



News Release

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INTERNATIONAL EXPERT HAS ADVICE FOR LOCAL BUSINESSES

BRANTFORD (Sept. 12, 2011) – What do Microsoft, VISA, TD Bank and the City of Toronto have in common? They've all turned to Lionel Laroche to help make them more successful.

Now, local businesses can tap into the international speaker's expertise at a free breakfast seminar Sept. 21, 7:30 a.m., at the Best Western Brant Park Inn (19 Holiday Dr., Brantford). The seminar is offered by the Mentoring Skilled Newcomers program, run by the Workforce Planning Board of Grand Erie.

How to Maximize Your Competitive Advantage Using Global Talent will give businesses tips on how they can improve their relationship with their employees, customers and suppliers, who increasingly represent diverse cultures.

"When you understand how to effectively communicate with culturally different employees, customers and supplier, more of your corporate goals can be achieved," said Vinesh Bhagat, program coordinator of the Mentoring Skilled Newcomers program.

Pre-registration is required. People can register online at the Workforce Planning Board's website: <http://www.workforceplanningboard.org/en/node/173>

Laroche specializes in helping organizations reap the benefits of cultural differences in their workplaces and is the author of two books on the subject: *Recruiting, Retaining and Promoting Culturally Different Employees* and *Managing Cultural Diversity in Technical Professions*. Laroche has provided cross-cultural training, coaching and consulting services to more than 10,000 people in seven countries.

Mentoring Skilled Newcomers helps newcomers connect to local professionals in their field so they can learn about Canadian workplace culture and develop a network. The program has skilled professionals looking for matches in a variety of occupations, including chemists, nurses, accountants, electricians, cardio technologists and engineers. Mentoring Skilled Newcomers is funded by Citizenship and Immigration Canada – Multiculturalism Program.

The [Workforce Planning Board of Grand Erie](http://www.workforceplanningboard.org) is among 25 non-profit organizations in Ontario that play a leadership role in labour force planning.

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For more information, please contact:

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