



Dear Greater Vancouver Employers,

RE: Focus Groups on Organizational Cultural Competency Training

On behalf of ISSofBC, Human Capital Strategies (HCS) would like to invite you to participate in an important focus group on organizational cultural competency.

HCS has been retained by ISSofBC to engage employers in Greater Vancouver on their interest in, and experience with, cultural competency training for staff. In addition to an online survey, focus groups are being held in Burnaby, Surrey and Vancouver. Please see background on this opportunity below.

Employers in Greater Vancouver have three dates and locations from which to choose:

SURREY FOCUS GROUP

Date: Wednesday, April 11, 2018

Time: 11:30 a.m. – 2:30 p.m. (lunch provided)

Location: Surrey Board of Trade

Address: 101-14439 104th Ave, Surrey

RSVP to: Rhona Doria at rhona@businessinsurrey.com or call at 604-581-7130.

VANCOUVER FOCUS GROUP

Date: Wednesday, April 12, 2018

Time: 8:00 a.m. – 10:30 a.m. (refreshments provided)

Location: Immigrant Employment Council of BC

Address: Suite 720, 750 West Pender Street, Vancouver

RSVP to: Kelly Pollack at kpollack@humancapitalstrategies.ca or at 604-897-1495.

BURNABY FOCUS GROUP

Date: Thursday, April 19, 2018

Time: 2:00 p.m. – 4:30 p.m. (refreshments provided)

Location: Metropolis at Metrotown

Location: Metrotown Community Room (Upper Mall, enter from Kingsway)

RSVP to: Kerry Jothen at kjothen@humancapitalstrategies.ca or at 250-213-9231.

Best regards,

Kerry Jothen, CEO, Human Capital Strategies

Kelly Pollack, Partner, Human Capital Strategies



FOCUS GROUP Background

ISSo/BC is a long-standing, reputable BC not-for-profit organization providing a large variety of support services to immigrants and refugees. In the course of the organization's work over many years of connecting immigrants and refugees to BC employers, ISSo/BC has developed significant expertise in supporting employers to retain their diverse talent by becoming more culturally competent.

The focus groups will be used to collect information for ISSo/BC to better understand specific cultural training needs and to develop and offer the most relevant and effective training possible. Its goals in developing this service are to help BC employers grow their workforce, as well as to support programs for immigrants and refugees through revenues generated by this service.

FOCUS GROUP Value Proposition

Why employers have told us this topic is important:

- Employers in key sectors such as construction, health care, hospitality, retail, technology and transportation and others are increasingly tapping into the internationally trained talent pool.
- The face of the Greater Vancouver workforce has changed rapidly and dramatically and many employers are experiencing cultural challenges in their workplaces that may be affecting their business.
- Organizational cultural competency leads to higher staff retention, better team dynamics, and less misunderstanding and miscommunication based on cultural differences.
- This competence involves staff's ability to better understand and work with culturally diverse colleagues, and newcomer employees overcoming cultural and language barriers in the workplace.

Employer input into this research is invaluable and focus group responses will be strictly confidential. Information from this research will be reported only in the aggregate. It is expected that this focus group will enable the sharing of useful information among participating employers.