

Inkludi.no

An employment agency aiming at hiring employees with immigrant and minority group background

About Inkludi.no

Inkludi.no is an employment agency specialised in recruiting employees with immigrant or minority group background, and it is the first agency company of its kind in Norway. Inkludi.no does not receive any public funding but is a commercial company. It is important for Inkludi.no that employers should be able to strengthen his or her identity, keep his or her original name and have equal opportunities in the Norwegian labour market.

Although the employment agency has specialised in recruiting persons with immigrant and minority group background, it does not exclude anyone. All job seekers are welcome to register their CVs on their website. Among job seekers with immigrant or minority group origin, Inkludi.no targets first and foremost those who have problems finding a job and integrating themselves in the Norwegian society and labour market. For those who are already well integrated, there are other options.

Inkludi.no was created by three young entrepreneurs: Asif Rana, Umar Ahmad and Shazad Raja in 2006. Their professional background is ICT to which they have added Human Resource studies. They have varied experience from Norwegian workplaces.

Offers services to employers

Among the services that Inkludi.no offers are selecting staff for employers. The employment agency also offers staff for temporary jobs. Companies can register their vacancies at Inkludi.no, or they can choose to let Inkludi.no take care of the entire recruitment process for the company. Inkludi.no also creates tailor made solutions as to recruitment according to the need of the particular company, and they **secure** the quality of job seekers who have acquired their education and job experience abroad. Inkludi.no offers advices to companies that want to employ a person with an education or a CV from abroad. For example, if the job in question is within a technical profession, the advice from Inkludi.no may be to use a case-based interview that can last the whole day.

Inkludi.no also offers to assist organisations during the process of employing new employees, and this is a service that the employer has to pay for. This can include taking part in job interviews if a company asks for it. This may be useful also when the candidate for the job in question is born and grown up in Norway. With a representative for Inkludi.no taking part in the job interview, it is easier to talk about certain topics and it also reduces the risk of someone feeling insulted.

The employment agency also emphasis that there is quite a lot of ignorance among employers and that many of them perceive all persons with immigrant or minority group background as a homogenous group. There are also employers that hesitate to employ persons with immigrant or minority group background because they are afraid of losing clients. They do not want to lose business opportunities or to receive negative feedback from clients. Inkludi.no says that today's society should be reflected in an including work life and emphases that work is crucial for integration into society. On this background, Inkludi.no offers motivational courses to companies in order to raise their awareness and fight existing prejudices.

Offers services to job seekers

The employment agency offers various services to job seekers. Job seekers can ask Inkludi.no for help to write their CVs and also for help to prepare themselves for job interviews. Advising or coaching a job seeker with immigrant background or belonging to a minority group often comprises what is considered important to know about Norwegian job interviews and also about Norwegian workplaces. It is important that the job seeker knows that social life and being willing to take part in the social life at the workplace is important. If the potential employer gets the impression that a job seeker will not fit into the social life at the workplace, the job seeker is very likely not to get the job even if she or he is professionally qualified for the job.

A possible pitfall is that the job seeker with immigrant or minority group background does not have good enough knowledge about how Norwegian employers think when they want to employ a new employee.

Norwegian employers tend to emphasize the job seekers personal qualifications. These are skills such as being able to adapt and to take initiatives, good communicative and social skills as well as team working skills. On this background, the way the jobseeker presents herself is very important.

Foreign job seekers or job seekers with immigrant or minority group background often have great respect for employers and aim at giving the “correct” answer to questions. What they perceive as a “correct” answer may be totally wrong in the context of a Norwegian job interview. The employer will ask the job seeker to analyze her or his weaknesses and strengths. The employer will want the job seeker to be self critical and to analyse what she is good at and which qualities could be developed further and improved. This may be difficult for a job seeker coming from a culture where she is not supposed to talk about her weaknesses in a job interview.

Inkludi.no also plans to establish a discussion forum on their website. This will enable job seekers to meet online, to expand their networks and to discuss problems and challenges they have in common as job seekers as well as experience.

Advertising

Inkludi.no uses various means to advertise and make itself known. The employment agency advertises itself in student circles, it is represented on websites that target immigrants groups and they have a stand on the yearly Mela festival in Oslo (a big festival for immigrants and organised by various immigrant organisations in Oslo). The agency sends newsletters to their regular customers and there is also an Inkludi.no group on Facebook. The employment agency uses Facebook to find job seekers and to create networks. Inkludi.no also collaborates with NAV, the Norwegian Labour and Welfare Administration that has a link to www.inkludi.no

Expanding to new areas

Inkludi.no has recently expanded their services and is now also working in the health and care sector in Oslo. The agency offers staff for temporary jobs in the health and care sector, like nurses and nurse assistants with and without formal qualifications. The employment agency has a particular database for CVs for well qualified health and care staff. This sector is important for Inkludi.no because this is a sector with many employees with immigrant and minority group background.