

CULTURAL SOFT SKILLS COACHING:

May 29

Retaining and Optimizing New Canadian Talent



Look inside for details.

LONDON, Ontario

8:30 -3:30 pm

London Chamber of Commerce

\$225 plus HST

www.yourdiversityatwork.com/workshops/



Diversity at Work
in London



Cultural Coaching -A much needed approach

TIME AND TIME AGAIN WE HEAR THAT NEW CANADIANS NEED HELP WITH THEIR SOFT SKILLS AND UNDERSTANDING WORKPLACE CULTURE TO SUCCEED. BUT LITTLE IS DONE. TRADITIONAL METHODS OF ORIENTATING EMPLOYEES JUST DON'T WORK!

Coaching is a critical leadership and management competency when used effectively can assist employees to develop their best selves.

But helping someone who has worked in other countries requires an understanding and empathy for the profound changes in workplace expectations and culture they are experiencing. Effective coaching can only happen when you develop an appreciation for the influences which have shaped their current professional behaviour.

SOFT SKILLS ARE CULTURALLY- BASED. COACHES AND LEADERS NEED TO TAKE THIS INTO CONSIDERATION.

Immigrants bring many skills to the workplace and the promise of innovation. With current and looming labour shortages in Canada — can you afford to deny or terminate an employee because of their lack of soft skills they can easily obtain with the right coaching approach? Probably not!

EMPLOYERS NOW MORE THAN EVER HAVE A RESPONSIBILITY TO ASSIST WITH WORKPLACE CULTURAL ADAPTATION.

Employers who can learn to coach and support employees with a cultural lens will:

- Improve morale and performance.
- Level the playing field by creating more opportunities for recruitment, retention and promotion of skilled immigrants through strategic skill-building and support.
- Reduce errors and misunderstandings.
- Foster trust and a good reputation amongst immigrant communities leading to an increase in applicants.
- Gain greater cultural awareness and enhanced coaching skills.

IN THIS WORKSHOP YOU WILL:

- ◆ Discuss the fundamental cultural differences in perceptions about leadership.
- ◆ Explore the main challenges identified by managers when it comes to the lack of soft skills.
- ◆ Learn what key elements to highlight in coaching sessions with new Canadians.
- ◆ Understand differences in cross-cultural conflict and how to resolve them.
- ◆ Learn how to effectively give feedback, handle customer service issues, and address biased and discriminatory attitudes.
- ◆ Work through challenging workplace scenarios.
- ◆ Gain skills, insights and tools in a very interactive workshop.

Participant Comments

"Several aha moments throughout the day."

"Was quite informative, pertinent, and insightful" - Tim Clayton, Leadership team, Connex Ontario

"Excellent and engaging."

"Warm, engaging, presentation style, with reinforcement of information through fun, low stress activities."

"Evelina's style allows for all participants to feel welcome."

I found the workshop to be participative, memorable and informative. Evelina was knowledgeable, patient and practical in her approach to her instructions. Evelina is considered to be the subject matter expert on diversity in the London area so I can recommend her services to other organizations who would like to educate their staff on this subject in the future." - Wendy Robertson, Robertson Consulting



EVELINA SILVEIRA - Workshop Facilitator

Evelina Silveira is the president and principal consultant of Diversity at Work, a workplace diversity management training and consulting firm in London, Ontario, Canada which she started in 2006. She has been in the field of diversity and race relations for almost 20 years.

Spending five years working directly in the employment services sector, Evelina has placed, mentored and coached countless New Canadians in work placements while assisting employers with their successful integration. She has also provided internships for New Canadians with her business.

Evelina is the founder and editor of *The Inclusion Quarterly*, an e-zine dedicated to best practices for managing workplace diversity, and recognized internationally as a trusted, timely, and balanced source of information for diversity practitioners and senior managers. She is co-author of the acclaimed workplace handbook, *Diversity and Inclusion on a Budget: How to have a more engaged and inclusive workforce with little or no dollars* and *The No-Nonsense Guide to Workplace Inclusion*.

In 2012 she was named to the Mayor's New Year's Honour List for her outstanding contributions to Diversity and Race Relations for the City of London and has been featured in *Canadian Immigrant Chronicles* as a Diversity Community Hero. Diversity at Work was honoured with the Diversity, Equity, Inclusivity Award for Service Excellence and Innovation in the Provincial Corporate Service Division from the Community Inclusivity Reference Group of York Region 2013.

ON-SITE TRAINING SOLUTIONS

GET THE RESULTS YOU'RE LOOKING FOR!

Bring in our engaging, practically-focused, balanced and inclusive training to your organization and show your employees you are serious about their professional growth and creating a workplace where everyone can succeed!

TAILOR THE TRAINING TO MEET YOUR NEEDS!

We can help you to choose the appropriate courses for your organization and tailor each one to address your specific goals, issues and scheduling concerns.

MAXIMIZE YOUR TRAINING BUDGET!

On-Site Training allows you to train work groups, teams and entire departments for less than the cost of traditional public seminars.

Ask us about booking a workshop in your community!



REGISTER ON-LINE TODAY — www.yourdiversityatwork.com/workshops/

This workshop is limited to a small group of participants. Register early to avoid disappointment. DEADLINE FOR REGISTRATION MAY 27

We strive to make our training inclusive and comfortable for all of our participants. **Kindly notify us at least one week in advance if you require any special accommodations including dietary restrictions.**

Cancellation Policy: When participants cancel their registration up to 2 weeks before the workshop begins, the registration fees will be entirely refundable, less a \$25 administration fee. No refunds on cancelled registrations after May 22. Organizations may send a substitute employee. Our workshop requires a minimum number of participants. Diversity at Work reserves the right to cancel due to lack of participants. Full refunds will be issued.

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www.yourdiversityatwork.com

519-659-4777

Cost \$225 plus
HST includes
lunch.



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