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## Agenda and Speakers

The 2016 Better Workplace Conference: Making a Difference Through Transformation • Oct 25–26, 2016 • Vancouver

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### Tuesday, October 25, 2016

7:45 am **Registration and Continental Breakfast**

8:15 am Welcoming Remarks



**Mary-Lou MacDonald**  
Director, Workplace Health, Wellness and Safety Research  
The Conference Board of Canada

8:15 am Opening Remarks from the Chair



**Marie Mac Donald**  
President  
Marie Mac Donald Consulting

8:30 am Sponsor Welcome



**Elizabeth Dunton**  
Senior Manager, Public Affairs and Market Access  
Lundbeck Canada Inc.

8:40 am Mindful Minute provided by Dr. Geoff Soloway

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8:45 am Plenary Session 1

**Opening Keynote: Removing Barriers and Unleashing Potential**

Through the power of his own story and the inspiration he's found in others, Rick Hansen encourages leaders to empower their team to create workplaces that support a culture of accessibility and inclusion. Rick challenges audiences to check their own attitudes and question the barriers to success within their workplaces. Through the Rick Hansen Accessibility and Inclusion Program, Rick and his team raise awareness about accessibility, inclusion, and the potential of people with disabilities.

Through the lens of each individual's unique abilities Rick Hansen will introduce the themes of the event - for only when everyone is enabled to make their unique contribution will we have better workplaces, healthier workplaces and will we all be able to reach our own potential.



**Rick Hansen**  
Chief Executive Officer  
Rick Hansen Foundation

9:45 am Plenary Session 2

**Better Work: Innovation, Culture, Success and Failure: The Amazing Transformation of the Municipal Property Assessment Corporation (MPAC)**

Sometimes the prospect of transformation can seem daunting - but what if you could achieve major change in only 100 days? It sounds improbable but that is the goal Antoni Wisniowski set. In this session he will share the story of how they set about achieving this goal and their continued efforts at change and transformation.

You will hear how the organization used a specific rapid results methodology to implement change. This involved changes not just to processes but also to the culture while encouraging innovation. The key to this approach has been a focus on results combined with an acceptance of the fact of failure. Their aim is to learn from failure and put those lessons into practice.



**Antoni Wisniowski**  
President and Chief Administrative Officer  
Municipal Property Assessment Corporation

10:30 am Mindful Minute provided by Dr. Geoff Soloway and Break

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10:30 am Wellness Break

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10:45 am Concurrent Sessions Set A  
(please choose one)

10:45 am Concurrent Session A1

### **Healthy Brains at Work: Employer-Sponsored Mental Health Benefits and Programs**

This session will outline the findings of the Board's latest research. Combining the insights of the first three in a series of four reports on Healthy Brains at Work, Louis will share some of the key insights.

These three reports are:

- Briefing 1: *The Footprint of Mental Health Conditions*. This first briefing explored data on mental health conditions in the employed population. The prevalence of mental health disorders was found to be significant among employed Canadians, with workers in the services industries experiencing the highest occurrence of mental illness over their lifetime.
- Briefing 2: *Healthy Brains at Work: Employer-Sponsored Benefits and Programs*. The second briefing explored findings from the Conference Board's survey of Canadian employers on the mental health supports currently offered in the workplace. It also highlighted leading workplace mental health strategies, programs, and benefits through employer case studies.
- Briefing 3: *Estimating the Impact of Workplace Mental Health Benefits and Programs*. The third briefing of the series builds on the Conference Board's economic modelling expertise to estimate the potential impact if the use of effective mental health benefits and workplace programs were optimized in Canada. Insights from the results for businesses, health, and policy stakeholders are included.

Hear first-hand the results of this timely research and discuss how you can use this information to benchmark your own mental health programs, strategies, and costs.



**Louis Thériault**  
Vice-President, Public Policy  
The Conference Board of Canada

10:45 am Concurrent Session A2

### **Depression and Cognition: What Helps and What Doesn't?**

Dr. Raymond W. Lam is Professor and BC Leading Edge Chair in Depression in the Faculty of Medicine, University of British Columbia, and Director of the Mood Disorders Centre of Excellence at the [Djavad Mowafaghian Centre for Brain Health](#) in Vancouver. His research covers

the spectrum of non-medication and medication treatments for mood disorders, with a focus on seasonal, difficult-to-treat and workplace depression.

He has published almost 300 papers in peer-reviewed journals and authored 11 books on depression, and serves on the editorial boards of 7 international journals, including as an editorial advisor for the Cochrane Collaboration. He is also the Executive Chair of the Canadian Network for Mood and Anxiety Treatments ([CANMAT](#)).

Major depression is a leading cause of work disability and economic burden in Canada. The major contributors to impaired work functioning are cognitive symptoms of depression, including problems with concentration, memory, processing speed, and executive function (organizing, planning, multitasking, decision-making). In this session, Dr. Lam will focus on new clinical research about the relationship between work impairment and depression-related cognitive symptoms, especially problems with executive functioning. Participants will learn about new screening tools and depression treatments that specifically target cognitive dysfunction and their potential for improving occupational outcomes in workers with depression and anxiety.

