



FALL PROGRAM BOOK

**SEPTEMBER - DECEMBER
2021**

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CONTACT AND INFORMATION



CONTACT US

YES Employment + Entrepreneurship

666 Sherbrooke West, Suite 700
Montreal, QC H3A 1E7

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yesmontreal.ca

info@yesmontreal.ca



REGISTRATION AND POLICY INFORMATION

Business Hours

Monday to Friday, 9:00AM – 5:00PM. YES is closed on all statutory holidays. **Our office space is currently closed to the public.**

Daytime Workshops*

All daytime workshops are **only being offered online.**

Evening Workshops*

Evening workshops are **only being offered online** between the hours of 6:30PM – 8:30PM.

Pre-registration is mandatory for all evening workshops. In order to avoid disrupting workshops in progress, participants that are more than 10 minutes late will not be admitted. Where there is a fee for a workshop, you may register online at yesmontreal.ca or by phone at 514-878-9788.

Annual Business Service Fee

There is an annual entrepreneurship and artist fee of \$30. This will grant you access to specialized services including coaching, Business Bootcamp, legal information and accounting clinics for one year.

Cancellation Policy

To cancel or reschedule an appointment, you must provide at least one business day's notice. If you're more than 10 minutes late for your appointment, you'll 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 for refunds applies, with the exception of workshop payments of \$10 or less which are non-transferable and non-refundable. Cancelled or rescheduled appointments require 24 hours notice or there will be a \$10 fee, which must be paid before the next appointment is scheduled. Your file may be closed if three or more appointments are missed or cancelled. 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 yesmontreal.ca or call 514-878-9788. Register for our monthly e-newsletter at yesmontreal.ca.

*Schedules and workshop speakers are subject to change. Visit yesmontreal.ca for updates. All workshops are delivered in English.

WHAT WE OFFER



YES Employment + Entrepreneurship is a not-for-profit organization that 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 find stable employment, launch and grow your business, or turn your artistic talent into a profitable career.

JOB SEEKERS

Open to 18-40 year-olds

Please Note: All Employment services are offered online for the Fall 2021 Session.

Looking for work and want to increase your chance of success? Through employment counselling, workshops, and a resource library, our Employment Program will ensure that you have the interview skills, CV writing abilities, and employment industry insights you need to find and land the job that's right for you.

ENTREPRENEURS

Open to all ages & stages of business

Please Note: All Entrepreneurship services are offered online for the Fall 2021 Session.

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

ARTISTS

Open to artists of all ages & disciplines

Please Note: All Artist services are offered online for the Fall 2021 Session.

You already have the artistic talent and creativity. With our Artist Program you can learn the business skills you need to transform your art into a viable career. You'll have access to an experienced Artist Coach, informative workshops, as well as an annual conference, accounting advice and legal information. Relevant to artists from all disciplines.

MENTORSHIP SERVICES

Open to all ages

Want to gain insight into an industry or career? Our mentorship services 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. Browse the YES website at [yesmontreal.ca/find-a-mentor](https://www.yesmontreal.ca/find-a-mentor) to fill out a detailed request form on what kind of mentor you would like to meet with to begin the matching process!



EMPLOYMENT

Helping You Find A Job Or Launch Your Career



We can help you find a job or launch your career!

With over 25 years of experience assisting individuals with their job search, we offer a variety of **free online employment programs, daytime and evening workshops, and events that help 18-40 year-olds** enhance their employability skills, begin their careers and increase their success in finding employment. We offer:

- Individual employment and career counselling
- Strategies for finding employment and career planning
- Job search preparation and skill-building workshops
- French classes (for a nominal fee)
- Paid internships and work experience programs
- Professional development sessions and events

JUMP START YOUR JOB SEARCH EXPRESS

FREE

Tuesdays

2:00PM - 3:30PM

Please Note: In order to have access to workshops or appointments with an employment counsellor, participants must first attend this workshop.

Looking for a job during these particularly challenging times is uniquely different, but what is certain is that we're here to support you. Find out how to connect with us online and how to get access to free employment counselling and career development workshops, no matter where you live in Quebec.

If you are 18 - 40 years of age and either looking for work, looking to strengthen your job hunting skills or looking to change your career path, we're here to help get you through this challenging time.

We will help you think about what you can do today, and during the next 30, 60, and 90 days to move forward in your job search. We will also present the different employability programs available at YES and the criteria for each program.

Take action now and register for this online, live, streaming webinar.

NEW! ONLINE DROP-IN SESSIONS FOR JOB SEEKERS

FREE

Monday - Thursday

11:00AM - 11:30AM

Please Note: By appointment only, certain criteria may apply.

Have a quick question about your CV, cover letter, LinkedIn profile or an upcoming interview?

From Monday to Thursday, we offer drop-in consultations with an employment counsellor to answer any questions you may have pertaining to your job search.

EMPLOYMENT

Helping You Find A Job Or Launch Your Career



FRENCH FOR THE WORKFORCE

\$75

Wednesdays & Fridays

9:30AM - 12:30PM

+ Two Thursdays

12:00PM - 1:30PM

Session 1

September 8 - October 1

Session 2

October 20 - November 12

Session 3

November 24 - December 17

For more information, please contact

514-878-9788 ext. 324.

Learn how to boost your confidence while speaking French: from engaging in conversation, standing out in your job interviews, to participating in workplace meetings!

French for the Workforce program will go beyond the basics of French grammar. This four-week, virtual course held two days a week, will help you to step outside of your linguistic comfort zone with a focus on the four French communication skills: reading, writing, speaking, and listening.

Throughout this program, you will practice key job search elements including writing a CV & cover letter and navigating your next interview – all in French! This course will help you become an optimal candidate and proficient in using French keywords and industry terminology. Personalized feedback from your instructor and peers will help you continuously improve while keeping track of your progress. If you can form simple sentences and have a basic vocabulary in French, then this program might be for you!

In addition, two special events will be held:

MIX IT UP! LANGUAGE EXCHANGE

Here is your chance to practice your conversational skills with advanced French speakers.

INDUSTRY Q&A

Participants will have the opportunity to ask bilingual insiders from French speaking environments questions around integration, language accommodation, how to make a good impression, bilingual job opportunities and more!

EMPLOYMENT

Helping You Find A Job Or Launch Your Career



FOCUS GROUP FOR JOB SEEKERS

FREE

Mondays

October 4 - November 29

2:30PM - 4:30PM

Has COVID-19 affected your career identity? Are you feeling blocked in your job search? Experiencing decreased motivation and frustration during a career transition is common, and you are not alone. This focus group is designed specifically to help you overcome obstacles, to reconnect with your employment goals and overcome the new barriers you might be facing as a result of COVID-19. These small group sessions will provide you with support, strategies and motivational tools to help you regain your power and confidence during these challenging times.

EMPLOYMENT COUNSELLING

FREE

Please Note: By appointment only, certain criteria may apply.

