



Celebrating 20 years of  
creating successful futures!

Winter/Spring 2017

PROGRAM BOOK

January 2017 – August 2017



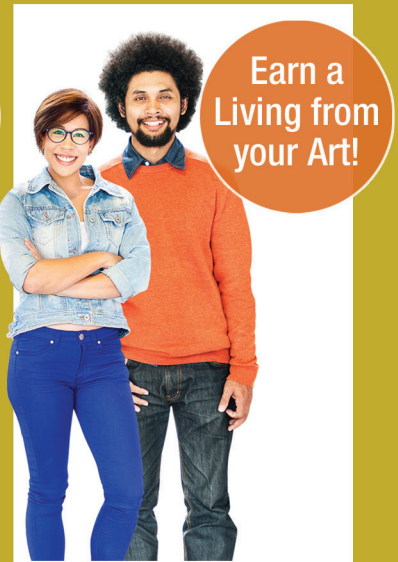
Start your  
Job Search!

**JOB SEEKERS**

A photograph of a young woman in a red top and light-colored pants standing next to a young man in a striped shirt and a brown cardigan. A gold circle with white text is overlaid on the right side of the image.

Grow your  
Business!

**ENTREPRENEURS**

A photograph of a man in a grey suit and a woman in a yellow cardigan and blue jeans. A gold circle with white text is overlaid on the right side of the image.

Earn a  
Living from  
your Art!

**ARTISTS**

A photograph of a woman in a denim jacket and blue jeans standing next to a man in an orange sweater and dark jeans. A gold circle with white text is overlaid on the right side of the image.

Connect with YES



[www.yesmontreal.ca](http://www.yesmontreal.ca)

514-878-9788

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The centre is open to everyone on a drop-in basis from Monday to Friday, 9:00 AM – 5:00 PM for business use of the computers, phone, internet, Wi-Fi, fax machine, resource library and access to job postings.

Most services offered by YES are free.

Schedules and workshop speakers are subject to change. Visit [www.yesmontreal.ca](http://www.yesmontreal.ca) for updates. All workshops are delivered in English.

## YES (Youth Employment Services)

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Montreal, QC H3A 1E7

Tel: **514-878-9788**

Fax: **514-878-9950**

[www.yesmontreal.ca](http://www.yesmontreal.ca)

[info@yesmontreal.ca](mailto:info@yesmontreal.ca)



Metro  
McGill  
24 Bus

## Registration and Policy Information

**BUSINESS HOURS:** Monday to Friday, 9:00 AM – 5:00 PM. The YES centre is closed on all statutory holidays.

**EVENING WORKSHOP HOURS:** Between 6:00 PM – 8:30 PM.

Our daytime workshops are available on a drop-in basis or by pre-registration. All dates and times indicated are EST. Workshops are limited to 35 participants and fill up quickly; pre-registration is strongly recommended. Pre-registration is **mandatory** for all evening and online workshops. In order to avoid disrupting active workshops, participants that are more than 10 minutes late will not be admitted. Where there is a fee for a workshop, you may register in person, online at [www.yesmontreal.ca](http://www.yesmontreal.ca) or by phone at **514-878-9788**. Payments can be made using cash, cheque or credit card.

**One-Time File Activation Fee:** There is a **one-time \$30** entrepreneurship and artist file activation fee. This will grant you access to specialized services including coaching, legal clinics and accounting clinics. You are exempt from this fee if you are receiving social assistance at the time of your appointment. Proof must be provided.

**Cancellation Policy:** To cancel or reschedule an appointment, you must provide at least one business day's notice. If you are more than 10 minutes late for your appointment, you will be required to reschedule. Cancellations for any paid workshop series or French courses must be received two business days before the start of the FIRST workshop in the series. A \$15 administration fee will be deducted from the refund. **Workshop payments of \$20 or less are non-transferable and non-refundable.** YES may, in its sole discretion, at any time and for any reason listed in the code of conduct or service agreement waiver, suspend your client file.

For information visit [www.yesmontreal.ca](http://www.yesmontreal.ca) or call **514-878-9788**. Register for the YES e-newsletter at [www.yesmontreal.ca](http://www.yesmontreal.ca).



# WHAT WE OFFER

As a not-for-profit organization, YES enriches the community by providing English-language support services to help Quebecers find employment and start and grow businesses.

Through our ever-expanding range of support services, we can help you to find employment, launch and grow your business, or turn your artistic talent into a profitable career.

## Entrepreneurs

No matter whether you're at the business planning stage or looking to expand your existing venture, this program offers practical advice and guidance for entrepreneurs at all stages of business development. We offer in-house and online workshops, individual or group business coaching, legal and accounting clinics and much more.

**OPEN TO ALL AGES AND STAGES OF BUSINESS**

## Artists

You already have the artistic talent and creativity, now with our Artist Program, learn the business skills you need to transform your art into a viable career. In-house or online, you will have access to an experienced Artist Coach, informative workshops, as well as accounting and legal advice and more. Relevant to artists from all disciplines.

**OPEN TO ARTISTS OF ALL AGES AND DISCIPLINES**

## Job Seekers

Seeking employment or looking to change careers? Through workshops, career counselling and a comprehensive resource library, our Job Search Program will ensure that you have the interview skills, resume writing abilities, and employment industry insights you need to find and land the job that's right for you.

**FOR YOUTH AND YOUNG ADULTS AGES 16 TO 35**

## The Human Library and Mentorship Services

Our Human Library platform makes it easy to tap into a wealth of expertise and knowledge and connect with volunteer mentors working across a range of industries. Each of our mentors is on hand to help steer your career in the right direction or help you grow your business or artistic practice. Start by browsing our online database at [www.yesmontreal.ca](http://www.yesmontreal.ca).

**OPEN TO ALL AGES**

# WHAT'S NEW AND EXCITING AT YES



## Gamify Your Job Search

**NEW!**

FREE



Job seekers: are you looking for a fun, interactive tool to help you land a job? Using video game design and gaming elements with an educational slant, YES is creating a tool that will make the job search process more engaging and relevant for today's tech-savvy youth. Visit [www.yesmontreal.ca](http://www.yesmontreal.ca) for launch details.

## Voices of the Human Library: Career Spotlights

**NEW!**

FREE



Ever wonder what it's like to work in marketing, fashion tech, iOS development, social work, or video gaming? Curious what the life of an up-and-coming entrepreneur really looks like? Watch our new Career Spotlights Series on our YouTube channel to find out more about 10 exciting and emerging career opportunities in Quebec and hear first-hand what a day in the life looks like from the people who are already in those careers.

## Business Skills for Creative Youth

**NEW!**

FREE

We are launching a new program that will support young (18-25) aspiring artists who aren't currently working or going to school to help them earn income from their art. This targeted, specialized support will help young artists who want to actively engage in the arts and gain essential life and business skills (including financial literacy, business skills, communication and time management). For more information on this program, please visit our website at [www.yesmontreal.ca](http://www.yesmontreal.ca)

## Community Portal

FREE



Want access to exclusive videos and documents to help you reach your full potential? We have created a community of tools and resources for you to get informed, get inspired and get ahead. Register and log in to the Community Portal on our website at [www.yesmontreal.ca](http://www.yesmontreal.ca).

## YES Monthly Newsletter

FREE



Keep up to date with news on our workshops, services and events by signing up to our monthly newsletter! Sign up through our Community Portal and receive the YES Newsletter every month with exclusive features including our Client of the Month, videos, tips and much more. Register now at [www.yesmontreal.ca](http://www.yesmontreal.ca)

## YES Videos on YouTube

FREE



Looking for inspiration? Trying to decide on a new career path? Subscribe to our YouTube channel where you can view over 80 videos. Whether you are a job seeker, entrepreneur or artist, the YES YouTube channel has something for you! Subscribe today at [www.youtube.com/yesmontreal](http://www.youtube.com/yesmontreal).



# ENTREPRENEURS

## HELPING YOU AND YOUR BUSINESS SUCCEED | OPEN TO ALL AGES

**Ready to launch a new business venture? Expanding your current business or model? Want to be your own boss?**

At YES, we are dedicated to helping you and your business succeed! Our Entrepreneurship Services are open to individuals of EVERY AGE, whether you are in the startup or growth phase of your business. Whether you need sales and marketing advice or have questions about financing options and resources, our coaching, workshops and seminars are designed to give you the information you need to take your business idea to the next level.

