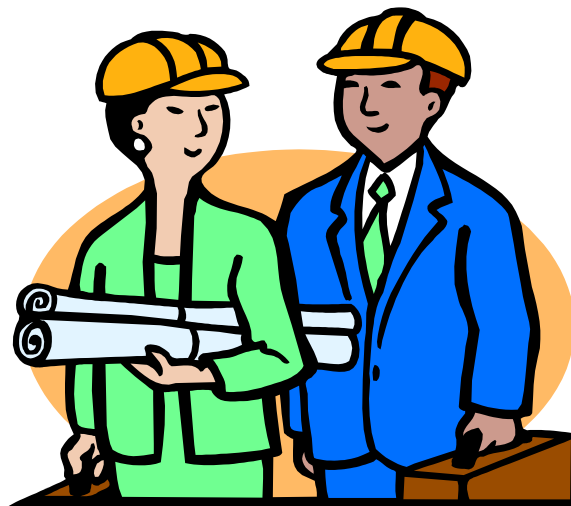


**CHOICES !**  
**Career and Education Expo**  
**June 6<sup>th</sup> and 8<sup>th</sup> 2006**

**The CSM and the Caribbean Job Hunter**



**Seminar for Guidance Counsellors,  
Principals and Teachers**

**Presented by:**

**Myrtle Looby  
LEAP Training Consultants  
P.O. Box W704  
St. John's, Antigua**

***Globalization refers to a set of processes leading to the integration of economic, cultural, political and social systems across geographical boundaries.***

***The Caribbean Single Market (CSM) is an example of globalization in action.***

**How does the CSM affect the Caribbean Work force and the Job Hunter?**

With the free movement of skilled personnel, anyone who meets the criteria can access jobs in any of the participating member countries.

- **Success of free movement of skilled labour, goods and services depends on preparation of young persons to be adaptable to new environment**
- **The workforce will become more culturally diverse and mobile in nature.**
- **Culturally savvy employees will be more effective and productive.**
- **Multi-cultural personnel will be in high demand.**
- **The ability to manage cultural differences will be an asset as employees are expected to more effective in leadership roles by managing multicultural teams.**
- **Organisations are seeking effective communicators and valuable company ambassadors for widening markets.**
- **Cultural awareness has become the key to building successful relationships and avoiding costly misunderstandings and business blunders**
- **Appropriate sensitization and training of employees reduces culture shock, even among countries that have many similarities.**

- **There is the need to redesign the system of preparing youth for the world of work to be culturally, socially and politically savvy.**
- **There is the challenge to align their own personal attitudes and values with the new business culture and national cultures.**
- **Perhaps we need to retrain Guidance Personnel and Teachers for the new reality.**

### **Multicultural Issues**

- **Incorrect assumptions about diverse culture**
- **Ignorance of the dynamics of other cultures e.g. religious practices and observances, food, language/dialect, cultural icons.**
- **Conflicting values, and expectations that others will conform to our values.**
- **Language problems leading to miscommunication and misinterpretation**
- **Insularity**
- **Big island vs small island mentality**

### **Socio-Cultural Competencies of the Job-hunter**

- **To understand the social patterns of the host country**
- **To understand the implicit and explicit social behaviour**
- **To respect people's religious beliefs**
- **To know the historical, political, and geographical background of the host country**

The more we know about other people's culture, the better we communicate and the more fluid our transactions. Culture, like the iceberg, is more than meets the eye! Here is a list of some of the dynamics:

<ul style="list-style-type: none"> <li>▪ <b>Communication styles</b></li> <li>▪ <b>Assumptions</b></li> <li>▪ <b>Perceptions</b></li> <li>▪ <b>Attitudes</b></li> <li>▪ <b>Beliefs</b></li> <li>▪ <b>Values</b></li> <li>▪ <b>Clothing</b></li> <li>▪ <b>Music/Dance/Art</b></li> <li>▪ <b>Religions</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Occupations</b></li> <li>▪ <b>Games/past times</b></li> <li>▪ <b>Physical Features</b></li> <li>▪ <b>Language</b></li> <li>▪ <b>Tools</b></li> <li>▪ <b>Food</b></li> <li>▪ <b>Festivals</b></li> <li>▪ <b>Work ethic</b></li> <li>▪ <b>Greetings</b></li> </ul>
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## **Cross cultural training**

*Doing Business* at **Worldbiz.com** provides some guidance.

### **Major Topics:**

Greetings and Introductions	Names and Titles
Proper Manners	Business Dress.
Developing Relationships	Negotiating
Exchanging Favors	Gift Giving
Being on Time	Business Entertainment
Communication Style	Women in Business
Proper Conversations	Useful Addresses
Protocol	Etiquette

## **The Task ahead**

### **Major employment challenges**

- **Each society must deal with preparing its workforce to meet the needs of a Caribbean that has changed its way of doing business. The introduction of the CSM allows free movement of goods and skilled labour throughout its member countries.**

- **National and regional skill standards apart, the degree of employability and level of comfort and success in cross-border employment will weigh heavily on employees being socially and culturally savvy. Those who are not willing to adjust would enjoy fewer employment options.**
- **Necessary competencies and skills have expanded for functioning in a global marketplace.**
- **Business challenges are less technical and more cultural. We need to manage culture just as any other phenomenon.**
- **No longer should we prepare our young people for employment in one locality, as greater and more expanded options are available regionally.**
- **There is the movement away from labour intensive to more informed workforce, even with skilled labour.**
- **Therefore, there must be a Paradigm shift in Human Resource Development to focus now on competencies and skills that are more appropriate to the socio- cultural dynamics of the entire Caribbean.**
- **Successful CSM managers, entrepreneurs and employees are those who will be able to manage this diversity for the innovative and competitive edge of their organisation.**

