



CULTURE CONNECTS NB

NBMC

The New Brunswick Multicultural Council (NBMC) is a bilingual, not-for-profit, umbrella organization committed to supporting immigrant-serving agencies, and multicultural and ethno-cultural associations in the province.

Since 1983, NBMC has facilitated member, government and community efforts to make New Brunswick the province of choice for both newcomers and residents, through enhancing the economic, social and cultural value of diversity.



NEW BRUNSWICK
MULTICULTURAL
COUNCIL

CULTURE CONNECTS NB

PROGRAM OVERVIEW

Culture Connects NB's award-winning intercultural training course is designed to build paths of inclusion in all aspects of our society.

Drawing on decades of experience that the New Brunswick Multicultural Council (NBMC) has in serving both the newcomer community and key strategic partners throughout the province, this highly-interactive workshop builds the skills, attitudes, and perspectives needed to make fundamental new connections.



Workshop Details

The workshop is comprised of a core module that is then coupled with specialized components for your area of focus in mind. It allows for flexible training schedules that work with the realities of your operational demands, ensuring your staff receive the information that's key to them at a time that works for you. Available modules include:



Business Module I—Recruiting, Retaining and Promoting Across Cultures

Whether delivered to recruiters or the general staff, this business-specific section ensures your organization can access a whole new pool of talent who can quickly fit in and get ahead.



Business Module II—Sales & Customer Service

Knowing how to connect on a business level can mean the difference between taking the lead and getting left behind. Whether you're a service organization with a changing clientele, or a sales-focused organization looking to expand internationally or to tap into the growing and increasingly affluent new arrival market base, our Sales and Customer Service module takes client services to the next level.



Healthcare

Our Healthcare module provides the insights needed both to recruit internationally-educated healthcare professionals and to safely deliver healthcare to culturally-diverse patients.



Education

As educators find themselves in increasingly multicultural classrooms and staff rooms, this module helps with navigating the core differences in pedagogical approaches.



Policing

Our rapidly-changing demographics can present police officers with increasing challenges in connecting and building trust with culturally-diverse groups. Our Policing module helps build fresh paths within our communities.



Volunteering

Giving your time to support vulnerable newcomer populations requires a deep understanding of the challenges they face in navigating the many barriers of their new community. Our Volunteering module provides insights into their journey and state of mind so that you can be there for them in the most supportive way possible.



Pricing Overview

Flexible training schedules mean the exact pricing will depend on your needs and the number of workshops delivered. However, as an indication, the base rate is \$1,000 per 1/2-day session, plus any associated travel or venue costs.