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. If you're searching for work or exploring your career options, our employment counsellors can help you develop a strategy and build on your unique skills to make informed choices about your employment goals. Servicing clients across Quebec, our personalized and supportive approach helps participants not only prepare for their job search, but successfully land a job.

BUILDING SKILLS FOR THE JOB MARKET: YOUTH ON THE RISE

FREE

Recruitment for the next cohort will begin
September 20

Employability and Life Skills Training
October 4 - November 29

Work placements
December 1 - March 11

Please Note: Certain criteria may apply.
For more information, please contact
514-878-9788 ext 336.

Looking for a job without a university degree and don't have much experience? Want to get paid and develop your entry level work skills in an environment that's relaxed, non-judgemental and committed to helping you learn? We're here to help! If you're between 18 and 29 years of age, this 20-week paid training and entry-level work placement program could be for you!

If you're motivated to work but unsure where to start, we'll help you improve your communication skills, build your self-confidence, interact professionally with others and succeed in a job interview. Those accepted must commit to full-time participation for a 20-week period which includes online training and work placement. Participants are paid minimum wage for the duration of the program.

EMPLOYMENT

Online Daytime Workshops: Essential Job Search Toolkit



NEW! CREATING AND REFINING A STAND-OUT CV

FREE

Mondays

October 4, November 1 & 29

10:00AM - 12:00PM

Having a strong CV will increase your chances of landing an interview, but writing a CV can be daunting! What's the secret?

In this workshop, we'll show you what employers and recruiters are looking for and how to make them notice you. Different industries accept different CVs, so even your documents deserve individualized attention. Together we will go over various CV styles, formats and layouts, as well as how to organize your information and make employers notice the most relevant details first!

Sign up for this workshop and take the guesswork out of making a compelling CV!

NEW! HOW TO WRITE A WINNING COVER LETTER

FREE

Tuesdays

September 7, October 5,

November 2 & 30

10:00AM - 12:00PM

Are you spending hours tweaking your cover letter? Do you send out dozens of applications and receive no replies? If so, this workshop is for you!

Recruiters and employers see cover letters as CV boosters, and consider them critical in their decision to interview. Learn how to master the skill of writing a winning cover letter that catches the recruiters' eye and lands you interviews! In this workshop, we'll teach you how to showcase your unique combination of skills and experience to meet the key requirements of the job description. We'll also go over how to build a bridge between your knowledge, abilities, and the needs of the employer.

Register for this workshop to perfect your cover letter and secure your next interview!

EMPLOYMENT

Online Daytime Workshops: Essential Job Search Toolkit



NEW! HOW TO HAVE S.M.A.R.T GOALS AND S.M.A.R.T.E.R ACTION PLANS

FREE

Wednesdays

September 8, October 6,

November 3, December 1

2:00PM - 4:00PM

Goals are part of every aspect of work, life, and the job search process. They provide a sense of direction, motivation, a clear focus, and allow us to clarify the importance of what we want to accomplish.

By setting goals, you are providing yourself with a target to focus on. S.M.A.R.T goals (Specific, Measurable, Achievable, Realistic, and Timely) are used to help guide goal setting. Connecting your goals to a well-managed plan is a recipe for progress and ultimately, success!

Join us to learn more about how to map out your career goals, manage expectations, and identify concrete priorities.

LEVERAGING YOUR LINKEDIN

FREE

Thursdays

September 9, October 7,

November 4, December 2

2:00PM - 4:00PM

Optimizing LinkedIn isn't about filling your inbox with job offers, it's about connecting with industry professionals and employers.

We will take you step by step through the process of determining your personal brand, creating an "all-star" profile, and getting results all while making meaningful connections with people in your field.

Learn how to leverage your LinkedIn account as you adapt to the COVID-19 job market and optimize your LinkedIn experience!

EMPLOYMENT

Online Daytime Workshops: Self-Discovery



SELF-ASSESSMENT AND CAREER EXPLORATION: A GUIDE TO SELF-AWARENESS

FREE

Mondays

September 13, November 8, December 6

10:00AM - 12:00PM

If you're starting your career, exploring options, or changing your professional direction, the process can be both exciting and overwhelming.

Your career identity contributes to your sense of confidence, well-being and overall professional growth. This is why it's vital to learn how to articulate such a complex and ever-changing aspect of our lives. Knowing how you work in teams, your preferred management style, your social aptitudes and work place personality, are all elements of the self-assessment process. By combining technology, psychology, and data, different self-assessment tools can help you clarify your career identity and translate your diverse characteristics into straightforward and helpful insights.

Get to know YOU better and join us for this essential and eye-opening workshop!

NEW! CAREER TRANSITIONS AND LIFELONG LEARNING

FREE

Tuesdays

September 14, October 12,

November 9, December 7

10:00AM - 12:00PM

It's no surprise that COVID-19 has propelled dynamic shifts in the workforce and as a result, a lot of people are reconsidering and renegotiating their career goals.

Whether you are looking for a title change, a higher salary, more creative input or a completely new industry, there are important factors to consider when making such a big decision. Perhaps, you'd rather up-skill and apply yourself to your current role? Is the skill set you've been working with starting to feel outdated? Are you worried about falling behind? Change is inevitable and continuous learning is essential. This workshop will tackle the most common fears and concerns associated with career changes and acquiring new skills.

We will help you breakdown your options, embrace the learning process, offer guidance and resources, and walk you through a list of considerations, whether you're starting over or simply embracing change.



EMPLOYMENT

Online Daytime Workshops: Self-Discovery



NEW! CAREER RESILIENCE AND SELF-MANAGEMENT

FREE

Wednesdays

September 15, October 13,

November 10, December 8

2:00PM - 4:00PM

The employment landscape has evolved dramatically in the last year; many teams now work remotely, decisions are increasingly data driven, and new technology is changing the way we work.

Career resilience refers to one's ability to adjust and adapt to career changes as they occur. Developing career resilience means taking charge of your career and continuously developing new skills to remain in-demand.

This workshop will teach you about behaviours, attitudes, and processes that help facilitate ongoing growth, despite any setbacks or challenges that may occur. We will encourage you to anticipate potential challenges and actively prepare for them. By doing so, you can reduce your risk, strengthen your mental fortitude, and position yourself effectively for future opportunities.

NEW! EFFECTIVE COMMUNICATION: A STRATEGIC GUIDE

FREE

Thursdays

September 16, October 14,

November 11, December 9

2:00PM - 4:00PM

Effective communication has been identified as one of the most sought-after skills in today's competitive labour market. Saying you are a great communicator is easy, but demonstrating it is challenging!

Effective communication is more than just transferring information from one person or place to another; it's about building relationships and understanding, creating opportunities and partnerships, and above all, focusing on clarity and connection. Effective communication is the superpower of impactful leaders and respected team members.

In this workshop, you will learn about the guiding principles of excellent communication, including but not limited to: active listening, navigating complex conversations respectfully, understanding communication styles, persuasion, emotional intelligence and empathy.

