utilize my 12 years of experience as a Civil Engineer. I am an expert in designing, planning and directing civil engineering projects. I am known for my problem-solving skills in complex situations, and ability to predict performance and cost of new devices or processes”

What can you be doing to announce to the world what your brand is?

NOTES – *What is it about me that makes me unique?*



CHAPTER 5 – Getting Your Skills Recognized

Foreign credential recognition is one of the main labor difficulties faced by newcomers to Canada.

Some credentials obtained outside of Canada may not be recognized as equivalent to Canadian credentials. This is often because of contextual differences between countries, particularly in Definition of regulated occupations where health and safety are important.

Getting professional and educational credentials recognized in Canada can take time. Organizations that assess foreign credentials include: Definition of credential assessment agencies, Definition of educational institutions, and [Definition of regulatory bodies](#) [The Canadian Information Centre For International Credentials can help you through the process.](#)



On top and beyond the technicalities of the process, there are 3 tips to getting started:

1. **Network with Canadian experts in your field of interest.**

Elizabeth was a Project Management executive in England before she immigrated to Canada in 2008. She became a member of the [PMI](#) and was on the board of volunteers. She was able to find a Product Management job for a high-tech company another member of PMI.

Join social circles; become familiar with their work and social behavior; actively participate in industry events and join in associations. Raymone was born in Jamaica and immigrated to Canada with his family in 2009. He joined the [Association of Financial Professionals](#) and attends events held in Toronto. Being a

member of the AFP for the last three years, he met many other professionals and was very successful in making new friends in his own field of business.



2. Become socially active and knowledgeable in the Canadian culture.

Hang out at social clubs; learn about the Canadian economy. Read literature written by Canadian experts in your field. Paul immigrated to Canada in 2011. He was born in France and had more than 6 years of Project Management experience. Socializing with Canadian helped him learn the Canadian culture and facilitated his integration with his co-workers.

3.Participate in Social Media.

Write a blog in your field of interest and comment on other people's blog. Join groups on LinkedIn and start conversations or participate in LinkedIn conversations. Here are some examples for you:

Ramit is blogging on Finance.

I Will Teach You To Be Rich



Site: <http://www.iwillteachyoutoberich.com/blog/>

Twitter: @ramit

Facebook: <http://www.facebook.com/iwillteachyoutoberich>

Personal finance blog for college students, recent graduates and everyone else -- including entrepreneurship -- for

Example of discussion on LinkedIn:

Most Popular Discussions



Follow Thelma

Seeking employment in Canada? Are you aware of the 'soft skills' Canadian employers are seeking from candidates? How are you improving...

posted 2 days ago

JILANI SHAIK 13 hours ago • I'm interested to work in Canada please have look into my profile

[See all 4 comments »](#)



NOTES – *What do I need to do in order to get my skills recognized?*

CHAPTER 6 – Being Open For Training And Education



When making decisions about your career, you need to identify your needs and relevant interests, values, skills and abilities. What are you good at doing? What do you hate? What are the requirements of the new job? Are you willing to go back to school? Get a coach? Attend seminars? If you don't nurture your skills, if you don't stay in-the-know of the latest and greatest of your industry, you will be overlooked.

What is Canadian experience? For more employers, it means what it says - you do not have work experience in Canada. Alternately it can mean that an employer doesn't know how to evaluate the work you did outside of Canada with the way it is done here. It can also mean that an employer doesn't think you'll fit into their corporate culture. Or, it may simply mean that the employer is discriminating against you.

It may seem very unfair for employers to insist on Canadian experience but here are a few reasons why it is not. Any new employee needs time to 'learn the ropes' (that is, learn how things work). Organizations have rules, policies and common practices that take you time to learn. When you come from a different country, these practices are even more unknown. For instance, health and safety standards may be different and unless you are aware of them, mistakes could be very costly.

That is why gaining some practical experience as a volunteer, an intern or a temporary employee is helpful.

Many things affect the labour market. You need to be aware of technology changes as well as population changes, legislation and trends.

NOTES – *What is your plan to enhance those skills of yours that require additional education?*





CHAPTER 7 – Preparing For A Canadian-Style Interview



Preparing for a Canadian-style interview is a lot more than reading about the employer or aligning the job with your experience. If you are new to Canada, it's about learning to interview in the Canadian-style.

The good news is that cultural cues can be learned.

Remember: your interview starts once you get to the location. You never know who is watching you.

Elivira was a Senior Director in a Commercial bank in Syria before she immigrated to Canada in 2012. She was very personable and had no difficulty with meeting with new people. While waiting for her interview with an International bank in Elivira befriended the receptionist. It turned out that they both had a passion for Yoga. When Elivira called back to ask to speak to the Vice-president (now her boss), the same receptionist answered the phone. They chatted for a few minutes and because of the relationship Elivira established with her, she was given the time she should be calling back in order to make sure she wouldn't miss him again.

The receptionist is the person you want to befriend with when waiting for an interview. She is the conduit to facilitate your contacts with the decision makers who offers you the position.



