



makingTheMove

Impact Report

2025

**Empowering Black professionals,
newcomers and women to thrive in Canada**



Our story

From humble beginnings to transformative impact, makingTheMove has grown from a simple idea into a powerful movement. We've created pathways for Black professionals, newcomers, and women to survive and thrive in the Canadian professional landscape.

Over five years, we've built a community where barriers become stepping stones, networking leads to real opportunities, and career advancement isn't just a dream—it's an achievable reality. This is our story of impact, growth, and unwavering commitment to empowering professionals across Canada.





Current Programs

At makingTheMove, our programs are designed to open doors for learning, connection, and growth. The comprehensive suite of programs we've offered over the past five years demonstrates our commitment to professional development and community building.

Chat series: 76 sessions

Virtual networking sessions and skills workshops led by industry experts, creating meaningful connections and knowledge transfer opportunities.

ForWomenByWomen Conference: 3 annual events since 2023

Our flagship gender-based initiative focused on women's wellness, career growth, and financial empowerment, with 60% year-over-year growth.

Office Tours: 2 provinces and 4 cities

Designed to demystify corporate environments and connect participants directly with top employers across Canada.

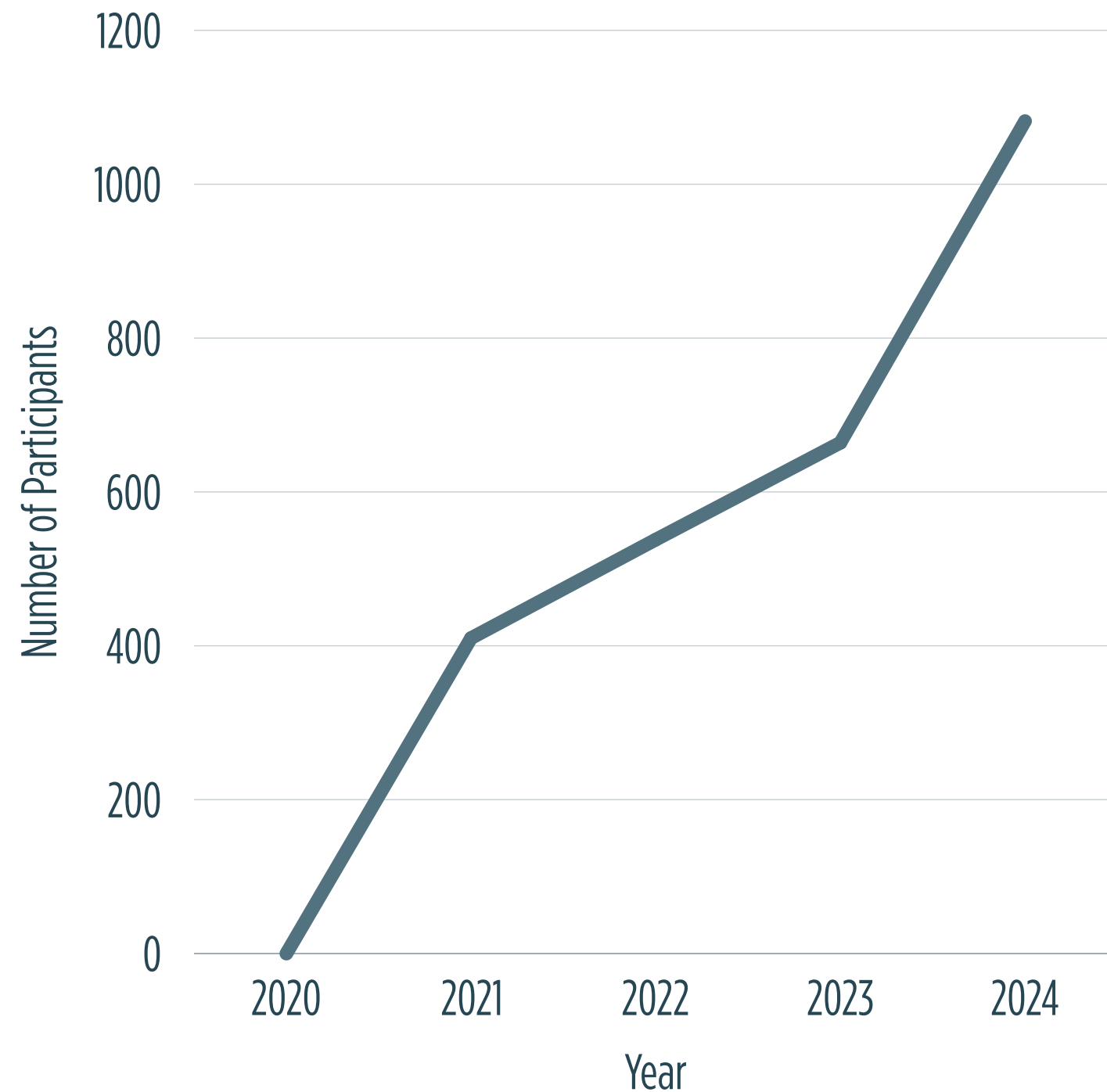
Career workshops: 16 workshops

Hands-on learning experiences to strengthen skills and prepare participants for new opportunities in their chosen fields.



5 Year Performance Highlights

Growth