Don't miss this opportunity to refine your approach, build self-awareness, and master your ability to connect with others!

EMPLOYMENT

Online Daytime Workshops: The Future Of Work



NEW! SIDE HUSTLES AND THE GIG ECONOMY: HOW TO MAKE IT WORK

FREE

Mondays

**September 20, October 18,
November 15, December 13**

10:00AM - 12:00PM

Are you an out-of-work entrepreneur, artist or just tired of jumping from one contract job to the next? In an ever-changing post-pandemic job market, it may be time to bring some balance to your professional narrative.

This workshop will help you explore everything required to pivot out of the gig economy, or land the right-side hustle! From time, energy and resource management to aligning your work with your creative values and re-examining your professional network, you will learn how to charter the uncertainties of the 2021 gig economy with newfound confidence.

NEW! CURRENT TRENDS AND FUTURE INDUSTRIES

FREE

Tuesdays

**September 21, October 19,
November 16, December 14**

10:00AM - 12:00PM

In industries from healthcare to education to finance to manufacturing and even non-profit, the COVID-19 pandemic has forced companies to use technology to re-imagine nearly every facet of their operations.

We were suddenly thrust into remote offices, working in teams across borders and in different cities, seeing each other through a camera lens instead of in-person – it's safe to say that there is another workforce revolution on the horizon. Nobody can say for certain which of these shifts will remain permanent fixtures in the world of work, or which industries will stay forever changed. However, there are certain trends, hot topics, and likely industry forecasts that we should all be tuning in to.

We will explore some of the current trends and future industries that are buzzing in the workforce today and will continue to do so in years to come. Join us to gain some insight into the future of work!

EMPLOYMENT

Online Daytime Workshops: The Future Of Work



TAPPING INTO THE HIDDEN JOB MARKET

FREE

Wednesdays

**September 22, October 20,
November 17, December 15**

2:00PM - 4:00PM

The majority of jobs are found in the hidden job market. In other words, not through any advertisements or job boards.

The best way to access the hidden job market is through networking and building professional connections. This is your guide to knowing where to look, who to turn to, and how to gain the upper hand in a rapidly evolving, digitally enhanced workforce.

Learn how to meet new people to enlarge your network, conduct informational interviews, and successfully nurture professional relationships during and after the COVID-19 pandemic.

NEW! POWER SKILLS: UNDERSTANDING WHAT EMPLOYERS WANT

FREE

Thursdays

**September 23, October 21,
November 18, December 16**

2:00PM - 4:00PM

Power Skills are abilities that tend to be less tangible and are often related to personality traits that determine the way we act and interact with others.

Once referred to as “soft skills,” these abilities are high-value currency in today’s workplace, and in fact, there is nothing “soft” or easy about them. The labour market is increasingly rewarding interpersonal skills, as our jobs require us to work in larger and more remote teams, to adapt to new environments, communicate across borders, learn new skills quickly, and bring something unique to the table. Power skills are the qualities that set you apart from the crowd and the ones that make you an asset to any team or organization. They are the skills that you take with you no matter the role, the company, or the culture.

We will identify the most in-demand Power Skills of our time, why they are essential to a thriving career, and how you can develop the ones that will empower you most!

EMPLOYMENT

Online Daytime Workshops: Getting Hired



NEW! INTERVIEW THEORY AND PREP

FREE

Mondays

September 27, October 25, November 22

10:00AM - 12:00PM

If the thought of a job interview stresses you out and you think your interview skills could use some polishing - you're not alone!

Whether it's been a while since you've had an interview or you just need a refresher on how to prepare for one, consider this your total interview preparation guide!

Discover how you can manage interview stress, identify your skills, and show off your diverse experience by using proven interview strategies. Plus, find out which questions employers are most likely to ask and the type of responses that will most impress them!

NEW! INTERVIEW PRACTICE: ONLINE AND IN-PERSON SUCCESS

FREE

Tuesdays

September 28, October 26, November 23

10:00AM - 12:00PM

As you have probably heard, practice does make perfect! This is especially true of the interview process.

Taking the time to practice your interview etiquette, to hear yourself answer challenging questions and play out different interview scenarios will help you build the confidence you need to walk into any interview environment with poise and assuredness. Whether you're a professional with years of traditional interviewing experience or this is your first time looking for a full-time job, both in-person and video interviews don't have to be stressful.

In this workshop, participants will be partnered up to run mock interviews. You will have a chance to practice the answers you have already prepared, give and receive feedback, and take the interview process step by step. You'll also see how you can best showcase your skills when interacting with potential employers in person or online.

EMPLOYMENT

Online Daytime Workshops: Getting Hired



NEW! BOUNCING BACK BETTER: STAYING MOTIVATED LONG-TERM

FREE

Wednesdays

September 29, October 27, November 24

2:00PM - 4:00PM

Motivation is a process that allows us to initiate and maintain behaviours that help us work towards a goal.

It can be as simple as being thirsty and grabbing a glass of water to quench your thirst or something more complex like working continuously to gain a university degree or pursuing a dream job over the long-term. Many of us can relate to the fact that we have felt unmotivated at one point or another. But what does that really mean? When we say we are feeling unmotivated or struggling to find the motivation to do something, that is because we are lacking in either focus, persistence, energy or goals.

This workshop will help you understand motivation, and the factors that contribute to its increase and decrease over time.

NEW! UNDERSTANDING HR AND RECRUITMENT

FREE

Thursdays

September 30, October 28, November 25

2:00PM - 4:00PM

Job seekers spend countless hours completing online applications, writing cover letters, and tweaking their CVs when hunting for their next great job. But job seekers rarely put themselves in the recruiter's mindset.

This can be especially challenging when competition amongst candidates is soaring, industries have been totally disrupted, and employers' capacity and needs have once again shifted. In this workshop, we will help you learn how the recruitment process works on the company's side.

We will take you step by step through the hiring process, including job applications, interviews, common pre-employment tests, reference checks, job offers, and tips & advice for each step.



CAREER NIGHTS

FREE

Career Night 1

Monday, September 13

2:00PM - 4:00PM

Speaker

A representative from the Quebec Region, Services and Innovation Branch, Public Service Commission of the Government of Canada

Career Night 2

Thursday, October 21

6:30PM - 8:30PM

Tania Chomyk

Human Resources Consultant,
Coach & Facilitator

CAREER NIGHT 1: APPLYING FOR JOBS IN THE PUBLIC SERVICE COMMISSION OF CANADA

Did you know that the Public Service Commission of Canada is the Human Resources department for most Canadian government agencies and departments?

In this information session, you will learn how to apply to postings, how to best answer pre-screening questions, what to include in your CV & cover letter, and how to prepare for the interview process. The representative will also explain second language requirements for working in the Canadian government and how candidates are evaluated.