Learn about the Canadian business language. What does team-player mean? If you did not participate in any sport, how can you be a team-player? How about hitting the ground running? Or thinking outside of the box? Avoid personal questions. Build relationships by talking about the job, the company, previous success stories. Ask questions. In Canada, asking questions is welcomed. It is a sign of self-confidence.

Don't compare your culture to the Canadian culture. Show appreciation to your new culture with examples and living facts.

Be on time. Arriving late is a sign of disrespect. If you are late, call the employer and give them warning. Be positive and flexible in your answers. Be aware of your non-verbal communication. Smile. Sit straight. Pay attention to the questions. Control your stress. Keep eye-contact throughout the interview. Be energetic.

Make sure you follow-up with the interviewer after the interview. Send a thank you note. Highlight your interest to the job. Remember: you have ONE chance to make a first impression.



How to prepare for an interview?

Research

Research the organization you will be interviewing with. If you can, find out some information on the interviewer. It may be helpful to know what role they hold in the company and if you would be working closely with them. From your research, develop a list of questions you will want to ask the interviewer about the organization and the available position.

Know What tWear

Then make sure you know how to dress for the interview. Business casual or business attire? Business casual *is* casual. Business attire usually means wearing a suit and a tie for men and dress professionally for women. In case of doubt, ask. Call the receptionist and ask about the dress code in the company. If you can't get that information, remember that being overdressed is better than being underdressed.

Prepare Stories That Demonstrate Your Accomplishments

A good way to convince an employer of your abilities is to give them some memorable stories about how you accomplished something. The stories should be brief, outlining the situation or problem, the action you took and the outcome. Practice these stories and be prepared with a few of them for different situations. Here's an example of a story you can tell to convince the employer that you can help solve their problem:

Banyina was living in Cameroon and immigrated to Canada in 2011. She graduated from Communications and Film Studies at Carlton University. She worked several years at Starbucks before finding a job in her chosen career as Communications Specialist at the coveted Toronto International Film Festival.

During her interview she was asked 'Tell me about a time when you worked on a team to accomplish a difficult task'. She told the story of having been given a very limited time and a team of 3 other students to achieve the difficult task of sourcing information about other potential French speaking movie markets. The result was that their report was chosen the most informative and best researched report in class, earning each of them A!

Stories that demonstrate the challenge of the job that you'll be stepping into and how well you did with those challenges will convince interviewers that there's indeed a fit!

Turn the Question Back to the Interviewer

The best questions to ask are the same as what you're being asked. For example, if the interviewer asks 'tell me about a time you handled conflict', you give them your answer and gently TURN IT BACK ON THEM and say 'would that be a style that would fit into the culture here?'

Don't go in with a list of questions and wait until the end. Make the interview process a mutual fact finding mission.

In addition, if you're going to be asking an information related question about the position, make sure to ask a question to which the answer cannot be found on the Company's website.

When you prepare for an interview, make sure you understand the Canadian culture in order to adjust your style and culture accordingly. You increase your chances to get hired when you are seen as being part of the tribe.

NOTES – *What are the top 3 challenges my interview position will have to face if successful and how will I solve them?*



CHAPTER 8 – Writing A Canadian-Style Resume



The six steps to an effective resume

1. Use cold hard numbers to show success: show yourself in the very best light. It's a matter of using the right words to describe what you did in a way you will look good.

Here's an example: You join a software company that just launched a product and the product had so many problems that they had to hire someone to handle the calls. You start doing the tech support, and you work tons of overtime because the calls are so backed up. You clean up the phone to your boss' delight. Here's how you summarize this job on your resume: Assumed management responsibility for tech support and decreased call volume 20%. How do you know 20%? Who knows? It was probably more. But you can't quantify exactly, so err on the safe side. But if you just say "Did tech support for a software company" no one knows you did a good job.

2. Don't focus on your responsibilities. Focus on your achievements: a resume is not a job description. Anyone can copy a job description. However, very few can quantify and qualify their success. Donna-Marie works as a Director in Human Resources. She assisted as her company went through organizational changes resulting in 300 terminations and 150 job assignments changes, in a 3 month period. Instead of describing this event such as "experience in reorganizations" she spoke to the numbers of employees impacted as well as the time frame she had to accomplish the changes.

3. Emphasize transferable skills, especially if you don't have much experience or you are seeking a new career. If you are skilled in budgeting, you can easily transfer those skills from finance to store management. Alex was a financial analyst in New Zealand before he immigrated to Canada in 2002. His dream job was to work in the retail industry. His budgeting skills allowed him to find a job as Store Manager, responsible for a 1 Million\$ budget.

4. Choose key words. Many organizations electronically scan résumés and search keywords, so, if your experience matches what the company is looking for try to include the exact phrases and specific applications listed on the job description. Use action words – words like prepared, managed, developed, monitored will cause your resume to stand out.

