

Business Lead 2016
An Integration Program to Educated Asylum
Seekers

Sari Salojärvi 23.6.2016



Two leading business schools – one provider of executive education



HANKEN

- Hanken is an internationally accredited business school
- Only stand-alone business school in Finland
- More international students than any other Finnish business school
- Executive education since 1976
- Hanken MBA since 1997



**Access the competence of two
EQUIS-accredited 100 year old
business schools.**

Customized programs on:

- **Leadership & Management**
 - **Strategy**
 - **Organizational change**
 - **Finance & Accounting**
- **Marketing, Sales & Customer Focus**
 - **CSR and Sustainability**



- Stockholm School of Economics Executive Education is the leading North European provider of executive education
- Ranked by Financial Times as the best provider of custom programs in the Baltic-rim region
- 60 employees
- Faculty network of 500+

Hanken & SSE founded in 2005
With 205 years of experience!

Business Lead - Program Logic

- Idea for program born at Slush Start-up Event 2015
- A multi-level development program supporting two-way integration of educated asylum seekers in Finland – with rapid impact, fast track to working life
- Program targeted towards English-speaking educated asylum seekers, with academic track record and relevant work experience
- The Business Lead 2016 Program contains the following elements:
 - A 7-day live learning program produced by Hanken & SSE
 - A mobile on-line learning service provided by Funzi
 - Entry Point Mentoring by Helsinki Region Chamber of Commerce
 - A 2-month Program Diploma Project in a Finnish company



Program Participants

- Candidates were identified through different stake holders; service centers, Red Cross and Start-Up Refugees project
- 64 qualified applicants in total applied for the program, 9 women - 55 men – 38 were selected, so far one drop-out
- Nationalities: Iraq, Syria, Afghanistan, Somalia, Eritrea, Ethiopia, Ghana, Yemen, Sudan and Bosnia & Herzegovina
- Most are asylum seekers but some have already gained resident status
- Majority of applicants based in Helsinki Area, but many from other parts of Finland
- Many have an engineering background – IT and Civil engineers, also some with an accounting and business background. All participants have ability to work in English.
- Similar initiative starting in Sweden by our Swedish sister company, SSE Executive Education Stockholm (RAMP)

Program learning goals

Overall objective:

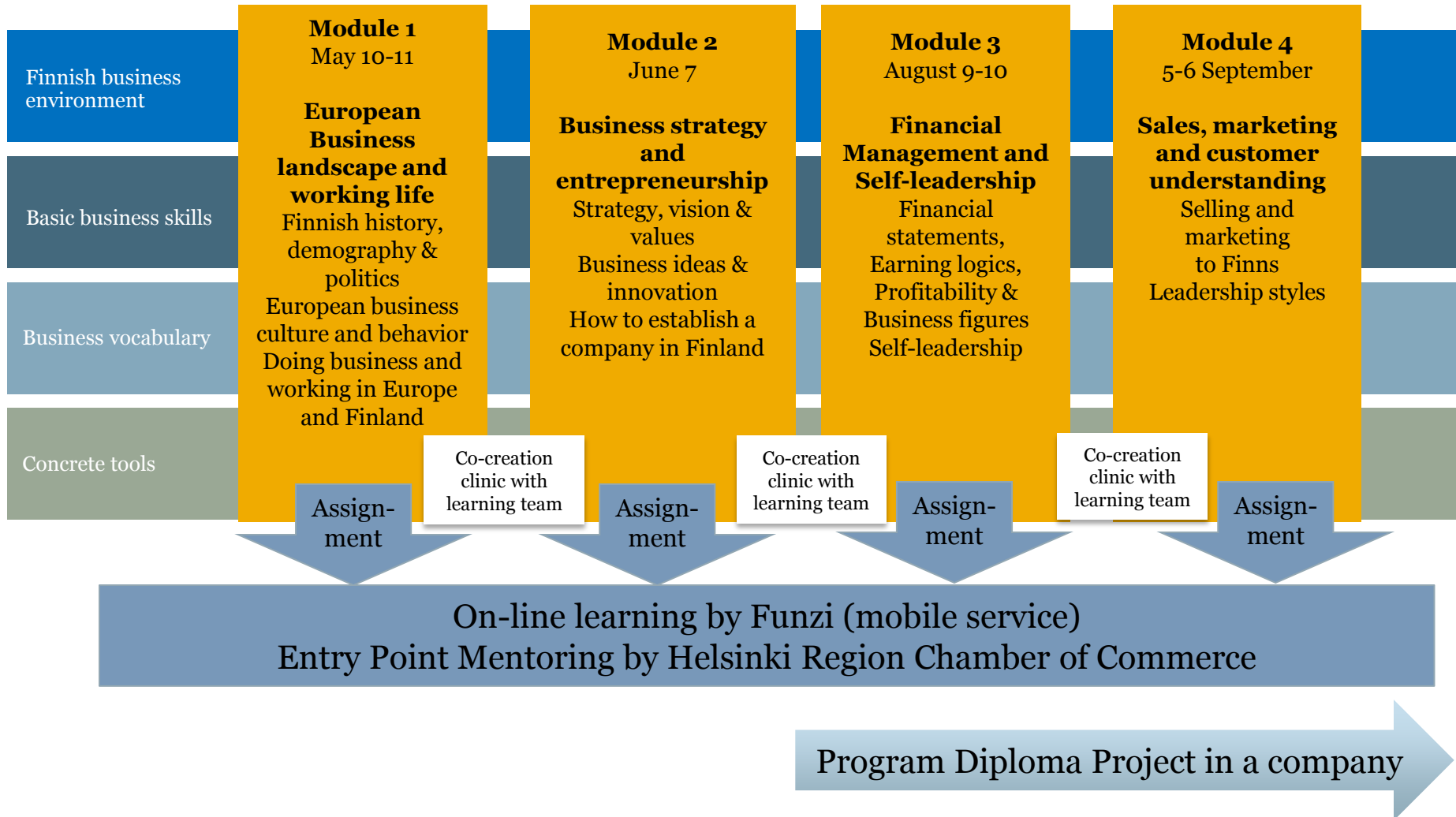
To empower asylum seeking participants to actively and meaningfully take part in Finnish business/working life in a variety of roles, e.g. employee, manager, expert, or entrepreneurial roles, depending on their own knowledge, education, background and experience.

