



# Internationally Educated Professionals Conference

Ottawa Convention Centre

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Knowledge Mobilization Works



## Evidence on Internationally Educated Professionals

In 2001, the Conference Board of Canada concluded that between **\$4.1 and \$5.9 billion** is lost to the Canadian economy each year because of unrecognized qualifications of IEPs.

“Potential employers should consider what a foreign-trained worker can offer in terms of **diversity and culture**,” said Nick Bontis, a strategy professor at McMaster’s (DeGroote) school of business. “They bring **guaranteed innovation** because they know how to do things differently.”

The Hamilton Spectator, October 28, 2004



## Evidence on Internationally Educated Professionals

IEPs bring new **innovative concepts** – ie architects in some other areas of the world and more adept at designing energy efficient houses, since, out of necessity, they have had to do it for a long time.

Different ways of teaching learning and doing instill **new thinking models** that can be highly beneficially when it comes to developing new relationships and encouraging organizational efficiency.

IEP's can bring a knowledge of the holistic way in which things are done, leading to **better decision making** regarding complex international partnership and projects.



Sorry

Into the evidence  
too quickly



## Warm-up

$$1 + 1 = ?$$



## Warm-up

$$2 + 2 = ?$$



## Warm-up

$$4 + 4 = ?$$



# Warm-up

$$1 + \text{bicycle} = ?$$





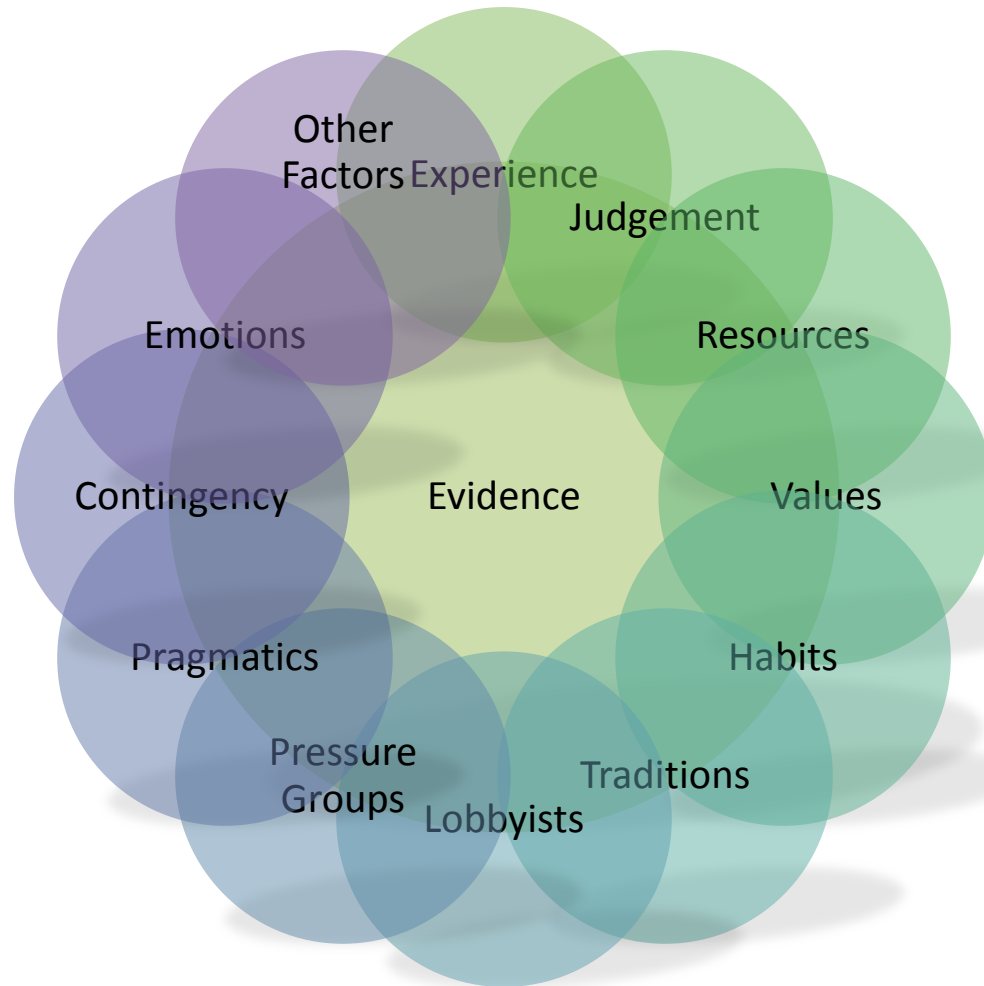
# Cognitive Dissonance

Cognitive dissonance is the term used in modern psychology to describe the state of holding two or more conflicting cognitions (e.g., ideas, beliefs, values, emotional reactions) simultaneously.