Since launching in 2020, makingTheMove has experienced remarkable growth in participation, demonstrating the vital need for our services in the Canadian professional landscape.

What started as a small initiative has evolved into a thriving community platform, with hundreds of professionals joining our programs and events annually. The steady upward trajectory shows our expanding reach and growing impact.

The chart clearly illustrates this progress, with participation reaching its highest point in 2024, reflecting our successful efforts to build trust and deliver value to our community.

5 Year Performance Highlights

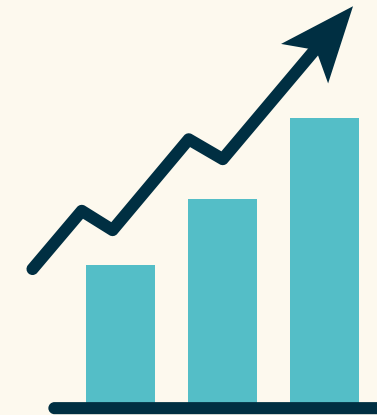


Track record



\$11 million economic impact

Total value secured in job placements and career advancement opportunities for our participants across Canada.



80% success rate

Clients securing meaningful roles through our personalized coaching program, demonstrating the effectiveness of our approach.

These numbers represent more than statistics—they reflect lives changed, careers launched, and families empowered. Our comprehensive approach to professional development has created a measurable impact across industries and communities throughout Canada.



Our clients now work at...



Our participants have secured positions at Canada's most prestigious organizations, spanning technology, finance, healthcare, consulting, and government sectors. From startups to Fortune 500 companies, our alumni are making their mark across diverse industries.

This impressive roster of employers demonstrates the calibre of professionals we support and the confidence these organizations place in our community members. Each placement represents not just individual success, but validation of our approach to professional development and career advancement.