6. Use a Brand Statement instead of a Career Objective.



Your 30- or 60-second elevator pitch is a condensed, restated version of your resume. Your branding statement, in turn, is a condensed, restated version of your elevator pitch. It is the briefest possible answer to the question: "Tell me about yourself." To help you with building your brand statement, answer the following questions first: what are you passionate about? What are your values? What differentiates your professional experience from that of others?

Here's an example of a Brand Statement: I'd like to attain a position where I can best utilize my 12 years of experience as a Civil Engineer. I am an expert in designing, planning and directing civil engineering projects. I am known for my problem-solving skills in complex situations, and ability to predict performance and cost of new devices or processes.



NOTES – What do you need to change on *YOUR* resume to make it more effective?

CHAPTER 9: Learning The Canadian Language Used In Your Industry



Every industry in Canada uses special words (called “jargon”) for machines, documents and procedures that are used in the workplace. Attend informational interviews. Informational Interviews are not actual interviews, they are meant to provide information on the specifics of the industry or job that you’re seeking in your field. In the interview, you get to ask questions on the requirements needed to be in those jobs, about necessary training and education. Information interviews are the most reliable sources of getting the information that you need to find a job in your field.

Alfonso was a Communication specialist in Spain before immigrating to Canada in 2009. When I met him, he was in his 8th year working as a salesman for The Source, one of Canada’s leading Consumer Electronics and Wireless retailers. Since Alfonso was away from his field for 8 years, he had to reach out to individuals and organizations already working in Canada in the Communication industry such as ad agency account reps and marketing managers. He was able to schedule 5 informational interviews with employers in his related field to find out what specifically he was missing in his resume to get a job like theirs. As a RESULT of my coaching, Alfonso secured a job as a Communication Specialist for a broadcasting corporation, in 3 months!

Why aren’t immigrants being hired? Why aren’t they getting paid the same rate as Canadians? Why are they still seen as “strange”, or as “outsiders”?

So what are *YOU* doing about it?

First, you must familiarize yourself with the different Canadian speech patterns, accurate enunciation, voice dynamics with attention to rhythm and intonation. Get a volunteer job in your field in order to understand the Canadian workplace.

It's a process. Immigrants do not present like Canadians. However, you can be coached. The key is to be culturally competent. The world is huge and rich and the right workforce is a blend of different cultures. It's about meeting in the middle and understanding each other. Do you know that as little as 7% of communication is in words? Canadian experience is not solely working experience. It is also adjusting to the new country by joining in the tribe.

N O T E S – What does the expression “thinking outside the box” mean in Canada?

CHAPTER 10 – Building A Network



Being well connected, both in your business network and in social media, is crucial. In fact, more positions are being filled by word-of-mouth referrals or online searches, rather than the conventional job postings.

Networking is intimidating for many people. However, taking the word ‘work’ out of networking can make a big difference. You’ll be much more successful in networking if your motive is curiosity and getting to know people rather than hustling contacts. People can sense when you’re genuinely interested in discussing ideas and sharing experiences and when you’re interested in knowing them because they can help you. Keep it light and be open-minded. Practice active listening. Don’t put yourself at the forefront of the conversation. Your turn to speak will come.

But one of the most important tips that you need to do when new to Canada is that you need to network. Unlike in countries like India, where you may be considered for a job based primarily on the credentials and experience on your resume, in Canada, it’s important to network and get to know people

Where you can network

Make sure you target your market when networking. Know what associations they are in your field and join them. Ask to participate in events – work as a volunteer. Search for the Meetup groups in your field and attend their events.



Follow these 10 steps when networking.

1. Introduce yourself and make sure you draw people into your circle.
2. Get to know the person you are speaking with.
3. Spark people's interest, have them be curious and interested about you.
4. Ask how your expertise can be beneficial.
5. Share a story. Get people's attention.
6. Show commitment.
7. Show passion and enthusiasm
8. Watch your body language
9. Ask for the business card and give out yours.
10. Follow-up with a thank you email and other 5 to 9 touch points.

NOTES – Where are your target employers hanging out that you can network with?



CONCLUSION

If you are new to Canada or have been here for a few years but did not find your career job yet, never, never, never give up!

There are a number of ways to guide you in your quest. This book is meant to teach you a simple and effective process to find a job on your chosen profession in Canada.

Do a short summary of the 10 chapters, mentioning 1 main teaching from each chapter

Thank you for getting the e-book and wish you success in your endeavors in Canada! If you'd like more information about getting your dream job in Canada and you're a former executive who has a burning determination to succeed, then please go ahead and book a complimentary consultation with me at www.ayoubhr.com or by calling 416-368-0720 and let's get you into that dream job fast!

For more valuable tips and information on how to succeed in finding your dream job in Canada, like me on [Facebook](#), follow me on [Twitter](#) , join me on [LinkedIn](#)





NEVER GIVE UP

"Obstacles don't have to stop you. If you run into a wall, don't turn around and give up. Figure out how to climb it, go through it, or work around it."

- Michael Jordan