CAREER NIGHT 2: SELF-AWARENESS: REFLECTING ON YOURSELF IN ACTION

Self-awareness – the meta skill of the 21st century. How well do you know yourself? How well do you know how others see you?

Self-awareness isn't one truth – it's a delicate balance of two distinct, even competing viewpoints. Knowing who we are and how others see us is the foundation for strong performance & leadership, smart choices and lasting relationships. Despite the critical role self-awareness plays in our success and happiness, it's a remarkably rare quality.

Our Use-of-Self is in constant play in many situations in both our personal and professional lives. How we show up in any situation matters. Every decision we make has an impact on others.

Make the leap from self-blindness to self-insight and in turn reap the rewards of making better decisions, building stronger relationships and a better life for you.

- Become more self-aware – inside out and outside in;
- Recognize the impact of the choices you are making on others;
- Learn strategies to develop your "Use-of-Self" as you navigate in a process of change.

It all starts with you!



CAREER NIGHTS

FREE

Workshop 3

Thursday, November 18

6:30PM - 8:30PM

Carla Marrouche

Corporate Recruiter

CAREER NIGHT 3: EMBRACING FAILURE

Failure is a very integral and normal part of career development and personal growth and yet, most of us harbor a fear of failure and are resistant to embracing failure as part of our process. We sometimes forget that all successful people have failed, at least once, and it was often these experiences that taught them the most valuable lessons.

In this workshop, you will learn more about failure, how to embrace it, and use it to gain confidence, build a successful career, and improve professionally. We will try one exercise together called “The Failure Toss”, so come prepared with a pen and paper.

If you're as excited as us, make sure to sign up!

EMPLOYMENT

Online Professional Development Series



NEW! PROFESSIONAL DEVELOPMENT SERIES: FOR CAREER DEVELOPMENT PRACTITIONERS IN THE ENGLISH-SPEAKING COMMUNITY

FREE

Series 1

Part 1: Wednesday, September 22

9:00AM - 1:30PM

Part 2: Wednesday, October 20

9:00AM - 1:30PM

Dave Redekopp & Michael Huston

Life Role Development Group Ltd.

Series 2

Part 1: Wednesday, November 17

9:00AM - 1:30PM

Part 2: Wednesday, December 8

9:00AM - 1:30PM

Jessica Thornton & Heather Russek

Creative Futures

Series 3

Part 1: Wednesday, January 19

9:00AM - 1:30PM

Part 2: Wednesday, February 9

9:00AM - 1:30PM

Julie Savaria

Bindia Savaria Consulting

Please Note: For more information, please contact Kasia Tomasinska at ktomasinska@yesmontreal.ca

SERIES 1: CONNECTING CAREER DEVELOPMENT & MENTAL HEALTH IN CONTEXT

The CCDM training will teach you how to better understand mental health and mental illness in relationship to career development. Divided into two sessions, each training will introduce new concepts and practical ways to improve your career development practice. Regardless of your medium – teaching, counselling, advising, coaching – or clientele, you will leave the sessions with different ways to think about and intervene with your clients/ students, while cultivating a holistic perspective through the lens of mental health and well-being.

SERIES 2: THINKING LIKE A FUTURIST AND NAVIGATING THE FUTURE OF WORK IN A POST PANDEMIC WORLD

The Future of Work training will span two sessions and will focus on teaching career professionals to think like futurists, while helping them to identify and evaluate emerging trends. You will learn to identify when industries are susceptible to disruption, and how to identify when new industries are apt to take shape. Furthermore, the training will cover emerging research on future skills and innovative methods for supporting workers to make career transitions.

SERIES 3: INFUSING EQUITY, DIVERSITY AND INCLUSION IN YOUR PRACTICE: CONNECTING STRATEGIES, PRACTICES + PERSPECTIVES FOR EMPLOYERS, PRACTITIONERS AND JOB SEEKERS

The two-part EDI training, will help career professionals solidify their foundational knowledge around the concepts of Equity, Diversity and Inclusion in Quebec, and how these impact career development and opportunities for job seekers. Its aim is to support attendees in their journey towards inclusive leadership and equip participants with tools for an inclusive and equitable work style and culture. This training will guide you in broadening your perspectives and approaches when it comes to support your clients, building partnerships, humanizing hard conversations and moving beyond optical allyship.





THE THOMAS INTERNATIONAL PERSONAL PROFILE ANALYSIS (PPA)

\$50

For more information, please call
514-878-9788 ext. 310 or visit
yesmontreal.ca.

Please Note: By appointment only.

The PPA will provide you with a profile detailing your strengths and limitations, your communication style, the value you bring to business, what motivates you, and how you behave under pressure.

Different jobs demand different types of skillsets, yet all jobs require behavioural skills. These are important because they indicate to an employer how you work with others, how you manage difficult situations, and how you'll fit in to the organization or company's vision and values. Understanding yourself and how you show up professionally is essential to being an engaged professional, gaining career progression and finding meaning in your daily work interactions. Do you want to identify areas for professional development? Improve communication? Explore your behavioral fit?

This is an insightful, in-depth and objective tool that will help you increase your self-awareness and give you the vocabulary that is essential for career development and growth.

EMPLOYMENT

Career Services And Employment Support



CV AND COVER LETTER TRANSLATION

For pricing and details, please call
514-878-9788.

Need your CV and cover letter professionally translated?

Submit your electronic document to **info@yesmontreal.ca** and your English to French CV translation will be ready within seven to ten business days.

EMPLOYMENT PORTAL

FREE

Sign up for our new Employment Portal, upload your CV and apply for job postings directly on our site. With this new service, you'll be able to create a free profile, post your CV, and be seen by the industry's top companies. Whether you're looking for a full-time job, summer job, part-time job or an internship, our job postings are updated daily so be sure to check frequently.

CAREER TESTING SERVICES

For pricing and details, please call
514-878-9788.

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

MENTORSHIP FOR JOB SEEKERS

Looking for a mentor in engineering, human resources, marketing, or other fields? We offer an online platform that makes it even simpler for you to connect with professionals from different industries.

New mentors are added regularly, so be sure to browse the YES website at **yesmontreal.ca/find-a-mentor** to fill out a detailed request form on what kind of mentor you would like to meet with to begin the matching process!

See page 42 for additional details.



ENTREPRENEURSHIP

Helping You And Your Business Succeed



**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 online and open to individuals of any age, whether you're in the startup or growth phase of your business.** If 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.

JUMP START YOUR BUSINESS AND FINANCING TIPS

FREE

**Wednesdays
2:00PM - 3:30PM**

Please Note: Anyone seeking to access our entrepreneurship services is encouraged to first attend this free workshop.

Thinking of starting a business or seeking financing?

If you're going to take the leap and start your own business, there are several things you need to consider ahead of time. As an entrepreneur you don't want to miss this start-up session which will walk you through the steps you need to take and the different types of financing options that are available to get your new or existing venture funded.