During your visit to the YES Centre, you will have FREE access to computers, Wi-Fi, a courtesy telephone, fax machine, photocopier, scanner, and a resource library filled with the latest business magazines and books to help you with your business.

### Jump-Start Your Business and Financing Options

**FREE**

Handout package: \$2



**Please Note:** Clients wishing to obtain entrepreneurship services are encouraged to first attend this free workshop.

**Wednesdays, 2:00 PM – 3:30 PM**

### Thinking of starting a business or seeking financing?

As a budding entrepreneur you do not want to miss this orientation session which provides the basic information required to launch your business in Quebec. In the first half of this workshop, find out about the services and resources offered to you as a client of YES. In the second half, get a glimpse of what it takes to be an entrepreneur, find out what your financing options are, gather the facts and get ready to jump-start your business.

After these workshops there will be an opportunity to meet one-on-one with a YES Business Coach for 15 minutes to answer your questions and determine your individualized service plan.

### 15-Minute One-on-One Business Coaching Consult

**FREE**

To book an appointment for a Business Coaching Consult, please call **514-878-9788 ext. 316**.



Giving business advice is not a one-size-fits-all solution. This free 15-minute, one-on-one session with a business coach is specifically designed to determine your individualized service plan at YES. Find out how we can help you develop your business idea and your path to success.

By appointment only. Available in person, over the phone, or online through video conferencing. If you'd like to continue receiving one-on-one business coaching services after this consult, you will be required to open an entrepreneurship file for a one-time \$30 file activation fee. See page 2 for additional details.

 This symbol indicates that these services are also available online.



## OUR EXPERTISE AT YOUR SERVICE | OPEN TO ALL AGES

### Business Coaching Sessions

FREE\*



To book an appointment for Business Coaching Services, please call **514-878-9788** ext. **316**.

Open to every age and stage of business, we offer individual and personalized support to help you start, grow or expand your business. Our business coaching services can assist you with:

- Idea Evaluation and Business Set-Up
- Growing and Maintaining Your Business
- Business Plan Writing and Development
- Market Research, Sales and Marketing
- Advice on Financing Options and Resources
- Importing/Exporting, Online Business, Franchising and More

### Business Bootcamp: Four-Part Series

FREE\*



To register for Business Bootcamp, please call **514-878-9788** ext. **316**.

A new series of daytime and evening Bootcamps begin regularly. For start dates and times, please call **514-878-9788** ext. **316**.

**Do you know what the “value proposition” of your business is or how it will satisfy the need in the market? Do you understand the different revenue streams your enterprise could have or what your cost structure is?**

Whether you are a new entrepreneur or have been operating your business for a while, it is vital to continue to strengthen your business’s core fundamentals. Business Bootcamp is a 4-week intensive training that will lift your entrepreneurial spirit and decrease your business’s chance of injury by ensuring that your business has a strong core.

During these 90-minute, high-impact sessions, you will become familiarized with the nine key components of the “Business Model Canvas”. Once you are done, you will be able to apply what you learned to your own business model and receive valuable feedback from the group.

### Startup Generator: Plan to Action – Five-Part Series

FREE\*



**Clients must be referred by a YES Business Coach.**

Startup Generator daytime sessions begin **Thursday, March 16**. For more dates and times or to register, please call **514-878-9788** ext. **316**.

Not all businesses are the same but, as with everything in the business world, the key to success is in the planning. Once you’ve developed your business model, the Startup Generator will cover the most critical business challenges facing early-stage startups, including market research, financial forecasting, pricing strategies, developing an operational team, securing funding and pitching your potential business in a succinct way to capture the right target audience.

This Startup Generator is a concentrated, fast-moving program focused on writing your business plan and getting your business launched. Participants attend a series of five workshops consecutively over a 10-week period with access to targeted business coaching in between. These workshops encourage peer and experiential learning in diverse cohorts of up to 25 participants.



# ENTREPRENEURS

## SPECIALIZED ENTREPRENEURIAL SERVICES | OPEN TO ALL AGES

### On-Site Consultations for Small Business

**\$100** (4 hours over a period of 8 weeks)

**Have an existing business that you want to grow? Let YES come to you!**

Have a YES Business Consultant come to your existing place of business for a total of 4 hours over a period of 8 weeks. Our Business Consultant will provide you with information and tips on how to grow your business and identify opportunities for improvement. Businesses must be operational and located on the Island of Montreal. For more information please call **514-878-9788 ext. 316**.

### Registering Your Business

**FREE**

Pre-registration is required.



Speaker: **Ti-Anna Wang**,  
Legal Information Officer

**Fraturdays, 10:00 AM – 11:00 AM: Jan 20, Mar 10, Apr 21**

**What are the benefits of registering your business? What is required to register in Quebec?**

Find out all the specifics of what it takes to register in Quebec in this free workshop. A Legal Information Officer will show you step-by-step how to register your business with the Quebec government, providing a legal framework to help you through the process.

### Accounting Clinic For Entrepreneurs

**FREE\***

YES Business Coach referral required.



In this monthly clinic, **Professional Accountants from Nexia Friedman** are available to provide you with one-on-one information and answer any accounting questions you may have.

This is your opportunity to get free advice on accounting issues such as record keeping, business valuations, financial statements and business taxes.

### Legal Information Clinic For Entrepreneurs

**FREE\***

YES Business Coach referral required.



YES invites you to take advantage of our free, weekly legal information clinic for entrepreneurs. Our Legal Information Officer is available to provide information and answer any questions you may have related to business issues such as business structures, contract law, taxation and intellectual property.



This symbol indicates that these services are also available online.

\*For a **one-time \$30** entrepreneurship file activation fee you will have access to specialized services including coaching, legal clinics and accounting clinics. You are exempt from this fee if you are receiving social assistance at the time of your appointment. Proof must be provided.





## EVENING WORKSHOPS FOR ENTREPRENEURS | OPEN TO ALL AGES

### The Secret to Strong Branding and Marketing

**NEW!**

\$20



Speaker: **Melissa Dawn**,  
Coach and Founder of CEO of Your Life,  
Life and Business Coach, Speaker,  
Contributor to Huffington Post  
and Entrepreneur.com

**Tuesday, January 17: 6:30 PM – 8:30 PM**

What they teach you in business school is how to create marketing campaigns by analyzing your target market and competitors, and either building on what's been successful for others or trying something completely different to stand out. What they don't teach you is how to create truly authentic marketing campaigns. For truly authentic marketing, you don't start with an external analysis, you start with an internal one. This workshop will teach you how to brand yourself and your business in a way that is truly unique to you.

### SEO Training for Small Business Owners and Entrepreneurs

**NEW!**

\$20



Speaker: **Tarek Riman**,  
Founder of Cap.TaiM Marketing Inc.,  
Nature Traveler, Life and Marketing, Contributor  
in the Huffington Post, Digital Business  
Strategist for 30+ Startups and Fortune 500

**Tuesday, February 21: 6:30 PM – 8:30 PM**

**Want to get found on the web? Get noticed on Google and Bing!**

This introductory workshop explains the basic concepts of SEO, otherwise known as "Search Engine Optimization". A marketing discipline which improves ranking and increases visibility in organic (free/natural) search engine results for your business. This simplified SEO training will help early stage entrepreneurs who want to start a web business and need to know the HOWs and WHYs of implementing SEO strategies from the ground up.

### Tax Tips for Individuals in Business

\$20



Speakers: **Sam Lackman**,  
Tax Manager, Nexia Friedman  
**Brian Parnass**, Accounting and  
Audit Manager, Nexia Friedman

**Tuesday, March 7: 6:30 PM – 8:30 PM**

There are two things that are certain in life, and one of them is taxes. At this seminar hosted by representatives from Nexia Friedman, you will learn about categories of allowable expenses and deductions, bookkeeping requirements and the process involved in filing your business taxes. Get more information or register by phone by calling **514-878-9788**.



This symbol indicates that these services are also available online.





