



Mimi – mind changer

Bridge the gap

Recruiting international professionals and people with migratory background can benefit a company for various reasons. They often speak more than one language, they are aware of different cultural codes and they can breathe new life into a company, bringing in new perspectives. However, the target group might not always be aware of that. Therefore, highlighting this to learners with migratory background can boost their self-esteem in the job search process and consequently fast-track labour market integration.

Step 01

Prepare

Prepare some examples of why personnel with migratory background are valuable for the labour market.

Step 02

Implement

In small groups learners prepare a pitch that states why a company should be recruiting international personnel.

Step 03

Develop

Examples are presented, discussed and further developed with convincing arguments.

Step 04

Follow-up

Learners summarise the discussion findings, highlighting the positive effects on their self-esteem.

Recommendations, Tips & Hints

To connect with learners, tell them success stories of professionals with migratory background.

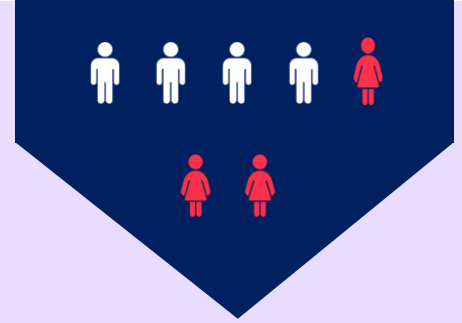
Classroom resources

Flipchart/whiteboard

Pens

Duration

60 minutes



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Picture this:

In times of digitalisation, news is spreading faster than ever. It is likely that your employees and national as well as international customers talk about your company's international orientation in their professional and private networks. Why is this an advantage to your company? Not only will this contribute to your company's international reputation beyond national borders, but you will also receive more international personnel job enquiries.



About the tool

This tool allows you to better identify the value of recruiting personnel with migratory background.

Food for thought

Let's reflect: What is your company currently doing to increase its international reputation?

Key words

Publicity and cultural diversity.

Read this:

<https://www.business-humanrights.org/en/latest-news/global-businesses-can-achieve-social-impact-better-reputation-increase-brand-loyalty-by-including-refugees-says-report/>



Migrants' Microintegration – into work and social life – mind changer