Following this workshop there will be an opportunity to schedule a one-on-one with a YES Business Coach for 15 minutes to get answers to your questions and determine your individualized service plan.

15-MINUTE ONE-ON-ONE BUSINESS COACHING CONSULT

FREE

To book a business coaching consult, please email mstable@yesmontreal.ca.

Please Note: Appointment is required.

Giving business advice is not a one-size-fits-all solution.

This free 15-minute, one-on-one consult with a business coach is specifically designed to determine your individualized service plan. Find out how we can help you develop your business idea and your path to success.

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'll be required to open an entrepreneurship file.*

*For an annual entrepreneurship fee of \$30, you'll have access to specialized online services including coaching, Business Bootcamp, legal information & accounting clinics.

ENTREPRENEURSHIP

Helping You And Your Business Succeed



BUSINESS COACHING SESSIONS

FREE*

To book a business coaching appointment, please email mstable@yesmontreal.ca.

No matter what stage of development your company is in, entrepreneurs or aspiring ones need to make important decisions on matters from general management to human resources, to finances and more. Fortunately, we've overseen these processes countless times before and are ready to do the same for you. 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

FREE*

For start dates and times, please call 514-878-9788 ext. 316 or visit yesmontreal.ca.

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

Whether you're a new entrepreneur or have been operating your business for a while, it's vital to continue to strengthen your business's core fundamentals. The 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 venture has a strong core.

During these 2-hour, high-impact sessions, you'll become familiarized with the nine key components of the “Business Model Canvas”. Once you're done, you'll be able to apply what you learned to your own business model and receive valuable feedback from the group.

*For an annual entrepreneurship fee of \$30, you'll have access to specialized online services including coaching, Business Bootcamp, legal information & accounting clinics.

ENTREPRENEURSHIP

Helping You And Your Business Succeed



REGISTERING YOUR BUSINESS

FREE

Tuesdays

September 21, October 19, November 16

12:00PM - 1:00PM

Danielle Maor

Legal Information Officer

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 a business 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. You'll learn about the different legal structures so you can decide which one is right for your business.

ACCOUNTING CLINIC FOR ENTREPRENEURS

FREE*

Please Note: A YES Business Coach referral is required.

In this monthly clinic, **Professional Accountants from MC.CPA** 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*

Tuesdays

9:00AM - 5:00PM

Danielle Maor

Legal Information Officer

Please Note: A YES Business Coach referral is required.

Legal information questions keeping you up at night?

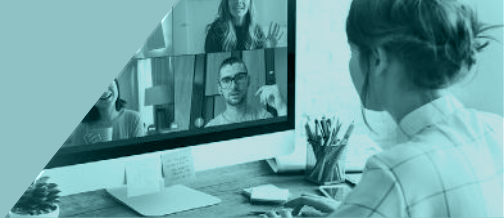
Take advantage of our free, weekly legal information clinics for **entrepreneurs**. Our Legal Information Officer is available to provide information and answer any questions you have related to business issues, such as business structures, contract law, taxation and intellectual property.

Please note that the Legal Information Officer can only provide general information, and cannot provide anything that constitutes legal advice.

*For an annual entrepreneurship fee of \$30, you'll have access to specialized online services including coaching, Business Bootcamp, legal information & accounting clinics.

ENTREPRENEURSHIP

Helping You And Your Business Succeed



STARTUP GENERATOR: PLAN TO ACTION - FIVE-PART SERIES

FREE*

Tuesdays

November 2, 9, 16, 23 & 30

9:30AM - 12:00PM

To register, please email
mstable@yesmontreal.ca.

Please Note: A YES Business Coach referral is required.

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. You'll attend a series of five workshops consecutively over a five-week period with access to targeted business coaching inbetween. These workshops encourage peer and experiential learning in diverse groups of up to 25 participants.

*For an annual entrepreneurship fee of \$30, you'll have access to specialized online services including coaching, Business Bootcamp, legal information & accounting clinics.

ENTREPRENEURSHIP

Online Daytime Workshops



PRICING YOUR GOODS AND SERVICES

\$10*

Friday, September 24

10:00AM - 12:00PM

Coby Ingham

YES Business Coach

Are you charging enough for your product or service? Do you have questions about fixed costs, variable costs, markups and margins?

Learn how to price your product or service, how to calculate your profit margins, and define a strategy for channel pricing.

In this eye-opening workshop, you will find out how retailers set their profit margins and how this can potentially affect what you need to remain competitive and profitable.

SOCIAL MEDIA AND YOUR BUSINESS: UNDERSTAND THE BASICS OF SOCIAL MEDIA STRATEGY AND HOW TO EXPAND THE REACH OF YOUR BUSINESS

\$10*

Friday, October 22

10:00AM - 12:00PM

Farshad (Fred) Rouhani

YES Business Coach

You may know and even use some of the popular social media platforms like Facebook, Instagram, LinkedIn and Pinterest. But are you familiar with how social media networks can be used to promote your business and build your brand?

Want to learn more about the different platforms, and how to define your authentic voice on each? Want to know how to lay out your social media calendar to expand your business reach?

We'll unpack the basics and you'll gain the knowledge of the most updated tools and techniques which lead to social media success.

*As part of our ongoing effort to support entrepreneurs, small business owners and artists, we have applied a 50% discount on select workshops. The online price reflects the 50% discount.

ENTREPRENEURSHIP

Online Daytime Workshops



HIRING STRATEGIES FOR STARTUPS AND SMALL BUSINESSES: RECRUITING EMPLOYEES OR CONTRACTORS THAT FIT YOUR MISSION, VISION AND STRATEGY

\$10*

Friday, November 12

10:00AM - 12:00PM

Caroline Schaedler

YES Business Coach

Your first hire is your most important hire and can set the direction for your future HR strategy.

Start off on the right foot with this informative and interactive workshop that will highlight the importance of articulating your company's mission and vision to ensure you attract the right fit and talent to your business.

Learn how to determine the best position to hire for, craft effective and engaging job descriptions, decide between full time staff and contractors and understand the basic legalities required for each.

NEW! MODERN SALES AND EFFECTIVE NEGOTIATIONS

\$10*

Friday, December 3

10:00AM - 12:00PM

Pedro Munhoz

YES Business Coach

In business, sales and negotiation go hand in hand.

Join us for this dynamic workshop to explore the many useful techniques with which you can improve your sales, foster successful negotiation skills, and learn how to strategically apply them as an entrepreneur.

You'll discover various subtle skills that enhance your message, help you prepare for uncertainty, and enable you to close the sale while leaving both you and your clients happy.

*As part of our ongoing effort to support entrepreneurs, small business owners and artists, we have applied a 50% discount on select workshops. The online price reflects the 50% discount.



ENTREPRENEURSHIP

Online Evening Workshops



NEW! HOW TO GROW YOUR REVENUE WITH A CRM SYSTEM

\$10*

Tuesday, September 28

6:30PM - 8:30PM

Diogène Ntirandekura

ERP Happy

Customer Relationship Management (CRM) is a tool that can help you grow your revenue by effectively communicating with your most engaged audience.

