

**INTEGRATE INTO THE LABOUR MARKET**



# **EMPLOYEE'S GUIDE**

**COMPILATION OF  
TESTIMONIALS**



Centre de ressources  
pour nouveaux arrivants  
au Nord-Ouest inc.



Haut-Saint-Jean  
Partenariat local en immigration



Accueillante  
Haut-Saint-Jean

## Introduction

Integrating the labour market in a new country of adoption is not an easy task. In addition to getting a job, you have to perform well to maintain and evolve in it.

Although many job opportunities are available in the Haut-Saint-Jean (HSJ) region, many immigrants struggle to find a job that matches their skills and aspirations. Why is this so? Why is it that some people succeed while others find it more difficult?

The Communauté francophone accueillante (CFA) of the HSJ presents this selection of testimonials from immigrants who have found their place in the local labour market. They share their lessons learned and their advice to newcomers, in order to help them make the most of the various opportunities available. These testimonials are also available in video format via QR codes.

*This kit is intended for immigrants in the HSJ region. It was created by Diversis Inc. of Edmundston following recommendations from immigrants living in the HSJ. This CFA initiative is possible thanks to funding from Immigration, Refugees and Citizenship Canada (IRCC).*





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## How to know the local labour market?

# Volunteering »



"My name is **Stevenson Casimir**, I am from **Haiti**, and I have been living in Edmundston with my family for about eight and a half years. I work for a company called Atlantic Star Uniforms. We make protective clothing. Thanks to a succession project that was put in place, I became the owner of the company.

Besides that, I am quite involved in the region, especially with the Chamber of Commerce. I am also a member of the Board of Directors of the North West Resource Centre for Newcomers Inc (CRNANO), the Advisory Committee of the Communauté francophone accueillante (CFA) and the Board of Directors of the Conseil économique du Nouveau-Brunswick (CÉNB).

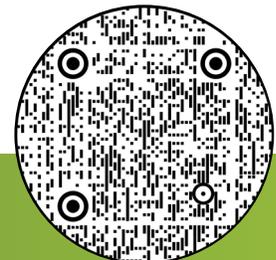
Being active in various areas allows me to better understand how things work while bringing my own personal touch. Because the region needs diversity. As a newcomer, one must get to know the local reality to contribute to our beautiful region.

As a new entrant into the local labour market, having a good network is key to getting into the labour market faster and better. Some employment opportunities are posted, however, word-of-mouth is more common.

Newcomers who are already in the area are more trusted by employers and are given the opportunity to prove themselves, but this trust must not be broken. If that trust is broken, it can close the door on others. When they have bad experiences, employers tend to generalize. Therefore, it is important, when you join a new company, to respect the rules and the way it works, as well as to really dedicate yourself to show what you can bring to the company to help it grow.

To have a job is not enough, you must know how to enjoy the region besides work to really embrace it. Sports, walking and all sorts of activities contribute to the feeling of belonging and to your role in the development of the region."

**Stevenson Casimir**  
Owner,  
Atlantic Star Uniforms



» To better understand the local reality and contribute, get involved, and volunteer!



Scan the QR code to view the video testimony on YouTube!



## How to Find Opportunities According to Your Career Goals?

# Networking »



"I am **Barbara Desrosiers** and I am from **Haiti**. I used to work for an American airline. The local people's testimonies, their career paths and the opportunities available to them drew me to the region. Motivated and ambitious to progress professionally, I threw myself body and soul into this new adventure.

I had started doing some research online because I wanted to go back to school. I discovered the Collège communautaire du Nouveau-Brunswick (CCNB) campus in Edmundston. My training in office management at CCNB allowed me to enrich my professional knowledge. Being bilingual, I have all the assets that enabled me to succeed. I had attended all the employer workshops in the region to maximize my chances of getting a good job. I really like to use all the resources available to me that will allow me to break through in my professional career. I am part of all the social networks. I always make a good impression wherever I go. Motivation, rigour, discretion, resourcefulness are what I use to describe my professional approach.

As for my professional background, I worked at the Best Western Plus Hotel as a part-time receptionist at the beginning of my studies, which played an important role in my transition. The hotel worked out a student schedule that allowed me to go to school and work seamlessly. Then, I had the opportunity to do my training internships at the Edmundston Regional Hospital. I was retained as a casual and part-time employee afterwards. Currently, I am an administrative assistant for Opportunities New Brunswick. Through my experiences in different companies, I have acquired all the required knowledge to perform my duties.

