

PINs Leaders Roundtable

February 20, 2016



Topic: Employer Engagement

Presenter: Emiliano Mendez, President, Latin American MBA Alumni Association (LAMBA)

Organization:

LAMBA's vision is to be the leading organization that connects Latin American MBA graduates with one another and with corporations in Canada.

The organization provides support to its members on career advancement, and promotes the excellence and value that Latin American MBA alumni bring to the Canadian business environment.

Since its incorporation in 2010, the Latin American MBA Alumni Network (LAMBA) has become a formal platform for organizations to connect with the growing community of MBA professionals with Latin American roots. LAMBA is now recognized among MBA graduates and students, corporations, Latin American embassies and professional associations

What are 2-3 activities your group does? What kind of tools, resources, training, collaboration or other strategy you use to deliver these activities?

The organization develops networking opportunities for its members in partnership with corporate sponsors and university partners.

The organization's website includes a secure login that gives access to tailored career opportunities to LAMBA members. The job postings/leads are provided by the organization's corporate sponsors and members.

What were the outcomes? What successes and challenges have you had and what have you learned?

- LAMBA is now positioned as a platform to connect Latin American MBAs with one another and corporations in Canada among Latin American MBAs, corporate sponsors and business school partners
- The organization has achieved a favourable branding through a series of professional high-caliber events, networking activities and panel discussions
- Our events host, on average, 100+ LAMBA members and executives from leading companies
- Strong relationships with 4 Corporate sponsors and 8 Business School partners

- Solid financial position allows the organization to continue investing in activities that generate additional value to its members
- Over 600 MBA members to date across industries and geographies
- Some stories of success with members landing good job opportunities with top employers through the LAMBA events

Challenges:

- Organization relies on time offered by volunteers and has no staff allocated
- Some major industries in Canada are facing economic headwinds which limits their ability to provide sponsorships
- Sometimes, the primary contact is no longer working in the organization, so the connection to that organization could be lost

Learnings:

- Segmentation of the membership base is important to address different career needs more effectively
- It is critical to understand the priorities of each stakeholder to generate value more effectively

TIPS FOR SUCCESS:

- Employer Engagement is a constant effort – target the right employers and take a sales approach
- Tap into the expertise of your Executive team and be willing to make time and effort
- Preparation is important prior to meeting with an employer. Clearly articulate the value proposition of your organization before approaching employers. Stay connected to other leaders to exchange best practices and challenges Identify opportunities for mutual collaboration

SUGGESTED RESOURCES:

- LAMBA Annual Report -
<http://www.lambanet.ca/images/News/documents/lambaannualreport2013.pdf>