*Sponsored by:*



**Dr. Raymond W Lam**

Professor & Associate Head for Research, Department of Psychiatry  
The University of British Columbia

10:45 am Concurrent Session A3

### **Better You: Becoming a Better Leader Through Neuroleadership**

Neuroleadership connects neuroscientific knowledge with the fields of leadership development, management training, change better understanding how the human brain functions. Behaviour change requires deep learning and by focusing on creating new insights and rewiring our hardwiring, it is possible to impact change, at the level of individuals, teams and whole systems.

Using evidence from the latest brain research, emotional intelligence and her coaching practice Dori will provide a new perspective on leadership, change and resiliency.



**Dori Van Stolk**

Coach, Consultant, Facilitator  
ensoGroup

11:45 am Networking Luncheon

12:45 pm Mindful Minute provided by Dr. Geoff Soloway

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12:45 pm Plenary Session 3

**What's Trending: Benchmarking Organizational Health in Canadian Workplaces**

It is well known that the organizational benefits of a healthy and safe workplace are many-including reduced health care costs due to illness and injury, improved productivity, and increased employee attraction, retention and morale. A comprehensive and optimal organizational health management strategy should integrate programs to protect employee health and safety, promote wellness, and effectively manage absence and disabilities.

For more than 25 years, Mary-Lou MacDonald has helped organizations build strategic employee health, wellness and safety programming. Mary-Lou is the Director of the Conference Board's Workplace Health, Wellness and Safety Research Team. In 2016, her team conducted a National Study to discover what Canadian organizations are doing to support employee well-being. This study included a survey of more than 200 Canadian businesses as well as case studies with employers.

During this session, Mary-Lou will share results of this landmark study publicly for the first time. Attendees will gain insight into current Canadian organizational health management strategies, the health trends that are driving changes to programs, and the innovative efforts by employers to integrate their occupational health and safety, wellness, and disability management programs.



**Mary-Lou MacDonald**

Director, Workplace Health, Wellness and Safety Research  
The Conference Board of Canada

1:45 pm Energizer Stretch Break Provided by Curtis Health

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2:00 pm Concurrent Sessions Set B  
(Please choose one)

Concurrent Session B1

2:00 pm **Mindfulness, Health & Performance**

Given today's environment of constant connection, continual interruption, and fast paced change, it comes as no surprise that interest in mindfulness is increasing. Based on a centuries-old practice, advocates of mindfulness claim it offers greater focus, peace of mind, and significant health benefits. Just how effective and useful is mindfulness in the modern world?

Dr. Linda Carlson's extensive research into mindfulness includes a recent study that showed significant health benefits for breast cancer patients. She will share the results of this study and others, to establish the case for the use of mindfulness in clinical practice.

Dr. Carlson will then consider the value of mindfulness for employees, and how it can increase their effectiveness-especially in times of change-when competing demands and a changing environment put additional pressures on us all.



**Dr. Linda E. Carlson**

Professor, Department of Oncology, Cumming School of Medicine  
University of Calgary

2:00 pm **Concurrent Session B2**

**Better Health: Work Life Balance, Compassion Fatigue and Burnout  
- Practical Strategies From the Front Line of Health**

At times it seems as if achieving work life balance is to dream the impossible dream - and while Michael Garron Hospital doesn't claim to have achieved this for everyone it has become a powerful aspiration that guides their wellness strategy.

A more common experience in organizations is burnout. Employees simply face too many demands both inside and outside work, and too many ignore the psychological and physical repercussions as they try to keep pace. In environments such as hospitals, compassion fatigue is also a danger as the work involves an emotional and spiritual engagement. Those in caring professions notoriously neglect their own well-being.

To address this situation the hospital has implemented a number of initiatives and begun a cultural transformation that supports the well being of staff and patients. Wolf Klassen and Christine Devine will discuss what has worked and progress to date.



**Wolf Klassen**

Vice-President, Program Support  
Toronto East Health Network



**Christine Devine**

Wellness Specialist  
Michael Garron Hospital

2:00 pm Concurrent Session B3

**Better You: Improving Collaboration and Effectiveness by "Working Out Loud" (WOL)**

You can't reach your full potential on your own, and your colleagues can't reach their full potential without you.

WOL is a rapidly growing approach to achieving your goals and your full potential by connecting, sharing and collaborating with others.

In this session leading WOL practitioner Jonathon Anthony will show how you can use these three questions:

- What am I trying to accomplish?
- Who can help me?
- How can I contribute to them to deepen our relationship?

Build your networking on a foundation of generosity. You begin by investing in relationships that give you access to other people, knowledge, and possibilities.

Through WOL circles you can build your own network toward a goal you care about in 12 weeks. Circles help you develop a mindset and habit you can apply to any goal.