# ENTREPRENEURS

## EVENING WORKSHOPS FOR ENTREPRENEURS | OPEN TO ALL AGES

### Vision: The Driver of Entrepreneurship

**NEW!**

\$20

Speaker: **Ondine Hogeboom**, Co-Founder of Lean4Flourishing, Coach at District 3 (Concordia) and Innoweave

**Tuesday, March 14: 6:30 PM – 8:30 PM**

Great entrepreneurs have vision, not just ideas. As an entrepreneur you have your own personal vision for the future and values that you live by. So how do you design your business to meet your personal vision and your values and how do you ensure that you are doing what is meaningful and that you are passionate about? In this experiential workshop we will explore the interconnectedness between yourself as an entrepreneur and your organization and how it affects the success of your business.

### Perfect “Pitch”: Professional Sales Coaching for Your Business

\$20

Speaker: **Chris Chartrand**, Sales Coach, Insight



**Tuesday, March 21: 6:30 PM – 8:30 PM**

It does not matter what you are selling, at the end of the day it all boils down to a good sales pitch. So, what makes a good sales pitch? Learn how to calibrate your message to your customers and construct a compelling sales pitch tuned to your target market. Armed with examples of good pitches founded on a solid value proposition, you will leave this workshop with a better idea of how to speak to customers, investors, and partners about your business.

### Power of Storytelling and Body Language

**NEW!**

\$20

Speakers: **Angela Podolsky**, Expert in body language and non-verbal communication, Kinesic Intelligence [www.kinesicintell.com](http://www.kinesicintell.com)  
**M.J. Plebon**, Marketing and Business Consultant, Communication-IMPACT



**Tuesday, March 28: 6:30 PM – 8:30 PM**

Storytelling is not just important for kids, it's crucial for business too. In this two-hour workshop, you will learn about the power of storytelling and non-verbal communication in business and how you can craft your story so your message is understood, remembered and creates an impact. This is a hands-on workshop where you will write and practice your story/pitch as well as learn how it can be used in different business scenarios while strengthening your body language and non-verbal communication.

### Connecting with Value-Networking

**NEW!**

\$20



**Thursday, April 20: 6:30 PM – 8:30 PM**

This interactive session will look at networking from different perspectives – how to leverage your networking efforts, how to get better at it and how to succeed in creating connections with anyone. See page 26 for additional details.



## OUR EXPERTISE AT YOUR SERVICE | OPEN TO ALL AGES

### How to Make Money with Facebook Ads

**NEW!**

\$20



**Wednesday, April 26: 6:30 PM – 8:30 PM**

This workshop will help you to create a solid Facebook marketing campaign. You will learn how to target the right people, and use measurement tools to make sure the money you invest gives you all the benefits. See page 18 for additional details.

### Integrating Transformative Culture to Build and Grow Your Business

**NEW!**

\$20



Speaker: **Shelley Stein-Sacks**,  
Chief Strategic Officer, Praesentia

**Tuesday, May 2: 6:30 PM – 8:30 PM**

Mission statements, vision statements, elevator pitches? Sure! Entrepreneurial businesses are driven by vision and high aspirations. But, the only way to stay relevant and make sure that your business meets the demands of your customers in today's global environment, is to adapt and re-adapt. So how do you make change part of the culture and have your investors, your board, and your employees buy into the overarching mission? In this workshop, you'll learn how to integrate a transformative culture to build and grow your business.

### Exploring Entrepreneurship for Women

**NEW!**

\$20



Panelists: **Arielle Beaudin**,  
Co-Founder and President Lori.biz  
**Lis Suarez-Visbal**, Founder and  
President of FEM International and Ethik  
**Despina Sourias**, Entrepreneurship  
Officer and Co-Founder of Glambition  
**Jennifer Roberge**, Founder of  
The Eczema Company  
Plus **Montreal Mompreneurs**

**Tuesday, May 9: 6:30 PM – 8:30 PM**

For many, starting a business is a means of creating a better life for themselves, their families and others. However, running your own business is rarely a piece of cake.

So, whether you're considering it on a full time, part time or hobbyist basis, join us for this informative and enlightening panel discussion where you will hear from established female entrepreneurs who will share their stories, challenges and lessons learned.



This symbol indicates that these services are also available online.



### BUSINESS BASICS FOR STARTUPS SEMINAR SERIES

#### Ready to launch a new venture or grappling with a new business idea?

This three-week seminar is suitable for novice entrepreneurs as well as for the more experienced owner who is launching a new venture or is new to business in Quebec. We will provide you with pragmatic insights, tools and theories to help get your business started on the right foot. Webex services are also available to our clients in Montreal and the surrounding Quebec regions. This series sells out quickly. Register now!

# 1

### Ideation and Validation

\$50 for the 3-part seminar series



Speaker: **Ron Abraira**,  
John Molson School of Business

#### How can I make this idea work?

You have a great business idea but are not sure if it will catch on? Incorporating lean startup philosophies, this seminar will provide you with tools to check the validity and viability of your project and to identify workable business models. You'll learn how to clarify your vision, test your ideas and focus your efforts to maximize your probability of success.

# 2

### Business Structure and Legal Implications

Speaker: **Paul Dery-Goldberg**,  
Lawyer, Spiegel Sohmer



#### How can I avoid legal pitfalls and protect my business?

How do I register my business, what are the options, and how do I decide? What are the legal issues related to leases and intellectual property? What are the roles of professional advisors such as lawyers? This seminar will provide valuable insights into all of these issues.

# 3

### Building Awareness and Sales

Speaker: **John Scott Bailey**,  
President, JSB and Associates,  
Marketingout.ca



#### How can I make sales and grow my business?

Whether you're selling a product or a service, let us help by offering valuable tips on how to build your sales machine. This seminar will cover the entire sales process including how to identify your best potential customers, model your sales process, gather and process leads, communicate your value proposition, build relationships, and close the deal.

**Session 1: Tuesdays, January 24, 31 & February 7: 6:30 PM – 8:30 PM**

**Session 2: Tuesdays, May 30, June 6 & 13: 6:30 PM – 8:30 PM**



## OUR EXPERTISE IN YOUR COMMUNITY | OPEN TO ALL AGES

### YES IN THE COMMUNITY

YES in the Community is an outreach initiative, presented by YES Business Coaches, that offers our expertise and know-how at local community centres.

The following workshops take place at: **Bibliothèque du Bois , 2727 Thimens Boulevard, Saint-Laurent, QC**  
To register, please call **514-855-6130**  
**Biblioth que spaces are limited so be sure to register in advance.**

#### Customer Experience Management: What It Is and Why It Matters

**FREE**

Pre-registration is required.

**Wednesday, February 22: 6:30 PM – 8:30 PM**

In today's competitive market, it takes more than just low prices to compete successfully. Consistently meeting or exceeding your customers' expectations will help differentiate you from your competitors, improve customer retention rates and increase sales. Yet so many things can affect the customer experience, how do you know where to start? Get insights on what constitutes good customer experience design and how it can put your business on top.

#### Online Marketing: Leveraging the Internet to Promote your Brand

**FREE**

Pre-registration is required.

**Wednesday, March 22: 6:30 PM – 8:30 PM**

Ever wonder what SEO and SEM are, and how they relate to your business? Curious how to improve your website and use social media to promote your business? Don't miss this opportunity to learn how to market yourself online, acquire tips and resources to improve your rankings on search engines like Google and position yourself as a leader in your industry.

#### Banking on a Bank Loan?

**NEW!**

**FREE**

Pre-registration is required.

**Wednesday, April 19: 6:30 PM – 8:30 PM**

Cash is the lifeblood of your business and managing it is crucial to its survival. Starting and running a business requires money and often this means outside financing. As your business grows, so does your need for financing. We'll address some frequently asked questions and misperceptions about getting financing and, specifically, what financial institutions look for when providing credit.

Interested in having a YES Representative visit your Organization or Community Centre? Call us at 514-878-9788 ext. 316.



### SOCIAL ENTREPRENEURSHIP WORKSHOPS

YES offers a three-part workshop series, which can be attended either consecutively or individually, that explores the next generation of business known as Social Entrepreneurship; a business concept that provides innovative solutions to address social issues and growing environmental concerns. The workshops will focus on understanding the fundamentals of social entrepreneurship, exploring financing options and highlighting successful initiatives. These sessions will enable you to connect with like-minded people, explore your ideas and receive practical take-homes from successful social entrepreneurs. Pre-registration is required.