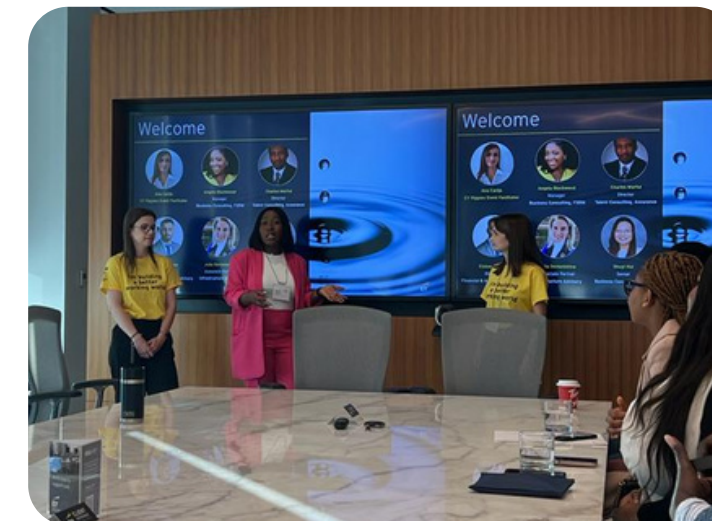
5 Year Performance Highlights

Community Impact

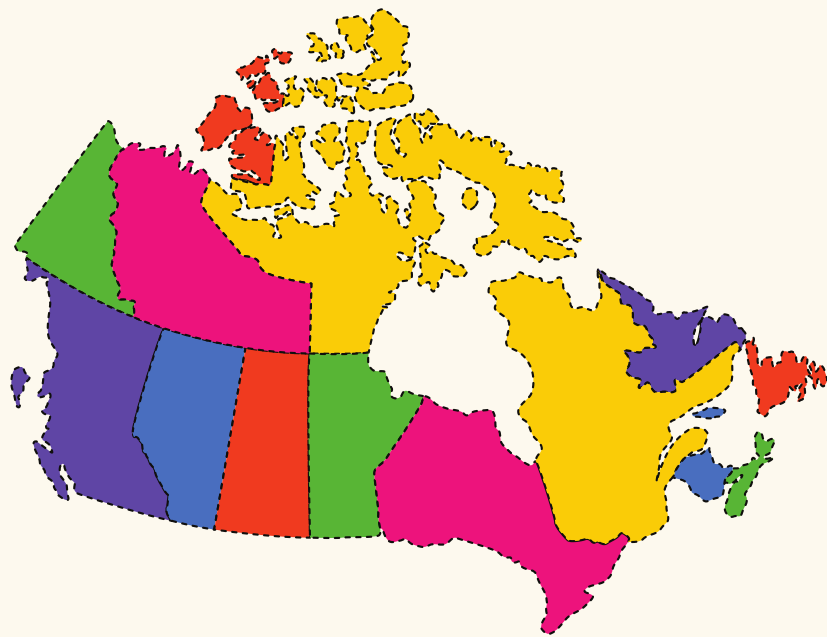
96 Sold Out Events

Successful gatherings delivered with consistently high demand and engagement. The consistent demand for our events reflects the quality of programming and genuine value we provide to the professional community. Every sold-out event represents connections made, knowledge shared, and careers advanced.

From intimate networking sessions to large-scale conferences, our events consistently exceed capacity, demonstrating the hunger for meaningful professional development opportunities in the Canadian market.



National & International Reach



Coast to coast coverage

We proudly serve professionals across Canada, with established presence in five provinces: Ontario, Alberta, Quebec, Manitoba, Nova Scotia, and British Columbia.



International reach

Our reach extends internationally with clients in over 12 countries, notably Nigeria, Ghana, the United Kingdom, Jamaica, and more, supporting professionals worldwide.



2000+ participants supported

Total professionals supported across our programs, including newcomers, Black professionals, and women seeking career advancement.

5 Year Performance Highlights

Recognition & Awards

4 major awards

Council of Nigerian Professionals

Recognized for outstanding contributions to professional development within the Nigerian-Canadian community.

Thriving Immigrants in Canada

Celebrated for innovative approaches to supporting newcomer integration and career success.

Black Diamond Award

Honoured for excellence in advancing Black professional opportunities across Canada.

Canada's Leading African Network

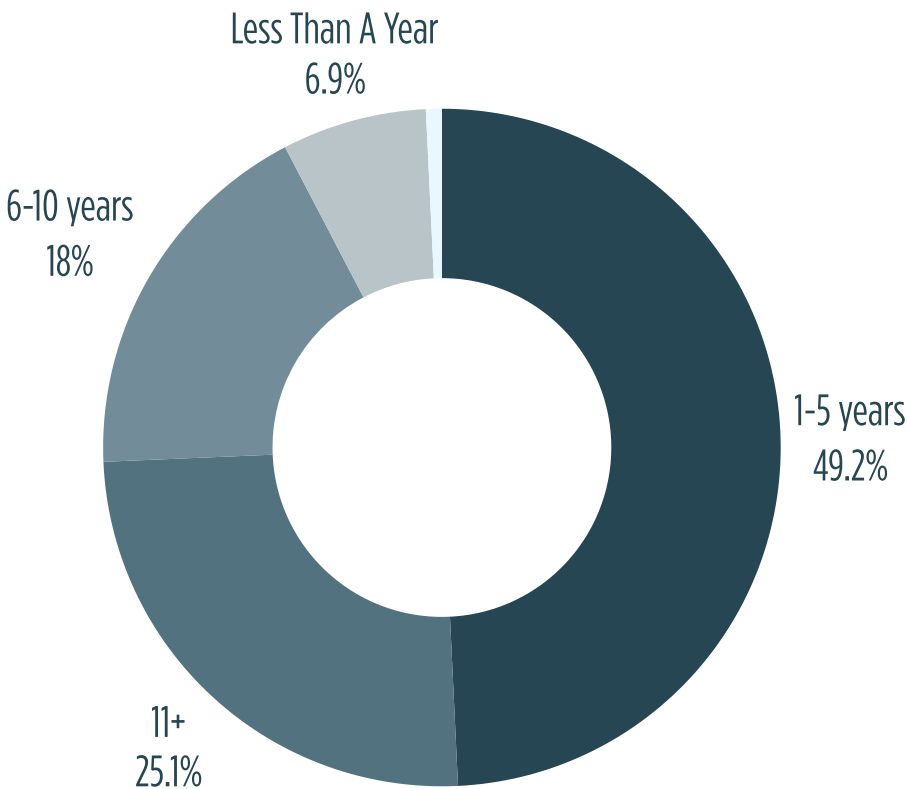
Acknowledged as the premier organization connecting African professionals across the nation.