To conclude, I also networked by getting involved and by making the most of every opportunity. These experiences have allowed me to build a professional network, to earn recognition awards and to continue to go forward in life and expand my career."

**Barbara Desrosiers**  
Administrative Assistant,  
Opportunities New Brunswick

» To enter the labour market according to your objectives, make the most of networking opportunities!



## How to promote your skills and experience in the local market?

### Job Search >>



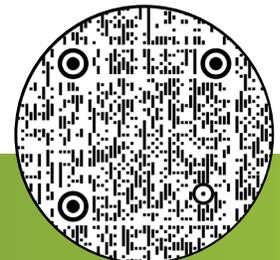
"My name is **Confiance Mfuka**, I am **Congolese (DRC)**, but I immigrated to Canada from the United States under the Federal Skilled Worker Program. I moved to the region for two reasons: my affinity with the family that welcomed me and the affordability of living for a newcomer.

Upon my arrival, three months passed before I was able to get a job in my field. Among the things I wish I had known before coming to New Brunswick:

1. **Build a professional network:** The federal program invites candidates to register in the job bank, but it is important to establish a local network, especially if you know exactly where you are going to settle.
2. **Adapt your resume to the job you are applying for:** It is a matter of gaining something while waiting to get a job in your field. I had a hard time getting a job because I was often considered overqualified (you don't need a Ph.D. or Master's degree to work in a sawmill).

3. **Follow-up:** After applying, you may want to call back to find out how the process is going. This allows you to make yourself known and also demonstrates your interest in the position.
4. **Reach out to people:** No one will come to you! Participating in social events will allow you to get known, to meet people and also to build your network.
5. **Use existing resources:** Make contact as soon as possible with the North West Resource Centre for Newcomers Inc (CRNANO) to get acquainted with others and also to get in touch with the various employment services (WorkingNB at Carrefour Assomption). A lot of opportunities come through the net: Facebook, Banque de données des diplômés du Nord-Ouest (BDNO), etc."

**Confiance Mfuka**  
Agronomy Consultant



>>> Feel free to reach out to people in order to expand your professional network in your field of activity!



Scan the QR code to view the video testimony on YouTube!



## How to promote your skills and experience in the local market?

### Resume and Job Interview >>

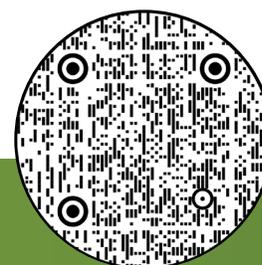


"My name is **Cyriaque Kiti** and I work in the human resources field. Both the resume and the job interview are essential steps in the recruitment process for employers around the world, as well as in Canada.

However, with regards to the resume, it should be noted that there is a Canadian specificity that newcomers to the northwestern region of NB should be aware of. For example, a Canadian resume should not contain a photo, gender, or date of birth. Remember that employers will often prefer local, ready-to-use applications. Be sure to include your local address on your resume. Also, it is quite important to highlight your experience and skills related to the position you are applying for. This must be in language that is accessible to Canadian employers. It is therefore very important for newcomers who apply for jobs in the region to know all these elements or else their application will be rejected.

The job interview is crucial. Basic rules such as punctuality (i.e., arriving 10 to 15 minutes early) and appropriate dress are required. Finally, I would say that it is also very important for the candidate to find out about the company he/she wishes to work for, as this also demonstrates the motivation of the candidate to work for that company."

**Cyriaque Kiti**  
Consultant in management  
and human resources



>> To make a good first impression, adapt your resume to the Canadian style and be prepared for your job interview!



Scan the QR code to view the video testimony on YouTube!



## How to integrate into your new work environment?

# Adaptation »



"My name is **Mélanie Jaspar**, I am an interior designer at Gauvin Déco Design in Saint-Jacques since June 2018. I am originally from **Belgium**. My spouse, our daughter and I arrived in Edmundston about four years ago.