#### Understanding Social Entrepreneurship

\$20



Speakers: **Stephanie Guico**,  
Cooperative Management  
Consultant and Founder of Sgui.co  
**Jake Wildman-Sisk**, Social  
Innovation Fellow (Recode), The J.W.  
McConnell Family Foundation

**Tuesday, April 11: 6:30 PM – 8:30 PM**

Social Entrepreneurship is the process of pursuing innovative solutions to social problems, but on a practical level how does it differ from regular entrepreneurship? The first part of our social entrepreneurship series will outline exactly what social entrepreneurship is, the various legal structures it takes and the implications of each. You will also hear from a social entrepreneur regarding what it can look like in practice as well as the importance of social innovation, disruption and impact.

#### Financing and Alternative Funding Solutions

\$20



Speakers: Representatives from  
**Futurpreneur**, **PME MTL** and  
**ACEM: Financement**  
**Communautaire Responsable**.

**Tuesday, April 18: 6:30 PM – 8:30 PM**

Social enterprises carry with them a unique set of funding challenges and opportunities. Learn what the funding realities are for both for profit and not for profit enterprises, and where and how to access funding. You will also have the opportunity to hear about alternative funding solutions, learn from success stories and engage with a panel of funding agencies.

#### Marketing, Strategies and Trends

\$20



Speakers: **Laurence Bakayoko**,  
Director of PROJEKTAE, Founder of Inkoso  
**Augusto Sotelo**, Philanthropy  
Executive Officer and Founder of Goowi

**Tuesday, April 25: 6:30 PM – 8:30 PM**

As a social enterprise, how do you communicate your value and remain true to your focus while also remaining economically sustainable? Part 3 of the series will look at marketing opportunities, challenges and strategies. You will also hear from a social entrepreneur who will share his insights on generating business models, incubator experiences and launching an enterprise.



This symbol indicates that these services are also available online.

# ENTREPRENEURS



## SPECIALIZED ENTREPRENEURSHIP WORKSHOPS AND SERVICES

### Learn@Lunch Series

**FREE**

Pre-registration is required.



Pressed for time? These free seminars hosted by seasoned professionals and guest speakers are offered over the lunch hour at both the YES Centre and online.

For dates, upcoming topics or to register, please visit [www.yesmontreal.ca](http://www.yesmontreal.ca) or call **514-878-9788**.

### The Human Library: Mentorship for Entrepreneurs



Looking for a mentor? We have added a new, online platform to our Mentorship Services that makes it even simpler for you to connect with an array of professionals from different industries.

New profiles are added regularly, so be sure to browse through the profiles in the Human Library on our website by visiting [www.yesmontreal.ca/human\\_library](http://www.yesmontreal.ca/human_library) and request to connect one-on-one with any of the volunteers for guidance. See page 29 for additional details.

### YES/Futurpreneur Canada Startup Program

YES is a proud partner of Futurpreneur Canada, which provides startup financing, mentoring and educational resources that empower young Canadians 18-39 to start and grow businesses. With the support of our business coaches, you can apply for up to \$15,000 startup financing from Futurpreneur Canada and even go on to gain an additional \$30,000 from BDC (The Business Development Bank of Canada).

For further information on this initiative, please call us at **514-878-9788** or attend our Jump-Start Your Business and Financing Options Info Session. See page 30 for additional details.

### YES Client Directory: Entrepreneurs at Work

The YES Entrepreneurs at Work Client Directory offers an opportunity for our entrepreneurship clients to post their business cards in our centre in order to promote their products and services. Ask us how you can post on our board for free and get connected with fellow entrepreneurs.



This symbol indicates that these services are also available online.



# ARTISTS

## BUSINESS SKILLS FOR CREATIVE SOULS | OPEN TO ALL AGES

### Turn your artistic talent into a profitable career!

Our one-on-one coaching sessions and workshop series for artists are designed to teach you the business skills needed to succeed in the art world. Learn how to market your work, how to network with industry peers, and get the self-employment essentials like tax tips and financial advice.

These services are open to all artistic disciplines.

### Jump-Start Your Art and Financing Options

**FREE**

Handout package: \$2



**Please Note:** Those wishing to obtain artist coaching services are encouraged to first attend this free workshop.

**Mondays, 1:30 PM – 3:30 PM:**

**Jan 16, Feb 6, Feb 27, Mar 13, Apr 10, May 1, May 29, Jun 19, July 17, Aug 21**

**Are you an artist seeking to make a living from your creativity and talent, but don't know how?**

This orientation session outlines the support services available to artists through YES and other arts organizations, and touches upon key things to consider when building a career or business in the arts. Topics include getting to know your industry, marketing/promotion, governance, developing relationships with key stakeholders, understanding the funding landscape and essential grant-writing tips.

**Following this workshop, four 15-minute individual consultation slots will be available to help you assess which YES resources can best meet your needs.**

### Coaching Sessions for Artists

**FREE\***


To book an appointment, please call **514-878-9788** ext. **316**.



**Please Note:** Those wishing to obtain artist coaching services are encouraged to first attend the Jump-Start Your Art and Financing Options workshop.

These individual sessions with a dedicated artist coach can be one-time, occasional or on-going in nature, and are intended to help artists define and attain goals based on short and long-term action plans. We offer guidance and support in the following areas:

- Administration
- Audience development
- Career development
- Event and project planning
- Funding and fundraising
- Goal-setting and prioritizing
- Grant Writing
- Industry resources and organizations
- Marketing and promotional tools/strategies
- Media and public relations
- Networking
- Time management

 This symbol indicates that these services are also available online.

\*For a **one-time \$30** artist file activation fee you will have access to specialized services including coaching, legal clinics and accounting clinics. You are exempt from this fee if you are receiving social assistance at the time of your appointment. Proof must be provided.



# ARTISTS



## BUSINESS SKILLS FOR CREATIVE SOULS | OPEN TO ALL AGES

### Group Coaching for Artists

#### FREE\*

For this service, participants are required to have opened a client file at YES. There is a **one-time \$30** artist file activation fee.

**Thursdays: 11:00 AM – 12:30 PM**

Hosted and moderated by the YES Artist Coach, this informal open coaching block offers the benefits of coaching and peer support all in one. Encouraging group and individual learning through the exchange of ideas, information, resources and strategies between peers working towards careers in the arts and/or in arts-entrepreneurship, this session is available on a first-come, first-served basis and will cover the following themes:

**Networking: Jan 12, Feb 23, Apr 6, May 18, Jun 29, Aug 10**

**Goal Setting and Time Management: Jan 26, Mar 9, Apr 20,  
Jun 1, Jul 13, Aug 24**

**Social Media: Feb 9, Mar 23, May 4, Jun 15, Jul 27**

### 15-Minute One-on-One Artist Coaching Consult

#### FREE

By appointment only.



To book a 15-minute Artist Coaching Consult, please call **514-878-9788** ext. **316**.

This free 15-minute session with the YES Artist Coach offers new clients an opportunity to determine the YES services that will best meet their needs and existing clients an opportunity to address one or two small issues relating to their creative practice or business.

Available by appointment only, in person, by phone or online. Once you have attended a consult session, if you wish to continue receiving artist coaching services, you will be required to open a client file. See page 2 for additional details.

### The Human Library: Mentorship for Artists



Looking for a mentor? We have added a new, online platform to our Mentorship Services that makes it even simpler for you to connect with an array of professionals from different industries.

New profiles are added regularly, so be sure to browse through the profiles in the Human Library on our website by visiting [www.yesmontreal.ca/human\\_library](http://www.yesmontreal.ca/human_library) and request to connect one-on-one with any of the volunteers for guidance. See page 29 for additional details.



This symbol indicates that these services are also available online.



# ARTISTS

## BUSINESS SKILLS FOR CREATIVE SOULS | OPEN TO ALL AGES

YES' *Business Skills for Creative Souls* workshops focus on the specific needs of artists and artist-entrepreneurs, and are presented by working industry professionals. Each session includes time for a question and answer period, as well as networking and exchange. **These workshops are also available online.**

### Online Marketing for Musicians: How to Gain More Fans and Generate More Income

**NEW!**

\$20



Speaker: **Dave Cool**, Director, Artist and Industry Outreach, [Bandzoogle.com](http://Bandzoogle.com)

**Wednesday, February 1: 6:30 PM – 8:30 PM**

There's no shortage of online promotional tools for musicians, so it can be daunting to figure out just how to use them effectively to promote your music. Which social media sites should you be active on? Do you still need your own website? Are mailing lists outdated? This workshop will show you how to use all of these tools in a cohesive strategy to gain more fans and generate more income for your career.

