Program Objective:
To empower asylum seekers to actively and meaningfully take part and integrate into Finnish business/working life in a variety of professional roles or become entrepreneurs

Learning goals:
- understanding of Finnish/European business life, business/working culture, and basic rights and obligations
- business skills and concrete tools to function effectively in the Finnish business environment

A fast track into Finnish business – Pioneering Integration Program Business Lead 2016

- A multi-level development program supporting a rapid two-way integration of educated asylum seekers in Finland
- A program for English-speaking asylum seekers, with academic background and relevant work experience
- The program included live- and mobile online learning, mentoring and a 2-month Program Diploma Project in a Finnish company
- The program offered Finnish companies an opportunity to make a difference and a chance to acquire new innovative know-how and the benefit from a unique language - as well as other skills
- The program was delivered in partnership with Hanken School of Economics, Funzi and Helsinki Region Chamber of Commerce

#BusinessLead2016
Business Lead 2016 company partners empowering educated asylum seekers
Media attention in 2016

Hanken & SSE aloittaa turvapaikanhakijoiden koulutamisen

Korkeasti koulutetut turvapaikanhakijat puhuvat työintoa – ”Haluaisin osoittaa kiitollisuuteni suomalaisille”

Turvapaikanhakijoiden puhuessa on järjestelmämaanosan, hallinnointijohtajia ja muita korkeasti koulutuksia saaneita osallistuneet Helsingissä ja Turussa. 40 heistä aloitettiin yliopiston käytettävissä kohtelun, jota tapahtuu kauas hyökkäyksen lopetus, ilman ennen paremmasta. Pois kuukauten harjoittelupaikka, ja sen jälkeen, kuka tietää työpaikan.
Impact of the 2016 program

- 37/39 fully graduated
- Around 14 people found a place to work/study immediately after the program
- The average feedback of the internship companies was 5.3/7
- The average feedback of the participants of the program was 6/7
- Comment from the participants:
  - meaningfulness, purpose for life
  - A community that treated us as professionals, not only as asylum seekers
  - New business capability and cultural understanding
  - Improved clearly my future opportunities in working life
Business Lead 2017 - Live Program Overview

Module 1
12-13 June
European Business landscape and working life
History, demography and politics
European business culture and behavior
Doing business and working in Europe and Finland

Module 2
August
Business strategy and entrepreneurship
Strategy, vision & values
Business ideas & innovation
How to establish a company in Finland

Module 3
September
Financial Management and Self-leadership
Financial statements, Earning logics, Profitability & Business figures
Self-leadership

Module 4
October
Sales, marketing and customer understanding
Selling and marketing to Finns
Leadership styles

Assign- ment

Assignment

Assignment

Assignment

Assignment

Co-creation clinic with learning team
Co-creation clinic with learning team
Co-creation clinic with learning team

Mobile online learning
Group mentoring

Internship in a company
Business Lead 2017 – What’s new?

- Business Lead will be repeated in 2017 with a few new elements
- The program will be aimed at educated refugees and newly arrived immigrants who have a residence status
- The program will be delivered as a part of the pioneering Social Impact Bond (SIB) framework
- The new program will have new company partners
- Mentoring process designed and delivered by Hanken & SSE
- The program will address Finnish & European business landscape and organizational culture, strategic leadership, finance and a sales- and service mindset.
- Business Lead is a part of the Suomi Finland 100 initiative in 2017