Learning goals:

- to provide participants with an understanding of **Finnish/European business life, business/working culture**, and basic **rights and obligations**
- to provide participants with **basic business skills** and **relevant business vocabulary** needed to discuss and do business with future stakeholders
- to provide **concrete tools** to function effectively in a variety of roles in the Finnish business environment
- To **empower** participants to integrate into Finnish working life in a meaningful way

Business Lead 2016

Live Program Overview



Contributing Companies

Accenture

Agency Leroy

Ajatar

Amcham Finland

Camaleonte

Dazzle

Elisa

Elo

Ernst & Young

Etera

Federation of

Finnish Financial

Services

Fennovoima

Fingrid

Finnish Red Cross

Blood Service

Folksam

Fortum

Hanken & SSE

Executive Education

HUMLOG / Hanken

IBM Finland

Iwa Labs

Juuriharja Consulting

Kallio Primary School

Kone

Konecranes

Lumi Accessories

LähiTapiola

Microsoft

Nokia

Milton

Ramirent

Roschier

Seedi

SOK

SOL Palvelut

Supercell

Valmet

Varma

Virala

Wapice

WSP Finland

Wärtsilä

Media coverage on the program

HS OSASTOT UUTiset HSTV SÄÄ PÄIVÄN LEHTI TILAA HESARI Kirjautu

Nyt poimitaan pätevimmat pikavauhtia Suomen työelämään – yritykset ideoivat turvapaikanhakijoille

40 yrityksen rahoittama ohjelma yrittää saada koulutetuimmat turvapaikanhakijat pikavauhtia työelämään

TALOUS 12.5.2016 2:00 Päivitetty: 12.5.2016 8:11
Helsingin Sanomat JUHA METSO

Lue Hesaria läpi kesän!
Nyt vain 1€ PÄIVÄ
TILAA KESÄINTAAN

Luettuimmat

- 1 Soita aina ennen työhakemuksen lähettämistä – asiantuntijat neuvovat, minkälainen työnhaku tuottaa tulosta
- 2 Ruokavalio on suurin terveysuhka: Suomalaiset voivat huomosti, koska eivät syö ravitsemussuosittelun mukaan
- 3 Näin vältät laillisesti veroja
- 4 1980-luku palasi Helsinkiin – vaihtokuvat näyttävät, mitkä nousukauden villitykset ovat täällä taas
- 5 Poikka epäillään äitinsä murhasta Helsingissä
- 6 Isis vetäytyi Aleppon pohjoispuolelta – Isis ei pysty hallitsemaan useata rintamaa yhtä aikaa

*Tolven, että saan ohjelmasta hyödyllistä kokemusta ja ehkä myöhemmin työpaikan", kertoo irakilainen oikeustieteiden opiskelija Fadi Salim, 25.



Links to media coverage [in Finnish]

Newspaper Helsingin Sanomat 12.5.2016
<http://www.hs.fi/talous/a1462942200078>

Radio YleX interview 10.5.2016
<http://areena.yle.fi/1-3457526>

TV Yle Aamu-tv 11.5.2016
<http://areena.yle.fi/1-3421115>

Bisneskoulutusta turvapaikanhakijoille | Ylen aamu-tv

ANNA LEHMUSVESI @ALehmusvesi, Yle
HTTP://AREENA.YLE.FI/1-3457526