

Request for Proposals – Consultant- ERNW Program

[World Skills Employment Centre](#), a not-for-profit agency providing employment services for new Canadians, is seeking a seasoned consultant with extensive expertise in employing cold calling, networking, and LinkedIn strategies for professional advancement. The consultant will be responsible for developing and delivering comprehensive workshops aimed at helping participants understand the significance of these strategies in the Canadian job market and how to effectively utilize them to expand their professional network and enhance their career prospects.

Background Information:

The Empowering Racialized Newcomer Women (ERNW) Program by World Skills is an innovative initiative designed to support racialized newcomer women as they integrate into the Canadian labour market. This transformative program is specifically tailored for permanent residents or convention refugees who have a high school diploma or post-secondary degree and a Canadian Language Benchmark (CLB) score of 5 or higher.

The ERNW Program addresses the unique barriers faced by racialized newcomer women by offering customized support to help them navigate the Canadian job market with confidence. Through a comprehensive, multifaceted approach, the program provides a nurturing environment for personal and professional growth, equipping participants with the skills, resources, and knowledge they need to overcome challenges and improve their prospects within the Canadian workforce.

Purpose of the Workshop:

The **Leveraging Cold Calling, Networking, and LinkedIn for Professional Growth** equips participants with strategies for enhancing professional growth, emphasizing the importance of these methods in navigating the job market, particularly for racialized women. It provides tailored guidance on leveraging these tools to overcome barriers and seize opportunities, enabling participants to develop personalized plans for achieving their career aspirations.

Expected Outcomes:

- Acquire effective strategies for leveraging cold calling, networking, and LinkedIn to enhance professional growth.
- Gain insight into navigating the job market and advancing careers, especially for racialized individuals.
- Receive tailored guidance on overcoming barriers and capitalizing on opportunities using these methods.
- Understand the pivotal role of cold calling, networking, and LinkedIn in establishing credibility, broadening visibility, and accessing career prospects.
- Develop personalized plans for leveraging these tools to pursue career aspirations effectively.

Roles and Deliverables of Consultant:

- Deliver 8 workshops, each 3 hours long, between May 2025 and March 2026 as part of the program.
- Conduct research and develop workshop content focusing on effective strategies for leveraging cold calling, networking, and LinkedIn for professional growth, incorporating AI-driven insights and data to optimize strategies based on current trends and individual participant needs.
- Design engaging activities customized to the participants' backgrounds and experiences, using AI tools to personalize content and create tailored scenarios that encourage active participation and empowerment.
- Deliver culturally sensitive workshop sessions, offering personalized feedback to enhance participants' understanding and application of the cold calling, networking, and LinkedIn strategies.
- Collaborate with the organizing team to tailor the workshop to the specific needs and challenges faced by participants.
- Evaluate the workshop's impact by collecting participant feedback and making necessary adjustments for continuous improvement.

NOTE: World Skills will retain ownership of any material created as part of the contract.

Experience and Qualifications:

- Proven expertise in utilizing cold calling, networking, and LinkedIn for professional growth, particularly for racialized women, demonstrated through successful outcomes and achievements.
- Extensive experience in conducting workshops or training sessions tailored to racialized women, focusing on leveraging cold calling, networking, and LinkedIn for career advancement.
- In-depth understanding of the challenges and opportunities associated with cold calling, networking, and LinkedIn usage in the job market, particularly for racialized women.
- Exceptional communication skills, both verbal and written, to effectively convey strategies and insights related to cold calling, networking, and LinkedIn to workshop participants.
- Ability to tailor workshop content and delivery to the diverse backgrounds and experiences of participants, ensuring inclusivity and relevance.
- Up-to-date knowledge of current trends and best practices in cold calling, networking, and LinkedIn usage for professional development.
- Relevant academic qualifications or certifications in career coaching, sales, marketing, or related fields.

Timeline: Materials must be ready by **May 1st, 2025 (or earlier)**

How to Apply: Proposals should not exceed 1 page and must include:

- Information outlining qualifications and experience, as detailed above.
- A brief description on how you would meet the deliverables, as detailed above.
- Please also provide us with your resume and your LinkedIn profile.

Compensation will be \$400 CAD per 3-hour workshop, with a total of 8 workshops to be delivered between May 2025 and March 2026.

Your proposal must be submitted by **Monday, April 14, 2025, via email to fatima@ottawa-worldskills.org**