Participants Stats

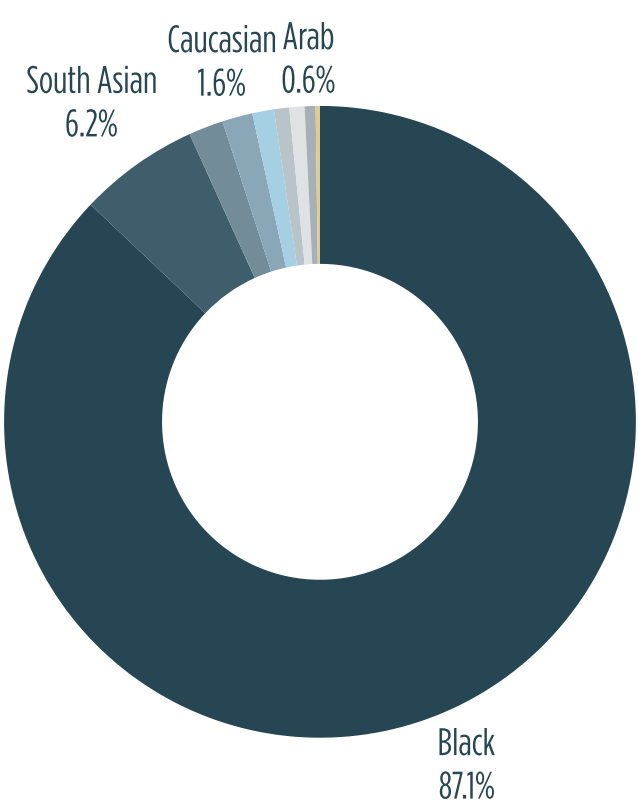
Understanding our community

Years of Experience



Our community spans all career stages, from new graduates to seasoned executives, creating rich opportunities for mentorship and knowledge exchange.

Ethnicity



The diversity of our participant base reflects Canada's multicultural fabric, with strong representation from African, Caribbean, and other global communities.



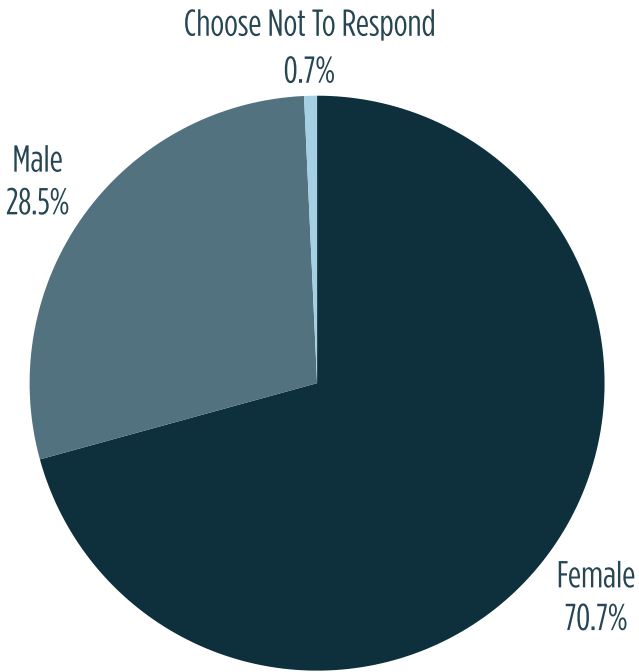
These demographics showcase the rich diversity that makes our community so vibrant and impactful. By bringing together professionals from different backgrounds and career stages, we create powerful networking and learning opportunities.