### Grant Writing Essentials: Two-Part Mini Series

\$35 for the two-part series

Speaker: **Marie-Michèle Fillion**, YES Artist Program Coordinator



To build credibility, artists need peer and public recognition, as well as the capital to produce, promote and distribute their work. Grants can provide both, but are notoriously hard to get. This workshop mini-series focuses on essential grant writing techniques, including crafting a persuasive "pitch", budgeting, timelines and other handy tips to help you turn out grant applications that are as strong and outstanding as your work.

### Grant Writing Essentials Part 1: The Pitch



**Wednesday, February 15: 6:30 PM – 8:30 PM**

Starting with an essential grant writing checklist, and focusing on crafting an informative, context-rich and compelling pitch that "sells" you and your work with clarity and persuasion, this workshop will make you excited to write your next grant application.

### Grant Writing Essentials Part 2: Budgets and Timelines



**Wednesday, February 22: 6:30 PM – 8:30 PM**

Focusing on the feasibility components of a grant application – cohesive, well-thought-out budgets and timelines that adequately reflect the project from a time and money perspective, this session will help you develop a set of best practices for all future grant applications.

# ARTISTS



## BUSINESS SKILLS FOR CREATIVE SOULS | OPEN TO ALL AGES

### Income Tax Basics for Artists

**NEW!**

\$20



Speaker: **Bruno Georgescu**,  
LL.B., LL.M. Tax, President,  
Legataxe Inc., Business and Tax Law Firm

**Wednesday, March 22: 6:30 PM – 8:30 PM**

An artist's greatest asset is creativity, but a successful career must be based on good administrative and tax-related practices. This workshop will help you understand and develop your own best practices related to financial record-keeping, reporting income and expenses, claiming tax credits and other income-tax related topics.

### Get Noticed on Etsy: Brand-Building and Selling Online

**NEW!**

\$20



Speaker: **Alicia Zwicewicz**,  
Owner, Beardbangs

**Wednesday, April 5: 6:30 PM – 8:30 PM**

This workshop is for artisans interested in launching or improving their online Etsy shop. Etsy can be an extremely fruitful market to tap into, but it is also very competitive. So what will make online shoppers notice your work against thousands of other products? We will explore topics such as building a solid brand, how to price your products appropriately, shipping, promoting the shop online, and taking product photographs. We will also discuss the many ways that selling on Etsy can affect your wholesale and consignment markets.

### How to Make Money with Facebook Ads

**NEW!**

\$20



Speaker: **Thoma Daneau**,  
Partner, Digital Strategy at daneau + trung

**Wednesday, April 26: 6:30 PM – 8:30 PM**

As an artist, you need to strengthen your online presence, and one way to reach out to a wider audience is through Facebook Ads. This workshop will help you to create a solid Facebook marketing campaign. You will learn how to target the right people, and use measurement tools to make sure the money you invest gives you all the benefits.

### Business Skills for Creative Youth

**NEW!**

FREE

We are launching a new program that will support young (18-25) aspiring artists who aren't currently working or going to school to help them earn income from their art. This targeted, specialized support will help young artists who want to actively engage in the arts and gain essential life and business skills (including financial literacy, business skills, communication and time management). For more information on this program, please visit our website at [www.yesmontreal.ca](http://www.yesmontreal.ca)



## BUSINESS SKILLS FOR ENTREPRENEURIAL ARTISTS | OPEN TO ALL AGES

Don't forget to take advantage of the many useful entrepreneurship and job search workshops available to all artists to build up your business and networking skills.

### The Secret to Strong Branding and Marketing

**NEW!**

\$20



**Tuesday, January 17: 6:30 PM – 8:30 PM**

This workshop will teach you how to brand yourself and your business in a way that is truly unique to you. See page 8 for additional details.

### Perfect "Pitch": Professional Sales Coaching for Your Business

\$20



**Tuesday, March 21: 6:30 PM – 8:30 PM**

Armed with examples of good pitches founded on a solid value proposition, you will leave this workshop with a better idea of how to speak to customers, investors, and partners about your business. See page 9 for additional details.

### Connecting with Value-Networking

**NEW!**

\$20



**Thursday, April 20: 6:30 PM – 8:30 PM**

This interactive session will look at networking from different perspectives – how to leverage your networking efforts, how to get better at it and how to succeed in creating connections with anyone. See page 26 for additional details.

### Learn@Lunch Series

**FREE**

Pre-registration is required.



Pressed for time? These free seminars hosted by seasoned professionals and guest speakers are offered over the lunch hour at both the YES Centre and online. For dates, upcoming topics or to register, please visit [www.yesmontreal.ca](http://www.yesmontreal.ca) or call **514-878-9788**.

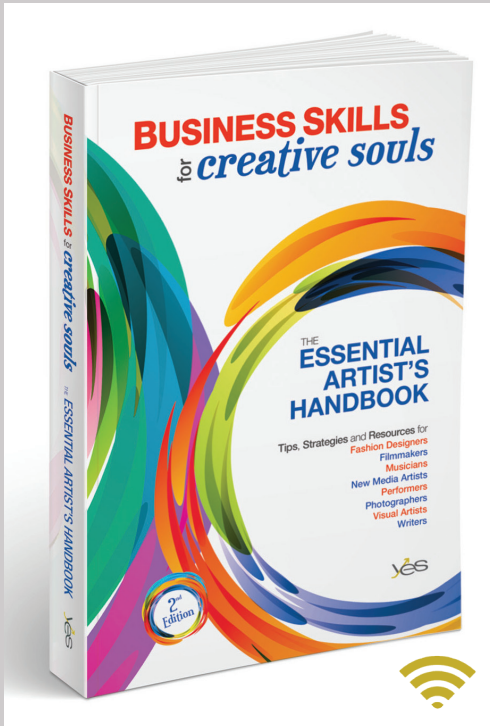


This symbol indicates that these services are also available online.



## BUSINESS SKILLS FOR CREATIVE SOULS | OPEN TO ALL AGES

### BUSINESS SKILLS FOR CREATIVE SOULS: THE ESSENTIAL ARTIST'S HANDBOOK



#### YOU HAVE THE TALENT AND THE VISION... NOW MAKE IT WORK FOR YOU!

YES has created an essential resource for artists who want to take their creative practice or business to the next level!

Business Skills for Creative Souls: The Essential Artist's Handbook can be purchased for \$24.95 at the YES Centre or call **514-878-9788** to have your copy shipped to you today. EPub and Kindle books are also available for purchase by visiting [www.yesmontreal.ca](http://www.yesmontreal.ca).

Featuring first-hand advice, best practices, strategies and insider tips from more than 50 working Quebec artists and industry professionals, Business Skills for Creative Souls: The Essential Artist's Handbook is packed with practical, no-nonsense content from cover to cover.

Touching on art/business essentials like marketing, grant-writing, fundraising, social media, legal, accounting and others, The Essential Artist's Handbook also boasts an extensive resource listing of arts service, support and funding agencies.

Whether you're a fashion designer, film-maker, musician, new media or visual artist, performer, photographer or writer, this book can help YOU grow.

"An immensely helpful practical book for a business beginner who needs real step-by-step info."

**Hilary Radley**, Hilary Radley Design Studio

"More than a mere book, consider this to be a chastity belt for your psyche; use it properly and you won't get screwed."

**Andy Nulman**, President, Just for Laughs

"In Theatre School they teach you how to sing, dance and use your voice, but not how to take care of your finances and business affairs. Later when that catches up to you, these lessons are learned the hard way. I wish I had something like this all those years ago."

**Tristan D. Lalla**, Award-Winning Actor



# JOB SEEKERS

## HELPING YOU LAUNCH YOUR CAREER | AGES 16 – 35



### Searching for a steady job? Ready for a new career path?

Our professional employment counsellors have over 20 years of experience conducting strategic job search activities for youth and young adults aged 16 to 35 in Québec, and are ready to help you find the job or career you've been searching for.

For up-to-date information about our job search workshops and events, visit [www.yesmontreal.ca](http://www.yesmontreal.ca). YES also offers beginner French courses for job seekers, translation services for résumés and cover letters, access to computers with internet, Wi-Fi, courtesy telephone, fax machine, photocopier, scanner, valuable online tools and resources, and an extensive job search library filled with essential resource materials for everyone's employment needs.

