

## From the Road Map to Kasitie Seminar Opening Words 29.09.2022

“Talent attraction”, “talent boost”, and “talent retention” ....

Not a single day passes without reading a LinkedIn post or an article talking about these topics. Not only in the Ostrobothnia region but in whole Finland.

I kept thinking .... what does this mean? And why everyone keeps talking about the same topics?

Well, after quite some time that allowed me to experience it myself, I got to realize that labor shortage in Finland is a critical issue, but I also understood that the Finnish government along with the regional actors are doing their best to solve this issue without any sugarcoating or misleading. They are allocating huge resources either humans, programs, or funds towards the solution of this issue and Talent Coastline is actually one of these resources.

As an international student came to Finland, I didn't know this “labor shortage” fact.

Well, I didn't do my research, probably I was more excited with the new experience rather than checking the facts.

However, this excitement did not last long, and reality hit me hard when I started applying for jobs that are relevant to my background.... needless to mention that my inbox started to get full of rejection emails.

I believe that am not alone, and we have all been there in this struggling phase of our life here in Finland, but today I want to tell you something that I have learnt through my journey.

Managing expectations is one of the important lessons that I have learnt.

We have to be realistic, and to be active and do our part fully.

We all know that Finland has this serious problem, so this will require an extra work from us internationals, as well as employers who need to be courageous enough to hire internationals.

Employing internationals & trusting them can be a challenge for some Finnish employers. Whether it is the language barrier from both sides, or the culture difference, or the stereotyping. Whatever the reasons are, it is a risk worth taken.

Let me tell you why? Internationals bring diversity in the workplace, and diversity brings creativity and innovation, leading to profitability and business growth, and with the right actions, it will lead to inclusion which is a magical force in any work environment.

Change is possible and it is happening already.

It takes time and patience, but so is the case with everything worthy in our life.

And today we will have the opportunity to measure the change and wrap up all the achievements that have been done in this regard. We will also learn from our experiences to improve the situation for the future. Hopefully, you will gain new insights from today's seminar. Thank you for listening!



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