This practical workshop will explain what a CRM is, and how you can use it to identify your target market, determine your sales process, and track your interactions and your clients' engagement.

You will learn options for how to use your CRM to be more productive and profitable, even when you don't have a budget.

INTRO TO SEARCH ENGINE OPTIMIZATION (SEO)

\$10*

Thursday, October 7

6:30PM - 8:30PM

Tarek Rimani

3x Founder, 4x Best Selling Author,
Marketer, University Instructor

So, you have a website...now what? Now it must be found!

Find out how to get noticed online by learning how search engines operate. Understand the hows and whys of implementing SEO strategies from the ground up in this fast-paced and informative session.

Sign up and equip yourself with the indispensable tools to direct high-volume traffic to your site.

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ENTREPRENEURSHIP

Online Evening Workshops



INTRO TO GOOGLE ANALYTICS

\$10*

Thursday, October 14

6:30PM - 8:30PM

Tarek Riman

3x Founder, 4x Best Selling Author,
Marketer, University Instructor

Have you ever wondered how many visitors find your website per month, who they are and how they found you? Do you ask yourself why one marketing campaign worked and one did not, or what your most popular pages are? Where do your website visitors get stuck and drop off?

Analytics answers these questions and can show you how your website is performing in terms of attracting, informing and converting visitors as well as help you identify areas for improvement or optimization.

This workshop will cover how Google Analytics works and how you can use it to better understand your online traffic, so that you may develop smarter marketing campaigns and strategies that get you and your business noticed.

NEW! INTRO TO SHOPIFY

\$10*

Thursday, October 21

6:30PM - 8:30PM

Tarek Riman

3x Founder, 4x Best Selling Author,
Marketer, University Instructor

Open an online store with Shopify, the powerful e-commerce platform that was founded right here in Canada!

This informative introductory workshop is packed with invaluable information on storefront design, themes, shipping and more. Join us as we help you get your store live in no time.

NEW! INTRO TO HTML

\$10*

Thursday, October 28

6:30PM - 8:30PM

Tarek Riman

3x Founder, 4x Best Selling Author,
Marketer, University Instructor

Learn HTML, understand how it can help you, and what role it plays.

In this workshop, you will learn the fundamentals of HTML and how to create or edit a page with different attributes.

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ENTREPRENEURSHIP

Online Evening Workshops



START-UP ESSENTIALS SEMINAR SERIES

\$25* for three-part series

Seminar 1

Tuesday, November 9

6:30PM - 8:30PM

Ron Abreira

John Molson School of Business

Seminar 2

Tuesday, November 16

6:30PM - 8:30PM

Larry Markowitz

NATIONAL Public Relations

Seminar 3

Tuesday, November 23

6:30PM - 8:30PM

Chris Ramoutar

Momentum Ventures

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

This three-week seminar is designed for both novice entrepreneurs as well as the more experienced business owner who is launching a new venture or who is new to business in Quebec. We'll provide you with pragmatic insights, tools and theories to help get your business started on the right foot.

SEMINAR 1 - IDEATION AND VALIDATION

How can I make this idea work?

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

SEMINAR 2 - BUSINESS STRUCTURE AND LEGAL IMPLICATIONS

How can I avoid legal pitfalls and protect my business?

Learn how to understand and approach complex legal decisions in this content packed seminar. Recognize the implications of different legal structures, business taxes, how/when to register your business and more. If you are interested in setting up your business the right way, this workshop is for you!

SEMINAR 3 - BUILDING AWARENESS AND SALES

How can I make sales and grow my business?

Whether you're selling a product or 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, test your sales process, gather and process leads, communicate your value proposition, build relationships, and close the deal.

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ENTREPRENEURSHIP

Online Evening Workshops



SHOW ME THE MONEY: FINANCIAL PANEL

\$10*

Tuesday, November 30

6:30PM - 8:30PM

Elisabeth Laett

Founding Partner & President, Xaphan Group

Kevin Dugal

Entrepreneurial Community Manager,

Futurpreneur

Gilbert Samaha

Director of Advisory Services and Financing,

PME MTL

Nadia Forgione

Senior Account Manager, Virtual Business Centre,

BDC

Farnoosh Boroomand

Director of Branch Operations, ScotiaBank

Lynn McDonald

Regional Director - Montreal, Femmessor

Want to find financing for your business but you aren't sure how?

Making the right financing decisions for your business is vital, but getting to the right choice can be confusing, and even risky.

Hear from our panel of funding experts who will discuss the various financial options that are available, including community and government grants and loans, banks, venture capital, angel investors, crowdfunding and other alternate sources.

*As part of our ongoing effort to support entrepreneurs, small business owners and artists, we have applied a 50% discount on select workshops. The online price reflects the 50% discount.



ENTREPRENEURSHIP

Specialized Workshops And Services



LEARN@LUNCH SERIES

FREE

For dates, upcoming topics or to register, please visit yesmontreal.ca or call 514-878-9788.

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

MENTORSHIP FOR ENTREPRENEURS

Looking for a mentor in marketing, the startup and tech scenes, in HR management, or other fields? We offer an online platform that makes it even simpler for you to connect with professionals from different industries.

New mentors are added regularly, so be sure to browse the YES website at yesmontreal.ca/find-a-mentor to fill out a detailed request form on what kind of mentor you would like to meet with to begin the matching process!

See page 42 for additional details.

YES / FUTURPRENEUR CANADA STARTUP PROGRAM

For further information on this initiative, please call us at 514-878-9788 or attend our Jump-Start Your Business and Financing Tips workshop.

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 \$20,000 startup financing from Futurpreneur Canada and even go on to gain an additional \$40,000 from BDC (The Business Development Bank of Canada).

ELLEVATE WOMEN ENTREPRENEURS

Online Evening Workshops



There has never been a more exciting time to be a woman in business!

Join us as we learn from the achievements, detours and failures of amazing women entrepreneurs in Quebec's start-up Ecosystem. In our ELLEvate Women Entrepreneurship Series you'll hear from established women entrepreneurs and professionals as they share their strategies on finding opportunities, overcoming challenges and making their mark. Come LEARN, CONNECT and NETWORK.

These workshops are all online and part of the ELLEvate Women Entrepreneurs initiative at YES.

All workshops include a 30-minute networking session from 8:30PM – 9:00PM.

NEW! THE NEW HR SECRET FOR BUSINESS SUCCESS!

\$10*

Tuesday, September 21

6:30PM - 9:00PM

Tania Chomyk

HR Consultant, Coach, Facilitator

In today's world of business, strategic onboarding is key to retaining talent, strengthening the employee experience and performance.

Fostering a culture of inclusion and collaboration begins with an effective onboarding process. And with the individual success of each employee, you help the company grow and reach their goals. It starts from the moment your new hire commits to the job.