Community Profile



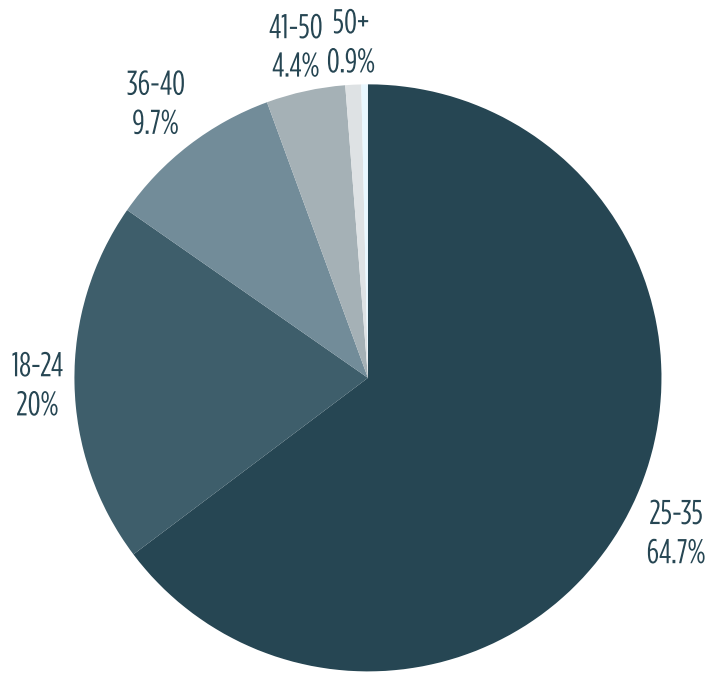
Gender & Age Distribution

Gender Breakdown



Our programs attract professionals of all genders, with strong female participation reflecting our commitment to women’s advancement in the workplace.

Age Distribution



The age distribution shows strong engagement from millennials and Gen X professionals who are actively building and advancing their careers.



Our balanced demographic profile enables us to address the unique challenges faced by different professional groups while fostering inclusive networking opportunities across all backgrounds.