At first, the differences I noticed between practising my profession here and in Belgium were not easy to face. I had to prove my skills in my field. However, I found that the proximity with the people and their accessibility was relatively quick. They gave me their trust quite quickly, which allowed me to build my reputation in the region as a designer.

I think that the primary quality that a Canadian employer is looking for, besides experience, if there is any, and then skills, is a different and new vision of the profession.

Then, there is a great motivation to come and work in Canada because it takes a certain strength of character to expatriate and make a change in life.

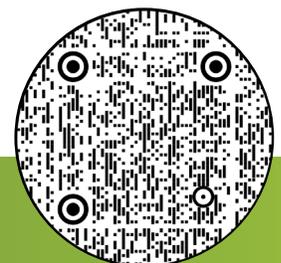
I also think that arriving as a francophone in the northwestern region of New Brunswick is much easier.

However, it seems to me that having a good knowledge of English is a major asset.

The advice I would give to a newcomer is that I think it's very important, especially at the beginning, to get out a lot, to go towards people, to meet people, to participate in local activities because even if the people of the Northwest are very welcoming and generous, it's important not to wait for them to come to you, but rather to go towards them.

Finally, I think it's very important to find out about the profession you're considering so you can adapt. I think that adaptation is definitely the key word. I also think it's very important to talk about yourself, about your experience, because word-of-mouth works really well in small regions."

**Mélanie Jaspar**  
Interior Designer,  
Gauvin Déco Design



» Adapting to your profession in a new country takes time, you have to be patient and persevering!



Scan the QR code to view the video testimony on YouTube!



## How to integrate into your new work environment?

### Finding your way and fitting in >>



"My name is **Zahra**, I am originally from **Morocco**. I came to the region as a student and I am currently working in the manufacturing sector. Frankly, I was lucky, because I was quickly integrated into my work team without having to make a big effort. I remained myself and found them open to accepting me as I am. Maybe my internship was a kind of introduction before I was hired. As a result, I didn't find it too difficult to make myself known to my employer.

Workplace professionalism and compliance with procedures, regulations and employment standards are a must. As far as professionalism is concerned, from a personal point of view, I find the work environment here less severe than in my country of origin, for example, the dress code requirements. Other than that, it's almost the same, so there's no problem in that regard.

On the other hand, working as a woman in a predominantly male environment was not easy, neither during my studies nor in my current job. People are always surprised that I know certain things while I am a woman and this bothered me a lot at first. I had to prove myself constantly to make my points and produce convincing results that speak for themselves.

As for employment standards, the sudden termination of employment or what we call the 'layoff' was a culture shock for me. It creates a little bit of a sense of insecurity and I have to tell you that seeing people with a lot of years of experience and know-how being laid off is really unpleasant. It's very common in my sector. Unfortunately, there's nothing you can do to avoid it, but in my opinion, you have to be productive, try to be an indispensable part of your company, while helping to create a friendly atmosphere within your team.

One point I would like to address is that employers have a hard time recognizing our skills because we do things differently. A newcomer has to make more of an effort to assert him or herself at work. Sure, we may have different perspectives on things. But that should be a positive thing, not the opposite. As a joke, we coined an expression that we use among immigrant workers *here, it's not the same.*"

### **Zahra Elguenaoui**

**Assessor,  
Pattison Sign Group**

>> **To make and keep your place,  
play by the rules, deliver results  
and make yourself indispensable!**



## How to be a good employee?

### Professionalism at work >>

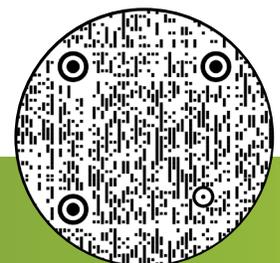


"My name is **Patrick Kondjo**, I am originally from the **Democratic Republic of Congo** and I arrived in New Brunswick in 2018 as a temporary worker. Currently, I am a founding entrepreneur and CEO of the company Environnement Pour Tous. Before building my business and gaining this experience, I had to work for two companies. For a good integration in the workplace, you have to be professional. There are a few things that can make a difference. I have identified eight of them, which are:

1. **Mental barriers:** Avoid having preconceptions that you will not be accepted in your professional environment because of the colour of your skin or your age. It is important to immerse yourself in the local culture to facilitate your professional integration.
2. **Local habits:** Adopt the habits of your colleagues. Take a coffee break, even if you don't have coffee, you can have a glass of water and use this moment to bond with colleagues.
3. **Gossip:** Avoid certain behaviours such as gossiping, etc. Edmundston is a small city and everyone knows each other.