### HOW DO I GET STARTED?

After first attending a **Jump-Start Your Job Search Information Session**, you will have access to **FREE** job search services such as:

- Individual Employment and Career Counselling
- Career Planning and Employment Strategies
- Job Search Workshops
- Mock Interviews
- Paid Internships
- And More...

## Jump-Start Your Job Search Information Session

**FREE**



Registration starts at 1:15 PM.

**Tuesdays and Fridays, 2:00 PM – 4:00 PM**

### The starting point to launch your job search!

As a first step, you will be given an overview of the services and resources available at YES as well as several key concepts and methods of the job search process. Through interactive group activities, you will also learn how to access the hidden job market and make effective use of social media in your job search. In this session, you will also have the opportunity to ask questions about anything related to career development or job search strategies.

**In order to have access to workshops or appointments with a Job Search Counsellor, participants must first attend this session.**

\* The Jump-Start Your Job Search Information Session is available online to Quebecers who reside **off the Island of Montreal**. If you live in Montreal, please visit the YES Centre in person.

**Please note:** Late arrivals will not be admitted to workshops. If it is your first time visiting YES, please arrive at least 10 minutes before the workshop. Nominal charges as indicated may apply for some services.

# JOB SEEKERS



## CAREER DEVELOPMENT AND JOB SEARCH WORKSHOPS | AGES 16 – 35

Pre-registration is required for daytime and evening workshops. In order to participate in the daytime workshops and career counselling, you must first attend a **Jump-Start Your Job Search Information Session**.

### Career Counselling

**FREE**

By appointment only.

**We understand that everyone is unique with equally unique job search needs. Because of that, our approach to helping you become employed is also unique.**

Whether you are deciding on a career, changing careers or upgrading your skills, our career counsellors can help you develop a personal strategy and make informed career choices. **Begin exploring your options by attending our Jump-Start Your Job Search Information Session** and meet with a career counsellor to discuss job search strategies.

### PAID Internship Program in Partnership with Employment and Social Development Canada

This Paid Internship Program provides recent, post-secondary graduates with their first career experience within their field of study. Through on-the-job training, selected candidates will be placed in a professional business setting where they will learn practical skills and successfully integrate into the Quebec job market. To apply, please visit our website at [www.yesmontreal.ca](http://www.yesmontreal.ca).

### Résumé Workshop

**FREE**

Pre-registration is required.



**Mondays, 10:00 AM – 12:00 PM:**

**Jan 9, Jan 23, Feb 6, Feb 20, March 6, March 20, Apr 3, Apr 24,  
May 8, May 29, Jun 12, Jun 26, Jul 10, Jul 24, Aug 7, Aug 21**

**Looking to create a résumé with impact?**

Having a solid and effective résumé can greatly improve your chances of landing that crucial interview. Participate in a series of group and written activities to learn how to effectively highlight your personal qualifications, skills and achievements. Please bring a copy of your current résumé to the workshop.

### Interview Workshop

**FREE**

Pre-registration is required.

**Mondays, 10:00 AM – 12:00 PM:**

**Jan 16, Jan 30, Feb 13, Feb 27, Mar 13, Mar 27, Apr 10, May 1,  
May 15, Jun 5, Jun 19, Jul 3, Jul 17, Jul 31, Aug 14, Aug 28**

**Going to your first interview? Had several interviews, but no callbacks?**

This workshop will help you to identify your skills, apply behavioral interview strategies and link relevant experience through a series of fun exercises. Job seekers will also learn the do's and don'ts of interviewing and be able to apply proven methods to successfully prepare for upcoming interviews.





# JOB SEEKERS

## CAREER DEVELOPMENT AND JOB SEARCH WORKSHOPS | AGES 16 – 35

### Leverage Your LinkedIn

**FREE**

Pre-registration is required.



**Wednesdays, 10:00 AM – 12:00 PM: Jan 18, Feb 22, Mar 29, May 3**

**Have a LinkedIn profile but not getting the results you were hoping for?**

Are you having trouble building your connections and finding your brand? This interactive workshop is designed to help job seekers move forward by introducing LinkedIn networking fundamentals and skills.

You will learn how to leverage your LinkedIn profile, build and grow your network, reach out to employers and communicate your brand effectively. Gain momentum in your job search and understand the strategies you need to make LinkedIn work for you!

### Self-Assessment

**FREE**

Pre-registration is required.

**Wednesdays, 10:00 AM – 12:00 PM: Feb 8, Mar 15, Apr 19, May 24**

**Starting a career or exploring your options?**

While you might have an idea of what your career choices are, the process of career exploration can seem confusing. In this workshop you will find out how your interests, skills and values around work and life can be used to focus on career options. Using self-assessment activities, you will discover what you are good at, clarify your work preferences and explore which career paths best suit you.

### Drop-In Sessions

**FREE**

By appointment only.

**Mondays to Fridays: 12:00 PM – 1:00 PM**

Have a quick question? YES offers 15-minute career advice drop-in sessions with a Job Search Counsellor five days a week. Registration for drop-in sessions starts at 11:00 AM on a first-come, first-served basis.



This symbol indicates that these services are also available online.



## THE TRAINING YOU NEED TO SUCCEED | AGES 16 – 35

### Create a Winning Profile-Writing Clinic

**FREE**

Pre-registration is required.

**Wednesdays, 10:00 AM – 12:00 PM: Jan 11, Feb 15, Mar 22, Apr 26**

**Do you find it challenging to highlight your strengths, achievements and experience on your résumé?**

Learn how to make the most of what your professional profile has to offer. This workshop will help you narrow down your top accomplishments and highlight relevant information about your qualifications, competencies and uniqueness that can be used on résumés, LinkedIn profiles and in the interview process.

### Interview Planning and Prep Workshop

**NEW!**

**FREE**

Pre-registration is required.

**Wednesdays, 10:00 AM – 12:00 PM: Jan 25, Mar 1, Apr 5, May 10**

This workshop will expose you to a variety of traditional and behavioural type interview questions, and discuss strategies and responses using a storytelling model that you can use to effectively build rapport with the interviewer. By covering the top questions typically asked of candidates, this session will help you to identify examples that will directly connect your skills and experience to the position and make a lasting impression.

### Interview Practice Clinic

**NEW!**

**FREE**

Pre-registration is required.

**Wednesday, 10:00 AM – 12:00 PM: Feb 1, Mar 8, Apr 12, May 17**

Are your interviewing skills meeting today's required standards and expectations? Do you want to improve your interview answers and become focused, example-driven and convincing? This interview practice clinic will help you better prepare for and tackle tough interview questions with confidence. The practice clinic will examine and test your responses for both hard and soft skills, your tone and delivery and how you communicate throughout the interview process.



# JOB SEEKERS

## THE TRAINING YOU NEED TO SUCCEED | OPEN TO ALL

### TRAINING WITH THE EXPERTS SERIES

Join YES and Industry Experts for a series of professional development sessions that will help you to advance in the various phases of your job search and career development.

#### Social Media Job Search

**NEW!**

\$20



Speaker: **Angela Rodriguez Fleitas**, Marketing and Social Media Expert

**Thursday, January 19: 6:30 PM – 8:30 PM**

**Do you want to become a Social Media savvy job seeker?**

If you want to find offers you won't find anywhere else and put yourself on the radar of decision-makers and key employees of companies, then this session is not to be missed. You will learn how to use everything from social networks including keyword monitoring and geolocation on Twitter, account monitoring through Twitter lists, networking on Twitter, and job opportunities on specialized Facebook pages and groups. Plus you'll learn how to conduct offline follow ups for your online efforts.

#### Public Service Commission of Canada

**FREE**

Pre-registration is required.



Speaker: **Angela Longo**, Human Resources Advisor, Public Service Canada

**Monday, February 13: 2:00 PM – 4:00 PM**

In this training session you will have the chance to meet a representative from the Federal Public Service Commission of Canada who will give you the inside scoop on how to apply for positions in the public sector, where to find job openings, how to interpret a public service job posting, how to prepare for the interview and second language requirements for the federal public service.