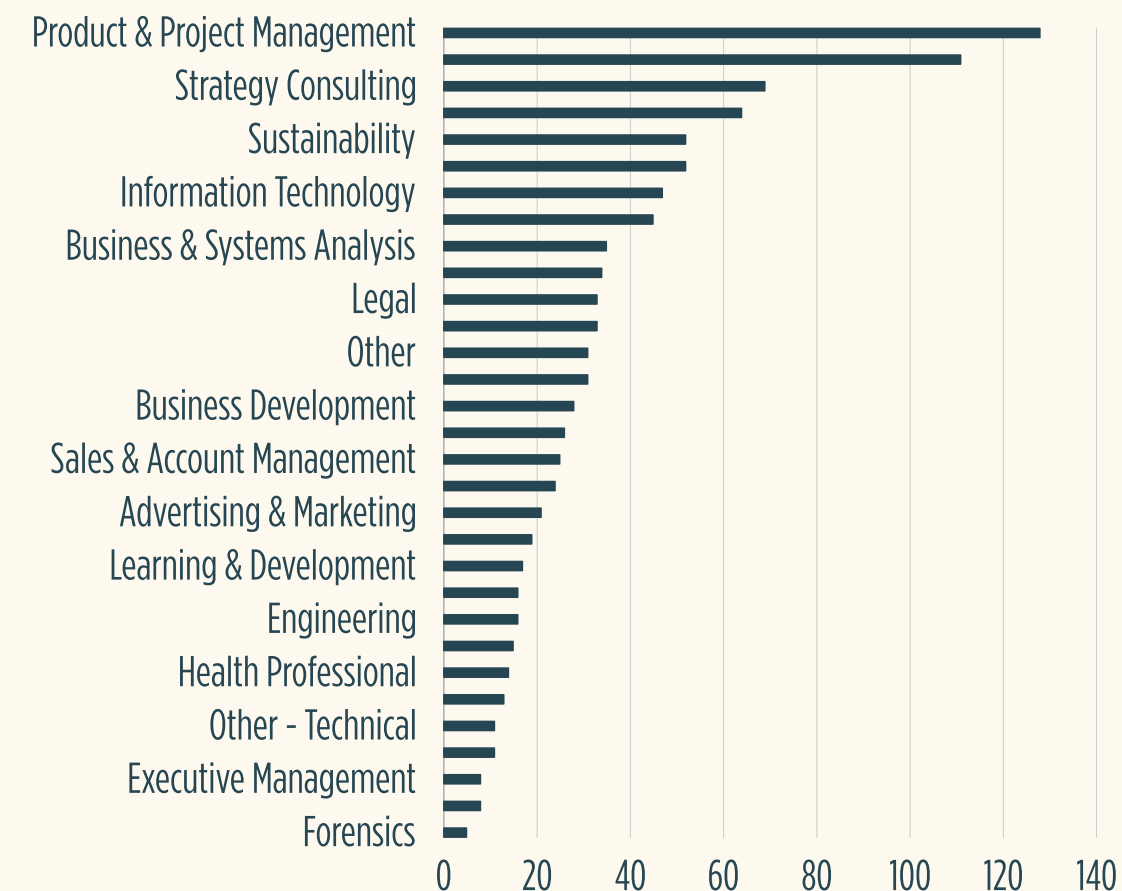
Industry Insights

Current Industry Distribution



Our participants currently work across diverse sectors, with strong representation in technology, healthcare, finance, and consulting.

Industries of Interest



Target industries reveal aspirations toward technology, consulting, and emerging sectors, guiding our program development priorities.

The comparison between current positions and career aspirations helps us tailor our programs to bridge skill gaps and create pathways into high-growth industries.

This data directly informs our workshop content, speaker selection, and partnership strategies.

Understanding where our participants are and where they want to go enables us to create targeted programming that delivers real career advancement results."

Speaker testimonials

Industry Leaders Share Their Experience



Alison Morgan

Global HR Services, Modernization & Operational Effectiveness

3mo

I had the honour of speaking at the Making the Mark conference, where I shared insights on how to approach interviews with confidence, clarity, and a game plan.

When you're going after a role—especially one that stretches you—it's not just about answering questions. It's about showing how you think, how you lead, and the unique value you bring to the table.

Here's a quick snippet from my talk where I dive into the importance of being strategic in how you present yourself.

Grateful for the opportunity to connect with so many driven professionals and share what I've learned along the way.

#MakingTheMark #CareerGrowth #StrategicLeadership #InterviewTips #Pers



Erin Griffiths

Executive Vice President, Global Wealth Solutions, Scotiabank

3mo

For the second year, I had the pleasure of attending and speaking at the [makingTheMove](#) [#ForWomenbyWomen](#) event. [#ForWomenbyWomen](#) creates a supportive space for all women and [makingTheMove](#) provides career coaching to skilled African newcomers in Canada, connecting them to industry leaders for employment guidance and networking.

The sessions focused on career development, building your brand, networking and navigating life's transitions. The stories and insights were inspiring — [Alison Morgan](#) spoke about the power of owning your career, advocating for yourself and the importance of not comparing your career path to others.

I was joined by [Swanzy Quarshie, CFA](#) in a fireside chat about leveraging your transferable skills, building relationship capital and seeking advocates to take your career to the next level.

Thank you [Yasmin Pallan](#) for moderating our fireside chat and [Teniola Onabanjo](#) for organizing an incredibly engaging and meaningful way for women to connect and develop their careers.



Tristan Cammaert

Global Client Partner at EY

1yr

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It was such an honour to speak with my colleague [Brenda New](#) today at the [#ForWomenByWomen](#) event hosted by [makingTheMove](#) and sponsored by [EY](#). The energy, expertise and passion of the participants was infectious! Congratulations to [Teniola](#), founder and brilliant leader of [makingTheMove](#) - so proud of you!!



makingTheMove

2,141 followers

1yr

Excited to kick off the second edition of our [#ForWomenByWomen](#) event with an insightful fireside chat with [Tristan Cammaert](#) and [Brenda New](#). ...more



Angela Tao, CPA, CA

Recruitment Leader | Authentic Connector | Passionate in Building Me...

3mo

🌟 Last month, I had the opportunity to present "Thrive in Your New Role: Ace Your Big Girl Job" at the ForWomenByWomen Conference ([makingTheMove](#)) — and it was incredible!

There's something incredibly fulfilling about having honest, grounded conversations about professional development with a room full of ambitious, thoughtful women just starting their journeys.

