

Empowering the Youth of Today for the Jobs of Tomorrow Fall / Winter 2021/2022



We are back on campus!

It has been over 18 months since COVID 19 changed everything. WIL at Lakehead, powered by RBC Future Launch, pivoted quickly to meet the challenges we faced.

All on-site placements and projects went virtual as employers and students learned that virtual work was the challenge that we were able to meet and excel at. It wasn't easy but students, employers, and funders did it!!!! Now we are back on campus and will integrate everything we learned about the opportunities in the "virtual" world of work, but we will also be able to go back to seeing each other face to face in the "real" world.

Through all the changes and challenges WIL at Lakehead continued with our core goal of ensuring that students are "work-place ready" upon graduation.

WIL at Lakehead will now be able to fully offer the suite of experiential learning opportunities we designed to meet the needs of students, faculty, businesses and the communities we serve.

Through WIL, students will be given the opportunity to build their work-place readiness by working within, and doing projects for, the public, private and non-profit sectors of the economy.

WIL at Lakehead provides business students (from first year to graduate) with opportunities to develop the skills and practical experience needed for successful transition into their careers.

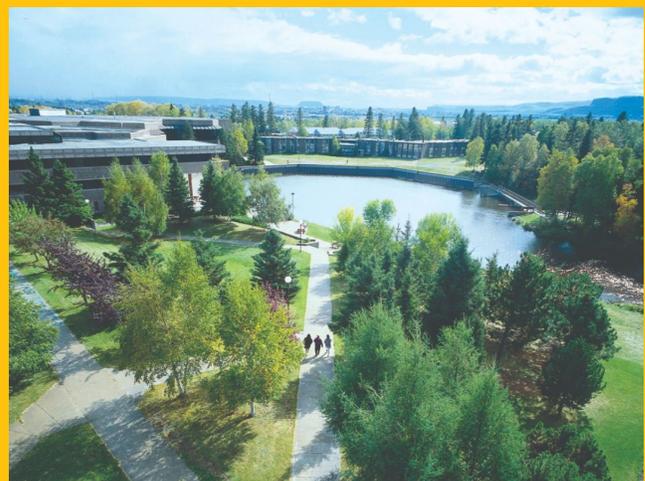
The WIL suite of opportunities will once again include in-class experiential learning based on real-world cases, customized projects and placements with partner organizations, increased mentorship opportunities, job-shadowing and a Foundational Skills Co-Curricular Workshop Series.

"The Work-Place Readiness" Difference

Being "Work-Place Ready" ensures that Faculty of Business Administration (FOBA) students can seamlessly bridge the gap between the classroom and the work world.

Students are introduced and connected to the business community where they:

- Combine classroom learning with practical application in the workplace
- Gain experience relevant to their programs and career goals
- Explore career options
- Build networks and explore resources
- Gain professional, technical, entrepreneurial, and social skills



The Synergy of Students and Partner Employers

Work-site Placements

- Tailored to student's specific area of study
- Customized for individual needs of students and employers
- Short-term project based
- 6 month part-time
- Full-time summer work-experience

Job-Shadowing

- A "day-in-the life" experience
- Understand your future career
- Discover critical job skills
- Develop contacts and networks
- Discover industry norms and expectations

In-class Projects/Cases

- Produce "real" work based on the needs of community partners
- Understand what the world of work needs from students

Mentorship/Networking

- Build a professional network
- Build your personal brand
- Learn to recognize, create and act on opportunities
- Enhance your knowledge
- Build leverage



Foundational Skills Co-Curricular Workshop Series

These are fundamental, portable skills essential for workplace success.

These "soft-skills" serve as the foundation for supporting additional operations/tasks and learning.

Through completion of the Work-Integrated Learning at Lakehead Foundational Skill Workshop Series students will have the "soft-skills" that the business world is looking for in new recruits.