**When the job hunter has identified his/her area of interest how does he/she find the jobs that are available?**

- **Print and Electronic Media**
- **Caribbean Job Websites**
- **Networking with friends and relatives**
- **Self Employment. There is a wealth of opportunities for self employment in communications technology.**

## Some Caribbean Job Websites

- [www.caribbeanjobsearch.com](http://www.caribbeanjobsearch.com)
- [www.homeviewtnt.com](http://www.homeviewtnt.com)
- [www.onecaribbeanmedia.net](http://www.onecaribbeanmedia.net)
- [www.reachcaribbean.com](http://www.reachcaribbean.com)
- [www.jamaicans.com](http://www.jamaicans.com)
- [www.caribbeanjobfair.com](http://www.caribbeanjobfair.com)
- [www.workinthewcaribbean.com](http://www.workinthewcaribbean.com)
- [www.tropicjobs.com](http://www.tropicjobs.com)

**Local and Regional Newspapers** usually carry advertisements for jobs outside of your area. In addition, some of these newspapers can be accessed online at:

- [www.caribpr.com](http://www.caribpr.com)
- [www.caribbeanworldnewsnetwork.com](http://www.caribbeanworldnewsnetwork.com)
- [www.caribbeannewspapers.com](http://www.caribbeannewspapers.com)
- [www.caribbeaneverything.com](http://www.caribbeaneverything.com)
- [caribbeannetnews.com](http://caribbeannetnews.com)

**You can also check other places as:**

**Magazines                      Trade Journals                      Industry Publications**

**Government Information Services                      Government Websites**

**Job Placement Centres at home and abroad                      University Notice Boards**

**Chambers of Commerce                      Employment Agencies**

**There are employment opportunities in the following areas:**

- Knowledge-based jobs
- Light manufacturing
- Agro-processing
- Energy exploration
- Health and Wellness
- Eco-Tourism
- Service sector
- Financial services
- New types of agriculture farming
- Insurance industry
- Traditional Tourism
- Sports Tourism

- Cultural Tourism
- Technology
- Fishing
- Hospitality industry
- Music Industry

Communications  
 Energy-based industries  
 Education  
 Light Manufacturing

## **Some Companies of Interest**

- Regional Insurance Companies e.g. Sagicor, CLICO
- Regional Airlines
- Educational Institutions
- Telecommunications Companies e.g. Cable and Wireless and Digicel
- Large manufacturing and Distribution Companies e.g. .Grace Kennedy
- Hotel Chains e.g. Sandals,
- Caribbean Communications Network (CCN)
- Home Construction Ltd. (HCL Group)
- Regional Banks and other Financial Institutions
- Multi-national Corporations
- Search the Caribbean Yellow Pages

## **Networking makes job hunting easier for the Caribbean job hunter.**

### **Guidance Counsellors' role:**

- Increase awareness among youth on regional integration
- Facilitate the empowerment of young people for effective integrated economic activity
- Strengthen regional integration movement through youth e.g. youth exchanges, youth camps
- Communicate with CARICOM Youth Ambassadors
- Encourage young persons to actively participate in service and religious organizations with regional membership e.g. Leo Clubs
- Mentor and train a cadre of youth leaders for business, government and civil society
- Encourage and train young persons to use traditional networks
- Facilitate the use of the internet for cross-border communication
- Develop their own networking skills to communicate with other professionals regionally.
- Become CSM savvy!

## **Effective Communication Skills**

*Imagine that you have Trinidadians, Vincentians, Jamaicans and Surinamese on a job site or working on a project!*

*What communication challenges do you envisage?*

### **Communicating Assertively**

#### **Written Communication**

Each CSM territory has its own dialect with many variations but most global on-line and written communication is in English. The official language of the CSM is also English. Are your students proficient in oral and written English and can they communicate assertively? Your island dialect will not be acceptable or appropriate for cross-border business.

#### **Challenges with Oral Communication**

Do we really speak English or do we have a Standard Caribbean English?

Caribbean English is rich in colloquialisms that are common to specific territories.

Many persons encounter problems when speaking Standard English

Poor communication skills can lead to misunderstanding, resentment and hostility.

There is the false assumption that all Caribbean people can understand one another, and a widespread unwillingness to accept the need to adapt or make adjustments to our speech.

#### **Using the Internet**

**The Net Generation uses “high-tech – low-touch” communication as an efficient and cost effective tool. It can also be used as new ways of accessing markets and consumers and for life long learning.**

- ✓ Unlimited source of information
- ✓ Online learning
- ✓ Tele-conferencing
- ✓ Online forums/fora
- ✓ Tele-commuting
- ✓ E-commerce; opening up new markets, new range of services
- ✓ Cross-border and intercultural collaboration
- ✓ Promoting networking opportunities in a networked economy

but we need to be aware of :

- **Telephone Etiquette**
  
- **E-mail Etiquette (Netiquette)**

**The new challenge for guidance counselors:**

**Are you e-ready and socially and culturally savvy?**

**How, then, can you prepare your students for the**

**new CSM job market?**