Cognitive dissonance theory warns that people have a bias to seek consonance among their cognitions.



# Decisions are a complex calculus



Philip Davies, Is Evidence-Based Government Possible?  
Jerry Lee Lecture 2004, Washington, DC



## On the one hand:

- The Canadian economy is always in need of highly skilled and specialized persons to fill new and recently vacated positions.
- The Canadian population is aging and it is increasingly difficult to find suitable candidates within Canada even among non-traditional groups.
- Canada has historically relied on a large stream of immigrants for its economic success.



## On the other hand:

- Cultural barriers
- Lack of adequate English skills and technical language skills development
- Lack of Canadian work experience relating to their professional background
- Exclusion from various professional referral networks
- Housing Issues
- Health coverage Issues



To even-handed decisions

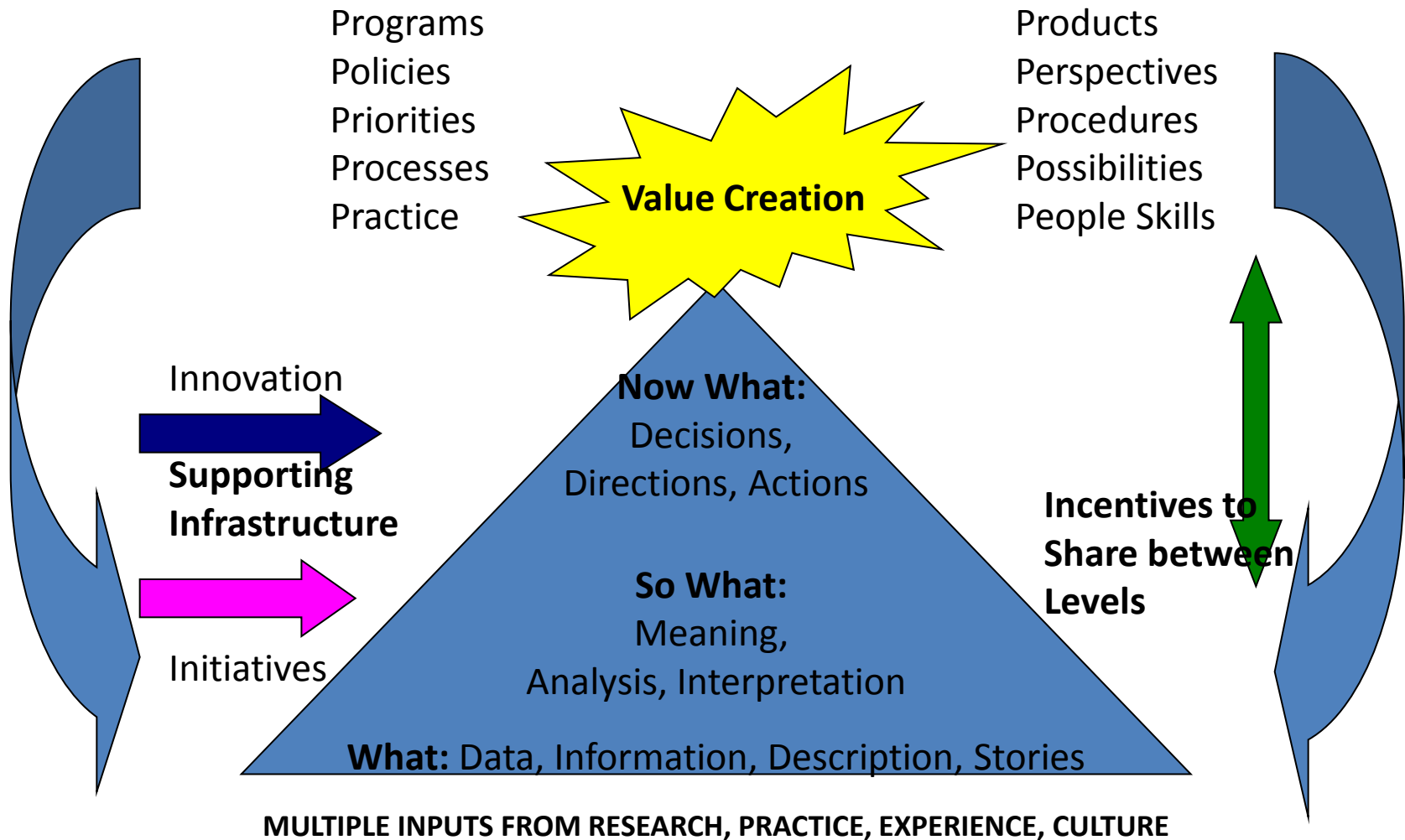
How do we mobilize what we know?