These skills have been identified by employers and include such topics as:

- Communicating Effectively
- Critical Reflection
- Problem-solving and Critical Thinking
- Negotiation
- Conflict Resolution
- Entrepreneurial Thinking
- Financial Literacy
- Self-Management
- Mindfulness
- Personal Image/Brand Management
- Meeting and Group Facilitation Skills
- Leadership
- Collaboration & Team Building

Student Success Profiles



Asfandyar Khan, HBComm(Finance) 2021

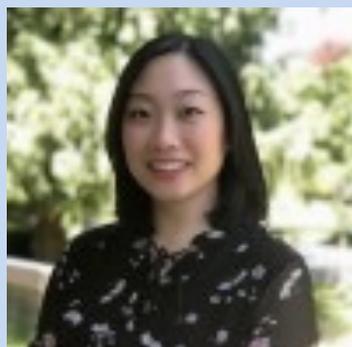
“Through its innovative approach to experiential learning, FOBA has led me to achieve my desired career path. FOBA’s focus on high academic achievement is complemented by a strategic commitment to experiential learning to help students like myself have the academic and foundational skills to transition successfully into the “real world of work” upon graduation.

One of these programs that I was affiliated with was the Work-Integrated Learning (WIL) at Lakehead Program, which helped bridge the gap between conventional classroom-based learning and the practical work environment.

WIL at Lakehead supported me with monthly reflection checks and organizing workshops in career development. I was able to maintain a full-time education status along with working due to the flexibility of hours that were provided for me. This was truly the "It" factor as I was able to stay parallel with gaining theoretical knowledge and hands-on involvement in the best way to manage different work base scenarios.

I attended workshops, information sessions and networking events with partner employers and industry experts. The workshops organized for the recruiting process of companies; focusing on how to stand out among other applicants through your interview and application were always of interest to me. These skills are not gained in the classroom therefore I find myself fortunate enough to have such a program provided by FOBA. Many of my fellow students along with myself were able to kick-start our careers due to the experience and knowledge we gained through our WIL at Lakehead placements.

Thank you to Lakehead, FOBA, and WIL at Lakehead for getting me ready for the real world.” *Asfan*



Madison Sameshima, HBComm, MSc(Mgmt) 2020

“My experiential learning opportunities really shaped where I am today. I’ve come full circle and am working in my first fulltime position post-graduation, at Riipen Networks in Vancouver, as a People and Culture Coordinator. My RBC WIL experience provided opportunities to learn the skills, acquire the and build the network I needed post-graduation to help me clearly define my career path.

I was thoroughly inspired by the program supported by RBC Future Launch, with its goal of better preparing youth for the workforce, and I’m excited to be able to contribute to these same goals through my work at Riipen.” *Madison*



What Skills Do Students Bring to My Organization?

Accounting

Financial accounting / management accounting / budgeting / forecasting / analysis / internal audit / transactional processes asset registers / payroll / data migration / policies and procedures / leases / GL journal entry / reconciliations / risk management / compliance work / consulting / audit /

Finance

Financial planning / retail banking / corporate banking / financial analysis and modelling /

Management

Retail management / Policy and process review / small business start-up and management / logistics / operations management / business analysis / quality control and management / environmental management / facilities management / office management and administration / strategic planning / governance and support / risk management /

Planning

Local government / private organization / public agency / policy development / strategic planning / statutory planning /

Marketing

Campaigns / public relations / advertising / brand development / market research / social media / data collection and collation / policies / customer surveys / competitor analysis / inbound marketing / television and radio productions /

Project Management

Process modelling and mapping / process improvement / implementation plan development / infrastructure planning and implementation / information flow and retrieval / business analysis / quality control and management / environmental management / facilities management /

Human Resources

Recruitment / training & development / industrial relations / employee relations / performance management / inductions / health and wellness / contracts / policy review and development /

Event Management

Preparation and planning / liaison with suppliers / logistics / communication / on-the-day assistance / post-event feedback and surveys /