



**José García**

34 | CONSULTANT

### Scenario

Jose has just moved to Melbourne and is looking to settle in

### Goal

Jose is looking to find a company that will sponsor him to stay in Australia.

STAGE	TRIGGER	SEARCH FOR ACCOMMODATION		SEARCH FOR EMPLOYMENT						ACCEPTING JOB OFFER			
ACTION	Jose lands in Australia. He is staying at a hotel for the first week allowing him to find accommodation and set up his bank account	Jose looks online for housing and decides to look for accommodation in the CBD area of Melbourne, as he doesn't know what job he will get and it's location	Jose finds an apartment on the outskirts of the CBD and signs a contract.	Jose has been in Australia for a few of weeks now and is now looking for a job.	Jose decides to look online for a community group to join and start networking.	Jose becomes a member. He also joins a networking event that has been posted on the group page.	Jose goes to the event and meets a business owner that is interested in Jose's background and skills	Jose meets up for coffee but finds the business owner is not able to sponsor him.	Jose doesn't give up and keeps reaching out to his network and continuing to attend networking events	At his next networking event, Jose meets the manager of a consulting firm who invites him in for an interview.	The manager is keen to get Jose into the firm and is aware of his visa situation. The manager is not deterred by this and offers Jose a job.	Jose is sent a contract and completes the paperwork (contract and visa application) and starts work on Monday.	Jose has settled into Australia and wants to help other Latin Americans that may be on the same journey.
FEELING	Excited Optimistic	Uncertain Apprehensive Tired	Relieved Mindful	Lost Nervous	Needs help Determined	Nervous Excited	Optimistic	Discouraged Daunted	Challenged Determined	Optimistic	Ecstatic	Achievement Determined Drained	Content Relieved
THINKING OR SAYING	☹️ Everything seems so different here	☹️ It's hard to find somewhere I can live  ☹️ Is this a good area to live in?	☹️ I'll need to find a job soon so I can keep up with the rent	☹️ How do people find jobs here?  ☹️ Will I be able to find anything in my industry?	☹️ How can I connect with locals?  ☹️ I hope I can find someone to help me	☹️ Will my English be good enough?	☹️ I'm really glad that I'm able to talk to this person	☹️ I really thought I had a chance	☹️ I've come this far - I'm not giving up now	☹️ I'm excited - this could be it!	☹️ Yes!! I got it!	☹️ I did it! I'm going to give it 100%  ☹️ ...damn this is a lot of paperwork	☹️ I want to give back to other Latin Americans in the same situation.
TOUCHPOINT	Family friend via FB Hotel staff Bank	Flatmates.com.au Gumtree.com.au PTV APP	Real estate agent	Seek.com.au	Mexicans in Melbourne Facebook Group Meetups	Networking event	People at the event Host/Volunteers Linkedin (connections)	Linkedin Email Business owner	Facebook/Family friends Meet Ups/FB events Linkedin groups	Free Consultancy Seminar	Business Owner Friends and family	Department of Immigration Business Owner	Local interest group/club Facebook groups Linkedin
PAIN POINTS	Cost Different culture	Difficult to find somewhere to live	Finds hard to manage his financial stability	Hard to find work in his industry.	Struggles to make connections with Australians.  Finding a group which meets his needs	Requires a high level of English to get a job.	Meeting relevant people in his industry  Unsure of how to act when talking to people due to cultural differences	Finds it difficult to get a sponsorship	Wants to make connections but finds it's not always easy.	Meeting relevant people in his industry	Missing his family and friends	Dealing with immigration paperwork	Not knowing how to use his experience to help others
OPPORTUNITY	HMW connect earlier with Jose and guide his orientation	HMW make accommodation easy for internationals to find?	HMW make Melbourne easy to navigate and get to know	HMW make finding a job for newly arrived professionals a seamless process?  HMW create opportunities for people to find jobs in their industry easy?	HMW help connect new internationals with local people?  HMW increase the visibility of Somos21 and its benefits to engage Jose?	HMW help internationals improve their ability to speak English for work?	HMW better match Jose to business owners who may be interested in his professional background?  HMW better integrate Jose into existing communities?	HMW help Jose talk to businesses who are able to sponsor him?  HMW help businesses to sponsor Jose?	HMW provide support to people struggling to find work?	HMW we facilitate the right introductions	HMW we still be of value once he's settled in and got the visa?  HMW we celebrate key milestones in people's journey?	HMW guide people through the visa application process?	HMW use Jose's experience to support others going through the same process?  HMW encourage Jose to give back to the community