

## Address the Greatest Challenge in Newcomer Service



### The impact of cultural gaps

Immigrant-serving organizations face a persistent challenge that affects both client outcomes and staff efficacy and satisfaction:

- Newcomers resist guidance
- Limited client time to provide support beyond basics
- Gaps in staff cultural literacy
- Reduced client impact and job satisfaction

### The solution: “*Building a Life in Canada*”

This comprehensive online course series complements your services by equipping both clients and staff with the understanding and tools needed to navigate life and work in Canada. Four optional BLC bundles: Essentials, workplace-focused, family focused, and the complete series.

### The Benefits

#### Better Client Outcomes

- More productive client interactions
- More effective in-person time
- Faster progress and outcomes

#### Staff Development

- Improved cultural competence
- Enhanced client-serving efficacy
- Improved job satisfaction

#### Client Empowerment

- Reduced resistance to advice
- Increased confidence
- Improved ability to navigate work and life in Canada

### About

Dr. Nava Israel is a lifelong entrepreneur, trainer, speaker, and facilitator. She draws on 20+ years of experience in cultural adaptation and innovative program design for newcomers across Canada.

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