



Information and Communications Technology Council / Conseil des technologies de l'information et des communications



# Your Business Case for Hiring IEPs

How can I build a compelling business case for hiring Internationally Educated Professionals (IEPs) at my company?  
How can I communicate it effectively to key stakeholders?

*Each company embarks on the journey to talent diversity for business reasons, in response to business issues and to derive business advantages.<sup>1</sup> To convince key stakeholders of the value of adding IEP talent to your workforce, taking the time to develop a business case customized to your business and its goals will help drive and sustain efforts.*

## Questions to Consider <sup>2</sup>

- What are the key priorities of your organization in the next 3–5 years? For example: market expansion, new technology, etc.
- Is your current workforce well poised to help your organization achieve its priorities?
- Is your current workforce representative of your clients and customers?
- Is your current workforce culturally aware of the markets you want to do business with or expand in?
- What are the key challenges/opportunities facing your organization? For example: market knowledge (e.g., to deepen understanding of clients and markets).
- How will a more diverse workforce, inclusive of IEPs, benefit your organization and help you achieve your objectives?
- What are the consequences of inaction?

## Did You Know...?

*There is a growing gap between the demand for ICT talent and skills, versus the actual supply.*

*Under a baseline scenario, cumulative hiring requirements in Canada for ICT talent are expected to be 182,000 by 2019. It is projected that the availability of homegrown ICT talent will not be sufficient to meet these hiring requirements.*

*Thus, there will be a strong demand for International talent, where Internationally Educated Professionals (IEPs) already currently supply over one third of ICT positions in Canada.*

**Source: ICTC. Labour Market Outlook, 2015–2019.**

<sup>1</sup> Singapore Ministry of Manpower. [Workplace Diversity Management Toolkit](#)

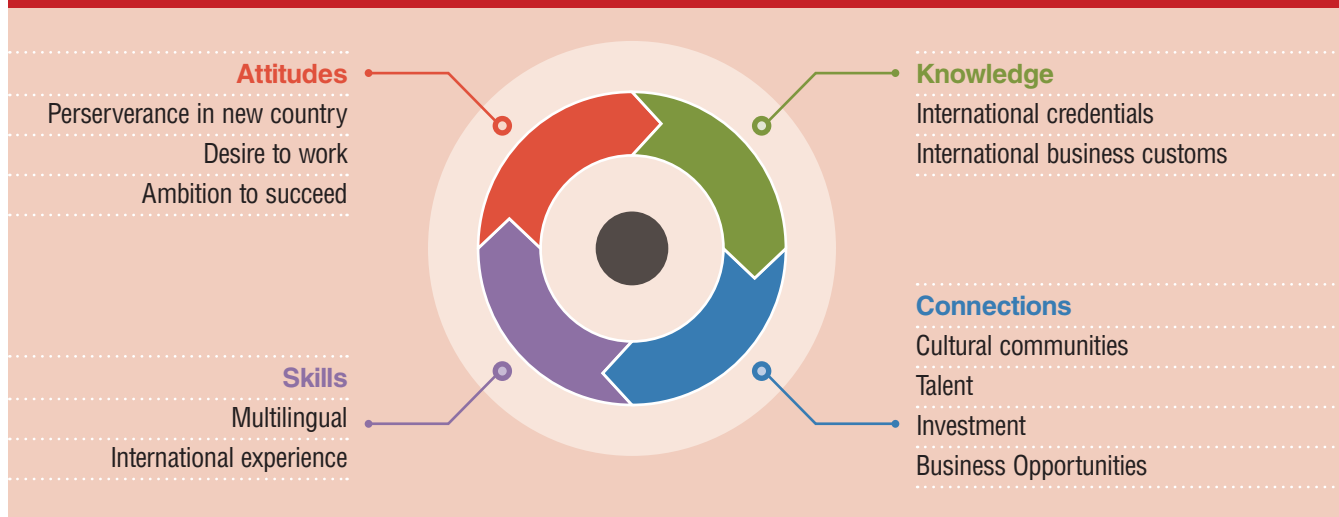
<sup>2</sup> Adapted from Singapore Ministry of Manpower. [Workplace Diversity Management Toolkit](#) - Workplace Diversity Management Initiatives.

## Key Benefits

Following are some of the benefits an ICT firm can reap from including IEPs in your workforce:

- Linguistic skills, cultural insights, local knowledge and business connections to increase your presence on the global stage
- Driven candidates with the right skill set to fill your vacant positions, or help you to compete and grow
- Helps you be more reflective of the customers you serve, and serve them more effectively due to cultural knowledge and sensitivities, and language skills
- Innovate more effectively due to a broader range of perspectives, experiences and approaches within teams
- Recruit top talent due to demonstrating you have a welcoming and inclusive workplace
- Support recruitment efforts by contributing expert knowledge of the worth of foreign credentials or international work experience, checking references overseas, and boosting employee referrals to tap into new sources of talent.
- Communicate with colleagues overseas
- High employee morale from the dynamic of working with colleagues from a variety of backgrounds, with a diversity of ideas to share and learn from.

## The hidden talents of IEPs in the ICT market<sup>3</sup>



*“IEPs are, in general, very well educated, extremely motivated, have a strong desire to be successful, and are committed to making themselves and their employer successful.”*

**Coach in ICTC Coach to Career program**

## Communicating and implementing

Once you have determined your business case for including IEPs in your talent search, it would be beneficial to make a workforce plan - i.e., setting objectives and identifying steps to achieve them.

Senior management should then share the business case with employees at company events, and communicate how important it is to the success of the company. This will promote your company as being inclusive, and help engage and retain staff.

## Resources

The [benefits of hiring skilled immigrants](#) – audio and video from Hire Immigrants.

<sup>3</sup> ICTC and The Diversity Institute at Ryerson University. Diversity - *The Competitive Edge: Implications for the ICT*. March 2007. P. 37.

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