

Small - Medium Enterprise (SME) Network and Local Design Lab

Are you an SME employer with barriers to finding newcomer talents? Do you want to explore inclusive hiring, onboarding and retention strategies? Do you want to create a diverse and inclusive work culture? Do you need to access and retain newcomer talent? Do you need additional hiring support? Are you an employer needing to access top performers? Are you interested in being a key advisor in a national SME network?

If so, the SME Cohort is for you!

THE SME NETWORK & LOCAL DESIGN LAB IS DESIGNED:

- To face, rise to and answer local challenges and experiences with hiring, recruiting, and retaining immigrant talents.
- Participate! Commit to attending a series of four interactive sessions, where you will meet and collaborate with other SME employers once every other month - virtually or in person.
- Play an active role in the social and economic transformation by providing your valuable feedback and input to the employment settlement process.
- Connect with other local businesses that are facing similar workforce challenges.
- Identify labor & workforce needs, and help us understand better, and together we will collectively design tailored solutions in responding to local challenges, resources & capacity.

THE PROGRAM WILL:

- Provide you with an opportunity to be a part of something that can make a real difference for your business community
- Add your voice and ideas to the table and contribute to building & offering meaningful workforce solutions that can help other SMEs. Enable you learn with others how we can tackle workforce challenges facing SMEs.
- Provide you with access to helpful resources, workforce business, support & latest updates.

BENEFITS WILL:

- Be part of something that can make a big difference!
- Engage in a solution-driven advocacy effort to create a change that amplifies SME voices.
- Inspire the creation of better programs and services in the newcomer settlement process that can support you.
- Tap into a comprehensive SME networking platform.
- Get involved in co-designing & piloting interventions that help offer better solutions for SMEs to access, recruit, hire and retain newcomer talent.
- Support your business and improve SMEs' workforce resilience.

1

Funded by IRCC in partnership with Immigrant Employment Councils of Canada (IECC) & delivered by New Brunswick Multicultural Council (NBMC)

2

This project recruits 8-10 employers in participatory roundtables (Design Labs)

3

SMEs are the backbone of the larger Canadian economy

4

SMEs are fundamental for provincial and federal economic recovery and development

5

As SME, you are vital in informing and employing the incoming talent pool to drive economic prosperity

6

You, as an SME make a massive impact on our community

Interested?



For more information, please contact the employer engagement lead: Rufina Ajalie rufina.ajalie@nbmc-cmnbc.ca

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