



## Mimi – mind changer

# Increase your market value

This activity is designed to increase learners' self-confidence. Very often, migrants perceive their own cultural background as a disadvantage, especially when looking for a job. Therefore, this mind changer activity allows them to experience a change in perspective. The aim is for learners to realise that their cultural background is an added value for companies and to also present it as such to others.

### Step 01

#### Prepare

Think of your target group: What experiences did they gain when looking for a job? Think of positive and negative examples.

### Step 02

#### Implement

In small groups, learners reflect the advantages of an international team composition.

### Step 03

#### Develop

Learners develop role-plays, convincing employers of their potential, especially highlighting cultural diversity as an asset.

### Step 04

#### Follow-up

Learners reflect on relevant values in their culture and the culture of another country. What can nations learn from each other on grounds of their specific cultural values?

### Recommendations, Tips & Hints

Present learners with real-life examples of different cultural values and their functions.

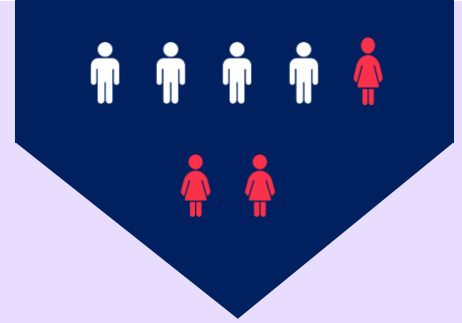
### Classroom resources

Flipchart/whiteboard

Pens

### Duration

60-90 minutes



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Picture this:

Nowadays, many people are looking for an employer, who is characterised by cosmopolitanism, open-mindedness and tolerance. This sort of company structure is attracting many young professionals from all over the world. By recruiting international personnel, you can present your company structure as contemporary and thus increase your attractiveness as an employer.



### About the tool

This tool allows you to better understand the value of employing an international team.

### Food for thought

How can your company develop strategies to attract international personnel/personnel with migratory background?

### Key words

Cosmopolitanism and open-mindedness as contemporary employment features.

Read this:

[https://media.business-humanrights.org/media/documents/files/documents/iccrsbestpracticeguidanceethicalrecruitment05.09.17\\_final.pdf](https://media.business-humanrights.org/media/documents/files/documents/iccrsbestpracticeguidanceethicalrecruitment05.09.17_final.pdf)



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