4. **Trying to do everything alone:** Being a solo player is not always well received and gives a bad impression. You must dare to ask if you need to.
5. **Communication:** Learn to talk with either a supervisor or colleagues.
6. **Patience:** Take the time to immerse yourself in the company to better understand how it works.
7. **Time:** Punctuality is a key element to better integrate.
8. **Promises:** Don't make promises if you can't keep them."

**Patrick Kondjo**  
Owner,  
Environnement pour tous



>> Understanding local work environment  
makes integration easier!



Scan the QR code  
to view the video testimony  
on YouTube!



## How to manage your career?

# Work performance and continuous learning »»



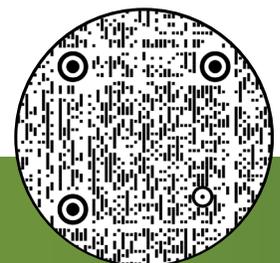
"My name is **Mohamed Traoré**, I am originally from the **Republic of Guinea**. I worked as a financial advisor at the National Bank of Canada and I am currently working in employability. During my years in the banking sector, I learned and understood a lot about the Canadian financial system. In particular, financing (mortgages, loans, etc.), insurance through the various protections (life insurance, disability, etc.), investments (guaranteed investment certificates, mutual funds, etc.) and also how the stock market works.

My advice to new immigrants in the region is to listen, show a desire to learn and persevere in what they do. Through my experience in business, I quickly realized that performance is the engine that will allow you to climb the ladder within a company because it is the only thing that can make you forget all the other constraints that you may encounter.

I mentioned performance earlier, and it is important to understand that this performance can only be achieved by constantly questioning oneself: 'what am I doing right and what can I improve' and this will always be achieved through continuous training, which will be the added value that will lead to success.

In order to evolve within a company, we must be able to adapt to the new realities of the world that is imposed on us. The training provided by employers helps us in this regard. By doing so, we ensure that we can optimize our performance and it opens up other opportunities for career development."

**Mohamed Traoré**  
Senior Employment Officer,  
Centre étudiant Accès Emploi Édupôle



»» Continuous training improves performance!



Scan the QR code to view the video testimony on YouTube!



## How to manage your career?

### Rising through the ranks >>



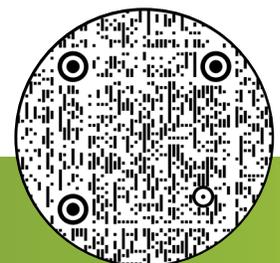
"My name is **Sihoué Diédhiou**, originally from **Senegal** and settled in Edmundston since January 2013. I did a master's degree in forestry at the Université de Moncton—Edmundston Campus, and after my training, I started at the lower end of the scale as a production worker in the manufacturing field.

I was promoted twice in only two years and today I am a production supervisor. When you decide to work for a company, you must first share its culture and values.

Then, it is important to have the ability to put your high level of education aside and learn from your experienced colleagues.

In addition, one must continually strive for excellence. Finally, moving up the ladder or getting promoted is a matter of good timing. That is, you must make sure you are in the right company at the right time and that you are the most deserving candidate."

**Sihoué Diédhiou**  
Production Supervisor,  
Manufacturing Industry



>> Rising through the ranks is possible even if you start at the bottom!



Scan the QR code to view the video testimony on YouTube!



## How to benefit from bilingualism? ... a major asset in the workplace >>

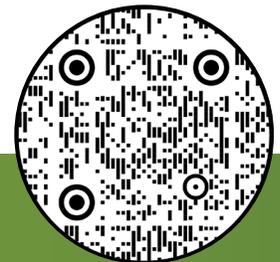


"My name is **Cyrille Tiwa**, from **Cameroon**, and I arrived in the region in 2018 as a temporary worker. I work as a consultant and employee at Canada Post in the city of Edmundston.

The province of New Brunswick is the only officially bilingual province in Canada, so anyone like me who is an immigrant and bilingual will therefore have a major asset to integrate professionally in this region. Of course, the city of Edmundston where I live, which is mostly francophone, offers many benefits to people who speak both official languages.