We talked about:

- 💡 Building self-awareness
- 💡 Navigating ambiguity
- 💡 Managing up and across
- 💡 Embracing growth mindset over perfection

As I was preparing, I kept thinking: I wish I had a session like this when I started my first job. So I'm grateful I get to pay it forward and help others feel just a little more seen and equipped for what's ahead.

To the participants, thank you for showing up with curiosity and vulnerability. I'm cheering you on as you grow, stretch, and thrive.

[Teniola Onabanjo](#), thank you for the invite!

ForWomenByWomen creates a supportive space for all women, and makingTheMove provides career coaching to skilled newcomers in Canada, connecting them to industry leaders for employment guidance and networking

Senior VP, Scotiabank

A day packed with inspiring panel conversations, mini workshops and networking.

It also showcased personal power in shaping the future, true to the event's theme.

Industry Expert

There's something incredibly fulfilling about having honest, grounded conversations about professional development with a room full of ambitious, thoughtful women just starting their journeys.

Recruitment Leader, KPMG

Client testimonials



Transforming Careers, Changing Lives

These testimonials represent hundreds of similar success stories across our community. Each career advancement reinforces our mission and motivates us to reach even more professionals seeking growth opportunities.



I attended The ForWomenByWomen Conference not knowing anyone, but left with heartwarming conversations and new friendships. Now, a month later, our chats are still going strong! So grateful for spaces like these - reminders of how much we can grow together in our journeys.

Ha-Doan L, People and Operations Associate

My Big 4 background wasn't enough to land my dream role - until makingTheMove connected me with the right people. I received a job offer within 2 weeks of attending one of their events. I highly recommend makingTheMove to anyone looking to navigate the Canadian job market let them show you the way!

Mariam S., Manager, Tax

makingTheMove made a huge impact in my career as I utilized career coaching sessions during my career start in Canada. MTM helped me develop my personal brand and networking skills, which helped me double my income and transition to an industry I was passionate about—within a few months of using MTM's platform.

Margaret H, Senior Consultant, Financial Crimes



Proudly supported by...

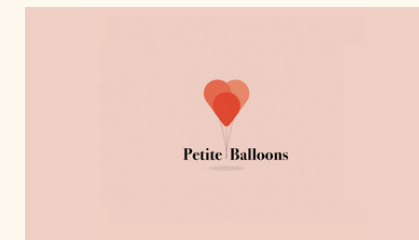
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Our success is built on strong partnerships with leading organizations that share our commitment to professional development and diversity in the workplace. These strategic relationships enable us to deliver high-quality programming and create meaningful opportunities for our community. Together with our partners, we're building a more inclusive and accessible professional landscape across Canada.

Next steps 2025 - 2026

Vision for Year Six



As makingTheMove enters its sixth year, we celebrate remarkable achievements while setting ambitious goals for the future. Our vision is to support over 5,000 professionals and host more than 100 events across five provinces, significantly expanding our reach and deepening community impact.

Year Six represents a pivotal moment in our evolution—building on our solid foundation while embracing innovation to make our programs more accessible and impactful. We're not just scaling; we're revolutionizing how professional development reaches underserved communities across Canada.

1 Enhanced Programming

Monthly Chat Series with industry leaders, bi-monthly Office Tours across five provinces, and quarterly wellness sessions focusing on mental health and financial literacy.

2 Digital Platform Launch

Introducing our comprehensive digital platform for accessible coaching, mentorship, and job matching services available 24/7.

4 Operational Excellence

Strengthening team alignment and program delivery consistency while maintaining the personal touch that defines our community.

Next steps 2025 - 2026

FWBW Expansion



ForWomenByWomen, makingTheMove's flagship conference series, has grown from a vision into a transformative movement for ambitious women across Canada and beyond.

This groundbreaking initiative, covering career growth, wellness, and financial empowerment, will now operate as an independent entity with dedicated leadership and operations.

The transition marks an exciting new chapter that will amplify opportunities for women while allowing makingTheMove to deepen its focus on serving newcomers and Black professionals.

1

Strategic Collaboration

Continued partnership with makingTheMove to share opportunities, participants, and insights while maintaining operational independence.

2

Accelerated Impact

Independent operations will enable focused growth strategies and deeper specialization in women's professional advancement.