



Best Employers
for New Canadians

2008

SPONSORED BY:



TRIEC

Manulife Financial Corporation

<http://www.manulife.com>

Employer Description

Established in 1887, the company is one of Canada's most respected financial institutions, offering individual and variable annuities, group pension products, mutual funds, individual life insurance and group life and health insurance.

Toronto-based Manulife is one of the largest public companies in Canada, the second largest life insurer in North America and the fifth largest in the world, with revenues of over \$32 billion last year.

Manulife serves millions of customers in 19 countries and territories worldwide, offering significant international career opportunities for its employees.

Established: 1887 **Canadian locations:** Toronto, Halifax, Montreal, Waterloo, Calgary, Vancouver and regional offices across the country **New jobs created in Canada last year:** 200 **Full-Time Employees:** 9651 **Worldwide:** 20258 **International Locations:** USA, Hong Kong, Indonesia, Philippines, Taiwan, China, Japan, Singapore, Vietnam **Revenues:** \$32 billion **Workforce engaged on a contract basis:** 4% **Years longest serving employee has worked there:** 44 years

Manulife Financial Corporation was selected as one of the Best Employers for New Canadians (2008) for:

- ▶ Providing new Canadian jobseekers paid internships in their fields of expertise
- ▶ Helping immigrants access professional networks through occupation-specific mentoring
- ▶ Promoting immigrant employment to other employers and government

Our Reasons for Selection:

Providing Paid Internships

Recognizing the importance of career-track Canadian work experience, Manulife has been an enthusiastic supporter of the Career Bridge internship program since its early development stages.

Internships at Manulife are paid mid- and senior-level positions in fields such as human resources, executive development, computer programming and group pensions among others. Manulife has hired nearly half of their former interns and has made a long-term commitment to the program by incorporating Career Bridge into their permanent budget line.

Addressing the underutilization of the skills new Canadians bring from abroad, Career Bridge internships provide recent immigrants with the opportunity to demonstrate their skills in a practical, occupation-specific workplace setting. Employers benefit from the opportunity to gauge a candidate's suitability for available positions, while also recognizing the benefits that come from hiring new Canadian employees with international credentials.

Access Networks Through Mentoring

Manulife offers occupation-specific mentorships to new Canadian jobseekers as part of TRIEC's Mentoring Partnership program. Through this program, immigrant jobseekers begin to build a professional network and learn about Canadian business practices, workplace culture and Canadian recruiting practices. Mentors also help new Canadians tailor their resumes and interview styles to the expectations of a specific occupation.

Manulife's mentors include senior-level employees who coach new Canadians with training in a similar profession. Manulife has even integrated the Mentoring Partnership into one of their management development programs. Employee mentors are given the opportunity to improve their management styles and communication skills, while at the same time learning about the kinds of skills and expertise new Canadians have to offer.

After four months of internship [at Manulife], I was offered a contract position that has since become a full-time permanent role...I recommend programs like Career Bridge...I've seen [Manulife's immigrant employment policies] in action – I look across the floor and see how diverse it is.
- Edwin Mazani, Manulife employee and former Career Bridge intern

Promoting New Canadian Employment

In 2004, Manulife's President and CEO published an open letter to the Prime Minister of Canada in a national Canadian newspaper. It emphasized the need for Canada to better integrate internationally-qualified professionals into the workforce, and made recommendations as to how this could be accomplished. Manulife continues to champion the issue of immigrant employment and inspire progressive thinking among employers, community leaders and policy makers.