In this interactive workshop, you will learn more about the elements of a successful onboarding program, essential rules to integrate employees into their role and the organization, and who is responsible – from start to finish.

Strive to create an environment where employees feel passionate, committed and put great effort into their work. Employee engagement drives their performance. Onboard them right from the start and reap in the benefits of success!

*As part of our ongoing effort to support entrepreneurs, small business owners and artists, we have applied a 50% discount on select workshops. The online price reflects the 50% discount.



ELLEVATE WOMEN ENTREPRENEURS

Online Evening Workshops



NEW! CONFLICT RESOLUTION FOR ENTREPRENEURS

\$10*

Tuesday, November 2

6:30PM - 9:00PM

Meltem Kilicaslan Greisman

YES Project Manager, ELLEvate
Women Entrepreneurs

All growth and change create conflict. As an entrepreneur do you have the skills you need to resolve it and turn it in to a win/win opportunity? What is your conflict management style?

In this workshop, you'll understand the reasons why you might get stuck in conflict and will take away common conflict resolution strategies. This is a good step toward understanding your relationship with conflict and gaining skills for conflict resolution.

NEW! CRAFT YOUR MISSION STATEMENT AND ELEVATE YOUR COMMUNICATION

\$10*

Tuesday, December 7

6:30PM - 9:00PM

Jacqueline Sultan

Founder & Director,
Ad Meliora Communications

You have a business and an audience, but how do you know the right message - your message - is reaching them? Your mission statement should tell a story, but which story?

You'll gain a greater understanding of the function of communications, learn how to put together an impactful mission statement, and better practices for communicating with your stakeholders.

*As part of our ongoing effort to support entrepreneurs, small business owners and artists, we have applied a 50% discount on select workshops. The online price reflects the 50% discount.

ARTS

Business Skills For Creative Souls



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 you need to succeed in the creative world. Learn how to market your work, network with industry peers, and get the self-employment essentials like tax tips and financial advice. **These services are online and open to artists of all ages and disciplines.**

JUMP START YOUR ART AND FINANCING OPTIONS

FREE

Mondays

September 20, October 4, 25,

November 15 & December 6

1:30PM - 3:30PM

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

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

Whether you're just starting out or trying to expand an existing venture, we'll outline the services and resources available to artists at YES and from other arts organizations in the community, and touch upon key things to consider when building a career or business in the arts.

Topics include: getting to know your industry, marketing/promotion, developing relationships with stakeholders, understanding the funding landscape and essential grant-writing tips.

During the workshop, there will be ample time for a one-on-one consultation with a dedicated artist coach who will help you identify what services would best suit your needs as an artist and entrepreneur.

COACHING SESSIONS FOR ARTISTS

FREE*

To book an appointment, please email mstable@yesmontreal.ca.

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 a variety of areas including, but not limited to:

- 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

*For an annual entrepreneurship fee of \$30, you'll have access to specialized online services including coaching, Business Bootcamp, legal information & accounting clinics.



ARTS

Business Skills For Creative Souls



15-MINUTE ONE-ON-ONE ARTIST COACHING CONSULT

FREE

To book your appointment, please email mstabile@yesmontreal.ca.

Please Note: By appointment only

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

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

NEW! SALES & MARKETING CLINIC FOR ARTISTS

FREE*

Wednesdays

**September 29, October 13, 27,
November 10, 24 & December 8**

Please Note: By appointment only

Need to improve your sales & marketing strategies for your artistic/creative business?

Make an appointment with a Business Coach to receive one-on-one guidance to draft concrete action plans, learn to assess your risks, and maximize the opportunities and resources at your disposal.

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avec les Québécois
d'expression anglaise
Québec

ELAN
ENGLISH-LANGUAGE ARTISTS NETWORK

THE ART OF THE SIDE HUSTLE

FREE

**Friday, November 5
2:00PM - 4:00PM**

Catherine Marcotte
YES Employment Counselor

How do you find a job that helps you afford the lifestyle you want but that doesn't get in the way of your art practice?

Finding the right side hustle can be a daunting task but Catherine Marcotte, a YES employment counselor, can help you navigate it in a fun and creative way. This workshop will cover topics such as finding your transferable skills, determining your wants and needs and achieving the right work life balance so you can keep your creative energy flowing.

*For an annual entrepreneurship fee of \$30, you'll have access to specialized online services including coaching, Business Bootcamp, legal information & accounting clinics.

ARTS

Online Evening Workshops



NEW! HOW TO USE VIDEO TO SELL ON INSTAGRAM

\$10*

Wednesday, September 29

6:30PM - 8:30PM

Melina Giubilaro

Video Confidence Coach

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avec les Québécois
d'expression anglaise
Québec

ELAN
ENGLISH-LANGUAGE ARTS NETWORK

Is this you? You show up on Instagram every day, but you feel stuck on what to post. Or better yet... you still think you need 10K followers to make money online?

With over 1 billion monthly active users, Instagram has become one of the most powerful online tools with the capability of boosting any business, personal brand, or organization to new heights. This workshop will help you jumpstart or transform your existing Instagram account into a business platform that will create a real connection with your audience. And that is... if you start showing up and creating videos on the platform! The sad truth is no one cares that you love coffee. Make your content about your customer, not your hobbies!

If you are an entrepreneur, solopreneur, creative, artist, podcaster or someone looking to make a few extra dollars online; brace yourselves, we're going to dive deep into why the platform is favouring video content and what you can start doing today to gain a true audience that will keep coming back to your page to purchase your products.

*As part of our ongoing effort to support entrepreneurs, small business owners and artists, we have applied a 50% discount on select workshops. The online price reflects the 50% discount.



MAKING ART WORK: TWO-PART MINI SERIES

\$20* for two-part series

Part 1

Wednesday, October 6

6:30PM - 8:30PM

Part 2

Wednesday, October 13

6:30PM - 8:30PM

Caroline Gauthier

YES Artist Business Coach

You know art. We can teach you business.

This two-part mini-series is designed to help artists gain the necessary business know-how to start their ventures on the right foot. Develop your artistic practice or business strategically in order to see real growth now!

During the workshop, there will be ample time for a one-on-one consultation with a dedicated artist coach who will help you identify what services would best suit your needs as an artist and entrepreneur.

PART 1 - LET'S TALK NUTS AND BOLTS

This session will present the essential elements needed to develop your artistic practice or business effectively. Learn how to refine your vision, set clear goals and meet your objectives. We map out the steps to goal setting, strategic planning, gaining credibility and so much more. Find the information you need to move forward with a plan and understand how to monetize your art.

PART 2 - MAKING IT HAPPEN

Realize your dream with the practical tools, techniques and strategies you need to move forward in your artistic career. Sign up now and we'll help you design marketing and financial strategies, as well as discuss proven methods to avoid procrastination and finally get things done!

*As part of our ongoing effort to support entrepreneurs, small business owners and artists, we have applied a 50% discount on select workshops. The online price reflects the 50% discount.