Having understood the professional benefits that this could bring to me, I signed up more than a year ago for free online English courses for permanent residents. This was done in order to further improve my English language skills and to be more competitive in the job market."

**Cyrille Tiwa**  
Diversis inc.  
and Poste Canada



>> **Bilingualism creates  
opportunities!**



Scan the QR code  
to view the video testimony  
on YouTube!



## How to benefit from bilingualism?

### Being an Anglophone in a Francophone city >>



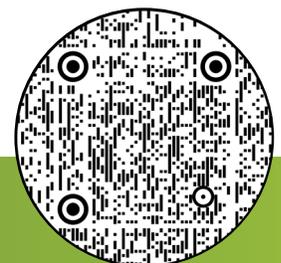
"I am Supreeya Lapyingyong, but I prefer to be called Nui, because that's what my friends call me. I married a guy from here, from Edmundston, so this is where I've been living for the last eight years. I am currently working at Studio Michel Carrier.

I couldn't work during my first year in Edmundston, so I took the opportunity to learn French at the North West Resource Centre for Newcomers Inc (CRNANO) so I could learn the basics and get by.

Also, during this period, I volunteered at the Foire Brayonne, a local festival, to learn the culture and to practice my French.

It is important for me to greet clients in French. This helps them feel more comfortable, regardless of my appearance. I try to converse with them mostly in French, but when they see that I am experiencing difficulty, they switch to English, which is very nice of them and allows the conversation and the services to go well."

**Supreeya (Nui) Lapyingyong**  
Customer Service,  
Studio Michel Carrier



>> Learning French in this region is an asset!



Scan the QR code to view the video testimony on YouTube!



## Other tips

### Arrive on time

In most workplaces, arriving on time means arriving 10 to 15 minutes early. This means being on site and ready for work at the designated start time of the shift.

### Hygiene

Workplaces are very aware of body odour. Some even have guidelines for this. Odours can come from scented products (perfume, cream, soap, cleaning products, etc.), tobacco or certain kitchen odours. It is important to take care of one's appearance, to have good personal hygiene while making sure that one does not give off too much odour.

### Workplace Culture

The corporate or organizational culture of a workplace varies from place to place. It is not always formally documented. To discover it, you need to learn about the history of the company or organization, its values, practices, milestones, aspirations, accomplishments and key or influential people. If available, staff handbooks, policy and procedure manuals and strategic plans are good sources of information. Co-workers and company executives are also excellent sources. Don't hesitate to ask questions and get information from them.

### Teamwork

Teamwork is a must in most workplaces. An employer will be more likely to let go of an employee who does not work well with his or her co-workers than one who is less competent yet pleasant to work with. It is recommended that good relationships be maintained with ALL staff, regardless of their role in the company or organization.

### Employment Standards

All employers must comply with the Province of New Brunswick's employment standards. These standards differ from province to province. It is important to find out which standards apply to your workplace. If you believe that these standards are not being met, please speak directly to your employer or a WorkingNB officer.

### Employment Contract

An employment contract indicates both the employer's and the employee's commitments. It is important that both parties honour them. Negotiation of the terms of the contract takes place before it is signed. By signing an employment contract, the employee agrees to abide by the commitments in the contract, as does the employer.

### Unionized Workplaces

Some workplaces are unionized and others are not. If you work in a unionized environment, it is advisable to read the collective agreement to see the rules and practices that apply to unionized and non-unionized employees.

### Respect for the Employer

Although the local workplace appears more informal than elsewhere in the world, the employer is ultimately responsible and must sometimes decide on issues that are in the best interests of the entire company or organization. It is essential to respect and empathize with your employer.