How do we go from facts and figures to  
action?

How do we overcome cognitive  
dissonance?



# Shift how we think of value creation





## Socialization of our facts

Data and Information is really for machines. It only becomes knowledge when it has a social life.

Dr. John Seely Brown, Chief Scientist, Xerox PARC



# The Challenge



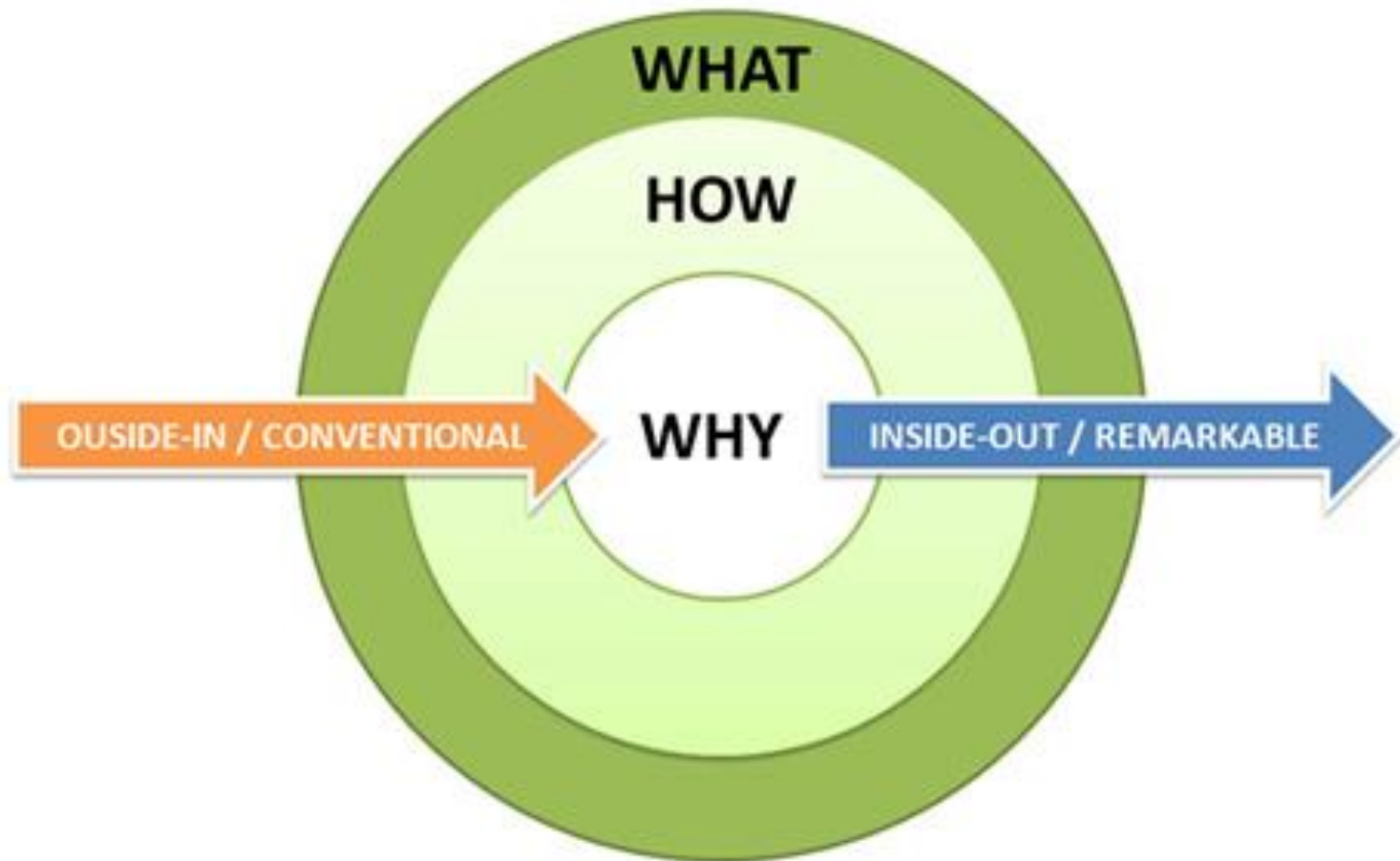
Our Neocortex - higher functions such as sensory perception, generation of motor commands, spatial reasoning, conscious thought and language.

Our Limbic System supports emotion, behavior, motivation, long-term memory, and olfaction.





# Start with Why





Understand Why

The benefits  
outweigh the risks

# Thank you – Merci

## Questions and Discussion