ARTS

Online Evening Workshops



NEW! HOW TO ORGANIZE A POP-UP SALE

\$10*

Wednesday, October 20

6:30PM - 8:30PM

Tania Mignacca

Author-illustrator & creator, Ponto comics

Ken Mallar

Illustrator, Musician

Do you ever wish you could break out of the anonymous online world and sell your art in person? Do you crave direct contact with your audience but don't have gallery representation?

At some point you must have thought of it... organizing your own sale! But what about costs and logistics, and what if no one shows up?

Learn from two enthusiastic artists who set up a series of successful pop-up sales about how to get started, draw a crowd, grow your following and put some dollars in your pockets!

NEW! AN INTRO TO CRYPTO ART AND BLOCKCHAIN TECHNOLOGY

\$10*

Wednesday, November 10

6:30PM - 8:30PM

Adrian Gonzalez Sanchez

MBA MSc, Senior Consultant at AI and Blockchain, University Lecturer

Ishita Banerjee

Fine artist, NFT artist, MFA in Communications Design

You've heard of NFTs and Crypto Art, but what are they exactly?

More importantly, do you as a traditional artist have what it takes to enter this quickly evolving new world? We think you do! But first, let's break down what NFTs are made of.

Hear from Adrian Gonzales Sanchez, data and AI expert, about blockchain, the technology driving this new trend, and from artist Ishita Banerjee, NFT artist, how, with an open mind and a willingness to learn, you can find your way into the market and start making sales.

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ENGLISH-LANGUAGE ARTS NETWORK

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ARTS

Online Evening Workshops



NEW! HOW TO RELEASE MUSIC INDEPENDENTLY

\$10*

Wednesday, November 24

6:30PM - 8:30PM

Mira Silvers

Head of Music, FORT

Co-founder/General Manager, VICEVERSA

In the digital age, it's getting more and more difficult to get picked up by a label and most labels require you to build a fanbase and profile before they'll look at your work.

So how do you release your music independently and cultivate that audience? While we are seeing more unsigned artists breaking through, many promising new artists simply don't know where to start or how to maintain a successful promotional campaign.

Join us for a conversation with Mira Silvers about her experience running an independent music company focused on artist development, music releases, live touring, and artist management. She will give an overview of the music ecosystems (major label vs independent labels vs self-releasing artists) and how to organize and run your own successful project release campaign as an independent artist. You will also get case studies on artist development and campaign rollouts, as well as tips & advice on navigating DSPs playlists, PR, and the live music space.

NEW! PRICING YOUR ART

\$10*

Wednesday, December 8

6:30PM - 8:30PM

Gonzalo Coloma

Former YES artist coach

CFO, Furniture Atelier

Do you feel nervous when it comes to pricing your artwork? If you find yourself struggling with where to start and wondering how to price your art in a way that is fair, represents your effort, and will actually sell, this workshop is for you!

This workshop outlines key concepts and considerations for emerging artists interested in establishing sales prices for their artistic productions. You'll develop an understanding of things like commission prices, pricing artwork that has already been completed, and the differences between selling independently and selling through a retailer (eg. gallery or agent).

Building your portfolio and pricing your pieces appropriately will help you keep doing the thing you love, and hopefully, get paid for it!

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ARTS

Business Skills For Creative Souls



GAMIFYING THE ARTIST EXPERIENCE

FREE

If marketing your work as an artist has always daunted you, you're definitely not alone. Now you have access to an award winning, fun and interactive tool created by us that will help you to build your brand as an artist and develop your website and online marketing skills. Play the YES Artist Adventure game today at yesartistadventure.com.

MENTORSHIP FOR ARTISTS

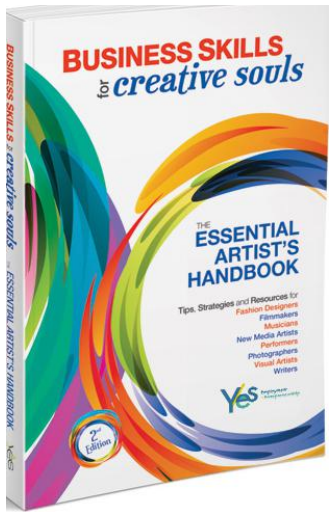
Looking for a mentor in photography, writing, modern music, or other artistic disciplines? We offer an online platform that makes it even simpler for you to connect with professionals from different industries.

New mentors are added regularly, so be sure to browse the YES website at yesmontreal.ca/find-a-mentor to fill out a detailed request form on what kind of mentor you would like to meet with to begin the matching process!

See page 42 for additional details.



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



You have the talent and the vision... now make it work for you!

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.

Business Skills for Creative Souls: The Essential Artist's Handbook can be purchased for \$24.95. Call 514-878-9788 to have your copy shipped to you today. EPub and Kindle books are also available for purchase by visiting yesmontreal.ca.

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.

MENTORSHIP



MENTORSHIP SERVICES

FREE

Having access to a mentor is like having access to a library of real people to give you insight and advice on your path to success.

As part of our mentorship program, YES also offers our clients a matching service to connect you with experienced professionals who have volunteered to become mentors. Once you have connected with an Employment Counsellor or Business Coach, our Mentorship Coordinator will facilitate the matching process, connecting potential mentors and mentees to arrange an initial online meeting.

New mentors are added regularly, so be sure to browse the YES website at **yesmontreal.ca/find-a-mentor** to fill out a detailed request form on what kind of mentor you would like to meet with to begin the matching process!

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. 305 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 **yesmontreal.ca**.

GIVE AND GET INVOLVED



YES AT A GLANCE

YES needs your support!

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 25 years. YES was created in 1995 as a non-profit charity to stem the flow of young people out of Quebec. Since then, we have expanded our mission to help almost 60,000 Quebecers through our various programs and services for Job Seekers up to age 40 and Entrepreneurs and Artists of any age.

If, like us, you're passionate about having access to English-language employment and entrepreneurship services in Quebec and you're looking to make a positive difference, please donate online at yesmontreal.ca. Tax receipts will be issued for gifts of \$10 or more.

NEW! TUNE IN TO YES 15: ANNUAL FUNDRAISING EVENT

Visit yesmontreal.ca in October for details.

Get ready! Our annual Tune In To YES fundraiser will be back in October as a hybrid in-person and online event.

Whether you have a personal or business connection to our mission or are looking for a unique experience for your family and friends, we invite you to join us on October 26th for our Roaring 20s themed party at the Bord'Elle! Stay tuned to our blog for more exciting details.

OVER 3,000 REASONS TO DONATE TO YES

Charitable Registration Number:

88872 9050 RR 0001

Please Note: Tax receipts will be issued for gifts of \$10 or more.

For more information on our fundraising efforts, visit yesmontreal.ca.

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 3,000 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 get a start in their career
- Help an entrepreneur launch their business
- Help a talented artist create revenue from their passion

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