### Dress Code

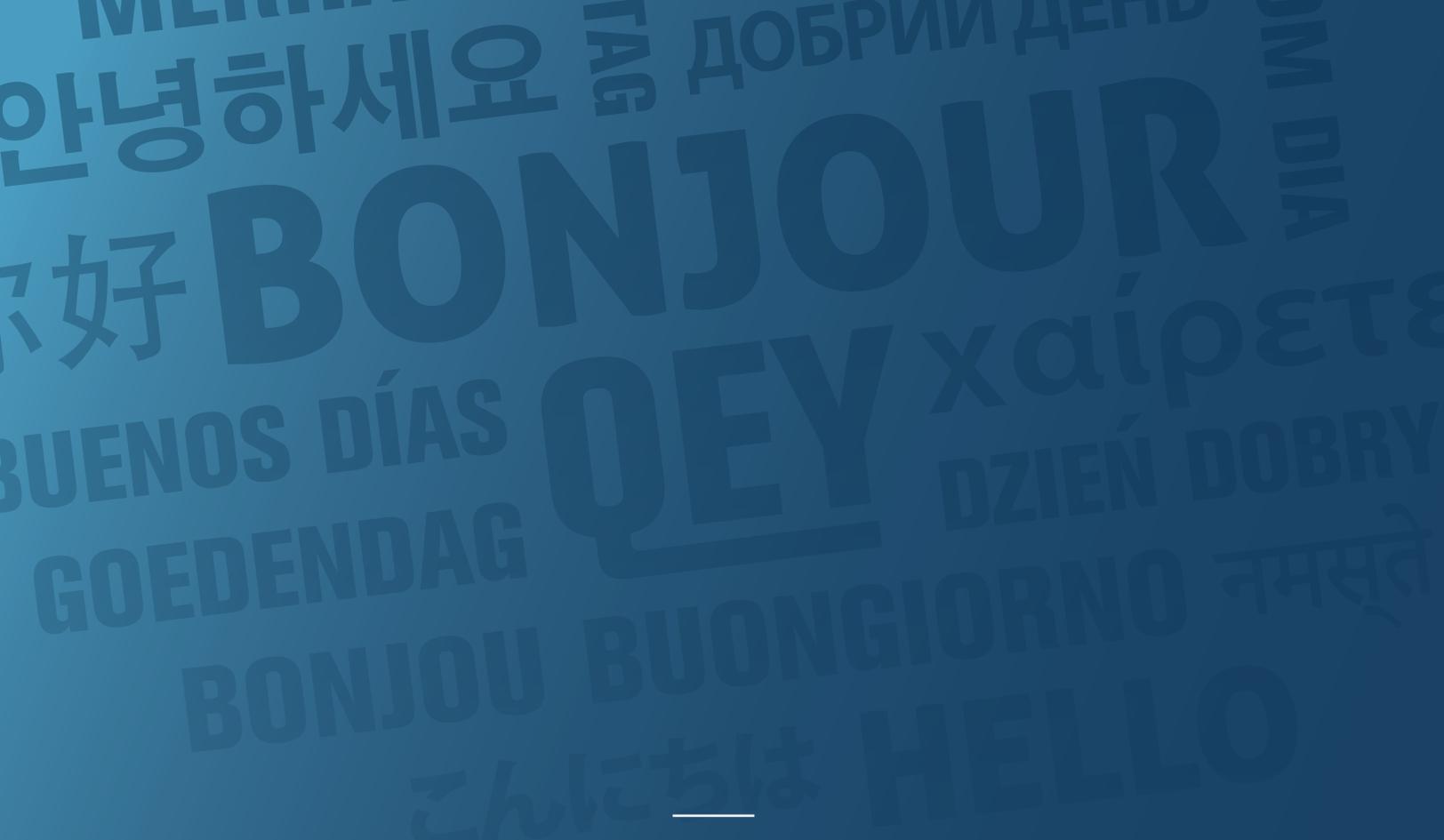
Some workplaces have a formal or informal dress code. These may be subject to change depending on the time of year or the activity. It is important to be aware of the dress code in order to be professional and safe.

### Work Equipment

Some workplaces expect employees to have their own work equipment (safety boots, clothing, cell phone, etc.). Some equipment is provided by employers while other equipment is the responsibility of employees. Each workplace has its own practices. It is suggested that you find out what equipment is provided and what equipment you need to obtain on your own. Where appropriate, employers can suggest the best places to get the required equipment.

### Transportation to work

Most workers in the region have a driver's licence and a vehicle to get to work since there is no public transportation system. Employers expect employees to get to work on their own. While waiting to obtain a driver's licence and vehicle, it is advisable to find housing within 1 km of the workplace, offer to share gas with a co-worker to carpool, or find a used bike.



Thank you for enriching our community with your expertise!

*For information:*

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