#### What's Your Weakness? How to Deal with Tough Interview Questions

**NEW!**

\$20



Speaker: **Jill Ram**, Strategic Business and Human Resources Advisor

**Thursday, February 16: 6:30 PM – 8:30 PM**

Marketing your strengths and neutralizing your weaknesses is one of the top challenges job seekers face in today's competitive market. Learning to sell the good and not-so-good to your advantage is ultimately about determining which strengths and weaknesses are relevant to the job. This session will focus on the alternative approaches interviewers use to uncover your best and less desirable features and will help you to confidently handle yourself in the interview process.



This symbol indicates that these services are also available online.

# JOB SEEKERS



## THE TRAINING YOU NEED TO SUCCEED | OPEN TO ALL

### TRAINING WITH THE EXPERTS SERIES

#### Personal Branding for Today's Job Market

\$20



Speaker: **Larry Markowitz**,  
Entrepreneur, Lawyer and President  
of the Lord Reading Law Society

Thursday, March 16: 6:30 PM – 8:30 PM

**What is your personal brand? Are you communicating it effectively?**

Your brand is your reputation. It's what you're known for, and how people experience you. Your brand helps you stand out from the crowd. Communicating it clearly and consistently can open doors to new opportunities. You will learn how to better build your personal brand for today's job market.

#### The Power of Storytelling and Body Language

**NEW!**

\$20



#### Connecting with Value-Networking

**NEW!**

\$20



Speaker: **Augusto Sotelo**,  
Philanthropy Executive Officer  
and Founder of Goowi

Tuesday, March 28: 6:30 PM – 8:30 PM

In this two-hour workshop, participants will learn about the power of storytelling and non-verbal communication in business and how they can craft their story so their message is understood, remembered and creates an impact. See page 9 for additional details.

Thursday, April 20: 6:30 PM – 8:30 PM

What is Networking and why is it important? For starters, it's the best way to develop professional relationships but it also takes the correct mindset, attitude and value to go with it! This interactive session will look at networking from different perspectives – how to leverage your networking efforts, how to get better at it and how to succeed in creating connections with anyone. If you want the most effective tips on how to approach people at a social gathering or at an industry-related event then this session is not to be missed.

#### The Recruitment Process

\$20



Speaker: **Fiona Buell**, Senior  
Talent Acquisition Specialist

Thursday, May 25: 6:30 PM – 8:30 PM

Find out what human resource managers and recruiters are really looking for in a candidate. From discovering what you need to emphasize on your résumé and cover letters to understanding the recruitment and application process, this session will help you put your best foot forward when applying for jobs



# JOB SEEKERS

## CAREER SERVICES AND EMPLOYMENT SUPPORT | OPEN TO ALL

### Résumé and Cover Letter Translation

For pricing, please call **514-878-9788**.

#### Need your résumé and cover letter professionally translated?

Submit your electronic document to [info@yesmontreal.ca](mailto:info@yesmontreal.ca) and your English to French résumé translation will be ready within seven to ten business days. Call **514-878-9788** for pricing.

### Job Postings

Looking for a job? Whether you are looking for a full-time job after graduation, summer job, part-time job or an internship, visit [www.yesmontreal.ca](http://www.yesmontreal.ca) for a list of current job opportunities. Job postings are updated daily so be sure to check frequently.

In order to apply to any of the job postings, please visit the YES Centre during regular business hours and consult our job posting binders. Internet access and computers are available at YES to conduct job searches or create your cover letter and résumé.

### Career Testing Services

Pricing is on a sliding scale. Please call **514-878-9788** for details.

Not sure what career path you want to follow? Or, maybe you're at a career crossroad? Two standardized tests are used to help you explore different career options that match your skills, personality type, values, and interests. Together with a career counsellor, you will examine your interests, personality preferences and clarify your career objectives. Career testing is offered on an individual basis.

### The Human Library: Mentorship for Job Seekers



Looking for a mentor? We have added a new, online platform to our Mentorship Services that makes it even simpler for you to connect with an array of professionals from different industries.

New profiles are added regularly, so be sure to browse through the profiles in the Human Library on our website by visiting [www.yesmontreal.ca/human\\_library](http://www.yesmontreal.ca/human_library) and request to connect one-on-one with any of the volunteers for guidance. See page 29 for additional details.

 This symbol indicates that these services are also available online.

# JOB SEEKERS



## CAREER SERVICES AND GROUP SESSIONS

### French for Job Seekers

**\$75**

Pre-registration and a writing placement test are required.

These are four-week courses, held twice a week.

\*YES reserves the right to cancel a course if there are fewer than 10 participants.

**Tuesdays and Fridays, 9:30 AM – 12:30 PM**

**Improve your fluency in French. Gain confidence contacting employers.**

This course will provide a re-introduction of the basic structures of French focusing on the four skills: speaking, listening, reading and writing. Emphasis will be on an introduction to overall French grammar with a focus on using French key words, presentation techniques and leaving a voicemail message pertaining to a job application. If you have knowledge of basic French vocabulary, can form simple sentences and understand some spoken French, then this course is for you. Writing placement tests can be taken in the Centre, Monday to Friday, anytime between 9:00 AM to 4:00 PM.

**Session 1: January 24 to February 17**

**Session 2: March 14 to April 7**

**Session 3: April 25 to May 19**

### Focus Group for Job Seekers

**FREE**

Must be referred by a YES Career Counsellor



**Mondays, 2:30 PM – 4:30 PM:**

**January 23 – March 13 or April 24 – June 12**

**Feeling challenged in your job search? Experiencing decreased motivation?  
Frustrated with the job search process? Losing confidence?**

Join our Focus Group to regain your confidence and connect with others in similar situations.

Designed to address the challenges that job seekers face, the Focus Group will provide you with the support, strategies and tools to help you gain momentum during periods of transition.

Focus group sessions are free, run for two hours and are held once a week for eight consecutive weeks. To learn more about how you can participate, contact us at **514-878-9788**.



# MENTORSHIP

## MENTORSHIP SERVICES | OPEN TO ALL

### The Human Library: Mentorship Services



The Human Library is a twist on a traditional library where the titles available for checkout are community volunteers willing to share their knowledge and expertise.

Individuals who are looking to develop their careers or businesses can browse the volunteer profiles on the Human Library section of our website and request to connect one-on-one with any of the volunteers for guidance. Currently, we have experts in web development, project management, arts administration, retail, and aerospace – to name a handful.

Experienced volunteers can be accessed via in-person meeting, videoconference or telephone for a one-time informational interview. From there, the possibility of a short (3 month) or long-term (6 months or more) mentorship relationship can be pursued if both parties wish to continue working together.

New profiles are added regularly, so be sure to browse the Human Library via the YES website at [www.yesmontreal.ca/human\\_library](http://www.yesmontreal.ca/human_library) or contact the Mentorship Coordinator at **514-878-9788 ext. 308** for more information on our Mentorship Services.

### Become a Mentor

Are you an experienced professional with a sense of commitment and desire to give back to the community? Are you looking for volunteer experience? Do you want to share your knowledge and expertise?

Contact the YES Mentorship Coordinator at **514-878-9788 ext. 308** for further information on how you can give back to the community by becoming a mentor. You can also complete an online application form on our website at [www.yesmontreal.ca](http://www.yesmontreal.ca).

### Voices of the Human Library: Career Spotlights

**NEW!**



**FREE**

Ever wonder what it's like to work in marketing, fashion tech, iOS development, social work, or video gaming? Curious what the life of an up-and-coming entrepreneur really looks like? Watch our new Career Spotlights Series on our YouTube channel to find out more about 10 exciting and emerging career opportunities in Quebec and hear first-hand what a day in the life looks like from the people who are already in those careers.



This symbol indicates that these services are also available online.



Whether you are an artist or entrepreneur looking to start or expand your business, we have funding options for you. Attend a free Grants and Loans Information Session to learn about all of the funding options available through YES and different community programs. Topics covered include eligibility criteria, targeted sectors and industries, as well as levels of funding available. For more information, visit [www.yesmontreal.ca](http://www.yesmontreal.ca) or contact us at **514-878-9788**.

## For Entrepreneurs: Jump-Start Your Business and Financing Options

FREE



**Wednesdays, 2:00 PM – 3:30 PM**

**Want to know more about resources and funding options available to support Quebec entrepreneurs?**

As a budding entrepreneur you do not want to miss this orientation session which provides the basic information required to launch your business in Quebec. Information is also available about funding options from different community programs. Topics covered include eligibility criteria, targeted sectors and industries, as well as levels of funding available. See page 5 for additional details.

