

## 9 business reasons why you need to introduce a Career Bridge internship at your company now

Career Bridge is an innovative paid internship program that adds diversity to your workforce. Developed by private sector employers, Career Bridge has linked more than 80 GTA leading employers with qualified, highly experienced immigrants who seek their first professional-level work opportunities in Canada.

Career Bridge internships are used by small to large companies across all sectors. [Here's why your company should be next:](#)

### 1. Increase your company's brainpower

In a knowledge-based economy, brainpower is a critical resource for every organization. Career Bridge interns are highly educated: over 50% of candidates hold advanced degrees – at the Master's or PhD level verified to Canadian standards. The majority have 6+ years of international professional work experience. All Career Bridge interns are pre-screened to have high-level Canadian language skills.

### 2. Access a new talent pool to power growth

Forecasts show that Canadian employers will need over one million skilled workers in the coming years. But Canada has a low birth rate and our workforce is aging. Companies will face a severe challenge in recruiting skilled employees unless they recognize the benefits of employing immigrants who have diverse, high-level, high demand skills. (Source: *Canadian Business Magazine*, March 2004).

### 3. It's a critical time to get your company moving in the right direction

Surveys reveal that employers consistently overlook immigrants in their HR planning. Yet, by 2011, immigrants will account for all the growth in our workforce, according to Human Resources Development Canada. Career Bridge interns allow you to take advantage of this immigrant talent pool right now – so you can get ahead of the curve.

### 4. Source high-demand skills, immediately

Certain positions are hard to fill. In fact, the Canadian Federation of Independent Business found that 46% of small enterprises have problems recruiting qualified staff. Career Bridge can help you tap into Canada's newest resource – a talented pool of highly qualified, professional-level immigrants, with the skills you seek. Career Bridge interns can have immediate impact in areas such as: finance and accounting, information technology, human resources, general management, manufacturing, sales and marketing.

### 5. Reduce hiring risks

By pre-screening the qualifications of every intern candidate, Career Bridge eliminates much of the risk employers face when recruiting professional-level immigrants. Plus, each Career Bridge opportunity is a time-limited internship from four to 12 months long. After this period there is no hiring commitment. However, the vast majority of employers have such a positive experience they hire their Career Bridge interns.

more/....

## Nine business reasons for Career Bridge (cont'd)

### **6. Grow and diversify company revenues**

You can attract a whole range of new customers because you understand their needs. It's hard to reach out to new customers with diverse backgrounds if your company lacks diversity itself. Adding international perspectives to your workforce helps when you develop strategies, form offshore partnerships and create products that target new markets. It also can add to your bottom line. At least one-third of GTA residents say they are more likely to do business with companies that employ skilled immigrants. (Source: Toronto Region Immigrant Employment Council).

Career Bridge interns are recent immigrants who understand the diverse populations you must reach. They bring new ideas, fresh approaches and their knowledge can help companies reach important ethnic markets – in Canada and worldwide. Almost half of Toronto's population is foreign-born, the highest percentage among the world's major cities. Can you afford to overlook this opportunity any longer?

### **7. Reduce recruitment and advertising costs and extend your hiring budget**

Forget the headhunters, expensive newspaper ads, time-consuming administration and the many other risks of traditional recruiting. Career Bridge interns have proven expertise and, most often, advanced degrees. As important, all Career Bridge interns are pre-qualified with high-level Canadian language skills, verified education and able to work in Canada. When you recruit a Career Bridge intern, you pay less than \$30,000 for a 12-month internship. Career Bridge handles payroll, workers' compensation, payroll taxes, plus provides recruiting and HR support.

### **8. Add a proven recruiting tool to your HR strategy**

Paid internships are an effective way to develop new talent. Career Bridge is operated by Career Edge Organization – a not-for-profit that has managed 7,000 career-launching internships at 1,000 employers. Career Bridge uses the organization's successful internship practices and expertise that employers rely on.

### **9. Demonstrate corporate social responsibility**

It's time to walk the talk. Canadians like to say we embrace diversity. But do we really do as we say? People from all over the world have chosen Canada as their new home. We have attracted extremely talented individuals eager to contribute to our economy and society. What are **you** doing to put diversity to work at your organization?

Career Bridge is a simple way to tap into this source of quality talent. Career Bridge matches highly educated newcomers seeking professional-level careers with companies, like yours, that want superior talent and a diversified workforce. As an employer, you can show you're making a difference – to your organization and your community – by participating in Career Bridge.

Call 416-977-3343 x 254 right now  
and see how you can build your organization  
by participating in Career Bridge.