## For Artists: Jump-Start Your Art and Financing Options

FREE



**Mondays, 1:30 PM – 3:30 PM**

**Are you an artist seeking to make a living from your creativity and talent, but don't know how?**

This orientation session outlines the support services available to artists through YES and other arts organizations, and touches upon key things to consider in building a career or business in the arts. Topics include getting to know your industry, marketing/promotion, governance, developing relationships with key stakeholders, understanding the funding landscape and essential grant-writing tips. See page 15 for additional details.

## YES/Futurpreneur Canada Startup Program

**Are you in need of financing for your new business?**

You may be eligible for a loan of up to \$45,000 through YES in partnership with Futurpreneur Canada, and in collaboration with the Business Development Bank of Canada (BDC). YES will guide you through the process to help increase your chances of success. To have a YES Coach work with you on your loan application and business plan, please ensure that you identify YES as your Community Partner with Futurpreneur.

 This symbol indicates that these services are also available online.



# ONLINE SERVICES

## OUR EXPERTISE AT YOUR SERVICE, ANYWHERE IN QUEBEC

We want Quebecers province-wide to be able to access our support services. That's why we have made our programs available online via video conferencing.

**Get Started:** In order to access our services online, you will need to make sure that you have the right software and bandwidth capabilities. For more information, visit our website at [www.yesmontreal.ca](http://www.yesmontreal.ca) or contact us at **514-878-9788** or **1-888-614-9788**. Standard program sign-up fees or workshop costs apply where applicable.



**Also Available  
Online Symbol**

When you see this symbol indicating that the service offered is also available online, you can visit our website at [www.yesmontreal.ca](http://www.yesmontreal.ca) or call us at **514-878-9788 / 1-888-614-9788** to register or obtain more information.

**If you are within the Montreal area, it is recommended that you visit our centre in person to have greater access to all of the services and resources available.**

### Online Workshops and Seminars



The majority of the YES Job Search, Entrepreneurship and Artist Program workshops and seminars offered at the YES Centre are available online for clients within Montreal and surrounding Quebec regions. The Job Search Program's Jump-Start Your Job Search Information Session is available online exclusively to Quebecers who reside off the island of Montreal. See page 21 for additional details.

Using our Webex service, you will be able to watch, listen and respond to our seminars through your home computer. Pre-registration is required for all online workshops.

### Online Business Coaching Services



Need business coaching advice but can't make it to our centre? Take advantage of our individual and group business coaching sessions via online video. YES offers the latest video equipment to provide long-distance online services to Quebecers that are personal, professional and private.

### Community Portal



Want access to exclusive videos and documents to help you reach your full potential? We have created a community of tools and resources for you to get informed, get inspired and get ahead. Register and log in to the Community Portal on our website at [www.yesmontreal.ca](http://www.yesmontreal.ca).

**FREE**

## YES NEEDS YOUR SUPPORT

If, like us, you're passionate about having access to English-language services in Quebec and you're looking to make a positive difference, please donate online at [www.yesmontreal.ca](http://www.yesmontreal.ca) or by phone at **514 878-9788**. Tax receipts will be issued for gifts of \$10 or more.

### Our Mission

As a not-for-profit charity, we enrich the community by providing English-language support services to help Quebecers find employment and start and grow businesses.

### YES at a Glance

YES is a community-based English-language service provider that has been helping Quebecers province-wide find employment and start and grow businesses for more than 20 years.

YES was created in 1995 as a non-profit organization to stem the flow of young people out of Quebec. Since then, we have expanded our mission to help over 50,000 Quebecers during economic uncertainty through our various programs and services for Job Seekers up to age 35 and Entrepreneurs and Artists of any age.

### Over 4,000 Reasons to Donate to YES

For more information on our fundraising efforts, please contact **Iris Unger** at **514-878-9788 ext. 301** or [iu@yesmontreal.ca](mailto:iu@yesmontreal.ca)

Charitable Registration Number:  
**88872 9050 RR 0001**

In order for us to provide our services for free or at affordable prices, we need your support. While the government subsidizes a portion of our programs, there are still many services that go unfunded. Each one of the over 4,000 individuals who walk through our doors every year is important to us, and the continued development of our services is key to their success.

#### This is where you can make a difference:

- Help a young job seeker
- Help an entrepreneur succeed
- Help a talented artist

Donate online at [www.yesmontreal.ca](http://www.yesmontreal.ca) or by phone at **514-878-9788**. Tax receipts will be issued for gifts of \$10 or more.



## The 16<sup>th</sup> Annual Artist Conference and Showcase

**Monday, March 27**

Location: **Rialto Hall**, 5723 Av du Parc

A long-standing YES tradition, this not-to-be-missed event brings together emerging and established artists from all disciplines for a full day of inspiration, information and exchange.

In addition to great networking opportunities, the day's agenda includes workshops and panel discussions with working artists and arts professionals who share their experiences, best practices and insights on making it in Quebec's cultural industries.

This year's conference will also feature a mini Art Expo showcasing the work and talent of some of our Artist Program clients. Visit [www.yesmontreal.ca](http://www.yesmontreal.ca) for speaker and program details.

## The 20<sup>th</sup> Annual Entrepreneurship Conference

**Spring 2017**

Visit [www.yesmontreal.ca](http://www.yesmontreal.ca) for details.

What began as a humble gathering of like-minded business individuals, has grown to become an annual staple event in the business community.

Each year, an informative program is designed to inspire, encourage and support entrepreneurs. Past speakers including Andrew Lutfy (Group Dynamite), Joe Morena (St. Viateur Bagels), Mitch Joel (Mirum), Stewart Schaefer (Dormez-Vous?), Yona Shtern (Beyond the Rack), Michael and David Brownstein (Browns Shoes), Cora Tsouflidou (Chez Cora), Herschel Segal (Le Château), Inder Bedi (MATT & NAT), and Salvatore Parasuco (Parasuco Jeans).

Stay tuned for updates on [www.yesmontreal.ca](http://www.yesmontreal.ca) as we unveil the speakers and program for this year's 20<sup>th</sup> anniversary conference.



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As a not-for-profit organization, YES (Youth Employment Services) enriches the community by providing English-language support services to help Quebecers find employment and start and grow businesses. YES relies on the generosity of its friends and the community to provide these professional services. Your donation will ensure that we are able to continue providing our unique programs and services in Quebec. Tax receipts will be issued for donations of \$10 or more.





Celebrating 20 years of  
creating successful futures!



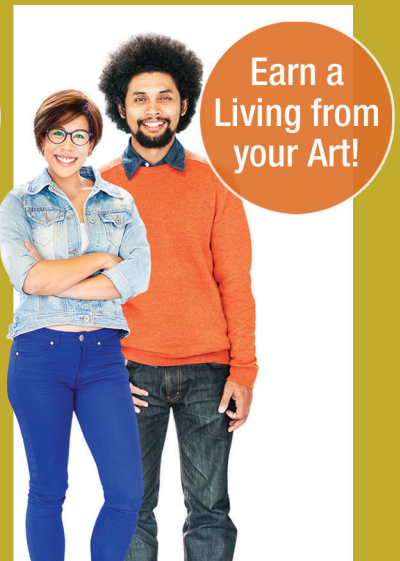
Start your  
Job Search!

**JOB SEEKERS**

A photograph of a young man and woman standing together. The woman is wearing a red top and light-colored pants, and the man is wearing a striped shirt and a brown cardigan. A gold circle with white text is overlaid on the right side of the image.

Grow your  
Business!

**ENTREPRENEURS**

A photograph of a man in a grey suit and a woman in a yellow cardigan and blue jeans standing together. A gold circle with white text is overlaid on the right side of the image.

Earn a  
Living from  
your Art!


**ARTISTS**

A photograph of a woman in a denim jacket and blue jeans standing next to a man in an orange sweater and dark jeans. A gold circle with white text is overlaid on the right side of the image.

[www.yesmontreal.ca](http://www.yesmontreal.ca)  
514-878-9788

Connect with YES    

YES is a not-for-profit organization

Successful futures start with 

666 Sherbrooke St. West, Suite 700  
Montreal, Quebec H3A 1E7