**Jonathan Anthony**  
Director, Corporate Communications  
Teekay Corporation

3:00 pm Sponsor Spotlight Set A  
(Please choose one)

3:00 pm Sponsor Spotlight A1

**Resilient Teams: Activities For Any Workplace**

In October 2015, a group of experts in the areas of resilience, trauma, emotional intelligence and compassion fatigue met at the Better Workplace Conference in Gatineau, Quebec to develop workplace activities that build skills for resiliency.

Resilience includes a sense of self-efficacy and the ability to problem solve, and give and receive social support. Resilient teams can not only better deal with workplace stressors and traumatic incidents, they are also more productive and engaged.

Join Mary Ann Baynton and the Great-West Life Centre for Mental Health in the Workplace at the launch of this new resource, where you will get an opportunity to build your own resilience skills by participating in some of the activities.

You will be provided with a book of activities to take back to your own workplace to use with your teams.

*Sponsored by:*



**Mary Ann Baynton**

Program Director

The Great-West Life Centre for Mental Health in the Workplace

3:00 pm Sponsor Spotlight A2

### **Leaving DIS—Abilities Behind and Focusing on Abilities of Aspiring Workers**

Mental Health Commission of Canada defines the term Aspiring Workforce as individuals with mental illness that are able and want to return to work. This interactive session will explore the business case for employers to hire individuals with mental illness, uncover common and effective accommodation strategies, and discuss programs, tools and resources available for employers ensure effective recruitment and retention of aspiring workers.

*Sponsored by:*



**Louise Chénier**

Program Manager, Prevention and Promotion - Workplace  
Mental Health Commission of Canada

3:00 pm Sponsor Spotlight A3

### **The Future of Health Benefits: Personalization, Convenience & Choice**

The workforce is changing and the health needs of employees are evolving. Innovative new health resources are being introduced daily. In this interactive session, learn more about the exciting world of digital health, and discover how technology advancements can support improved engagement, productivity and risk management - for business, the consumer and our population.



**Lori Casselman**



Chief Health Officer  
LEAGUE

4:15 pm Concurrent Sessions Set C  
(Please choose one)

4:15 pm Concurrent Session C1

### **Supporting Employers in Complex Return to Work**

In today's workplace it can sometimes seem that all absences are complex. This session will focus on how do we make the most of tools at hand and how can we create healthy return to work practices. Judith Plotkin from ReedGroup will present best practices in returning employee back to work following a disability. She will cover how to define complex return to work, how to ensure fairness in unique situations, how to get outside the box and create solutions. She will provide tools to Managers and HR in order to better assist employees and employer to ensure a successful return to work.

*Sponsored by:*



**Judith Plotkin**  
Vice-President, Growth and Strategy  
ReedGroup

4:15 pm Concurrent Session C2

### **Better Health: Access and Inclusion in the Workplace - A Conversation with Brad McCannell of the Rick Hansen Foundation**

Brad and his team at the Rick Hansen Foundation are passionate about equipping workplaces with relevant materials and resources to support a culture of accessibility and inclusion. What are the current challenges and solutions regarding access and inclusion for people with disabilities, and what are the potential solutions? Join Brad and his team to learn more about the Rick Hansen Accessibility and Inclusion Program, and to have a lively discussion on how we can all inspire change in our workplaces and communities.



**Brad McCannell**  
Vice-President, Access and Inclusion  
Rick Hansen Foundation

4:15 pm Concurrent Session C3

### **Exploring Not Just the Future of Work but the Future of Your Work**

Every day seems to bring a new prediction about the future of work—or equally often the end of work. Whether it is robotics, AI, desktop manufacturing, drivers cars or the ubiquity of mobile connectivity, there is no shortage of new technologies that offer both great opportunity for business and government but also threaten to blow apart traditional notions of work, jobs, the workplace, organizations and pretty much everything else.

And then there are the iconic flying jet packs—or the promise of a three day week. All things that futurists have promised but which somehow have never materialized.

This session will invite you to explore some of the myths and possible realities of the future of your work. Beginning with an examination of where we get our information about the future of work and asking questions such as "What promises have you been made about the future of work? What do you want from the future of work?"

You'll have the opportunity to air some of your concerns and share your hopes for your future workplace as you join a discussion on not just what the future of work might be but how you can contribute to making sure the workplace of the future is a better workplace.



**Adrian J. Ebsary**

Social Marketing Specialist, Futurist, Speaker, and Consultant  
STEMCELL Technologies

5:15 pm Exhibitor Hall Reception

6:00 pm Doors open to Evening Event

7:00 pm 20th Anniversary Evening Event

### **Finding Light in the Darkness**

Best known as a founding member of the massively successful Canadian band Great Big Sea, Séan's twenty years with the ensemble came to a halt in 2013 when he realised that he needed to deal with both alcohol addiction and abuse he suffered as a young man.

Since then, Séan has been using his words and music to bring healing into his life and the lives of others.

Séan's love for Newfoundland and Labrador folk songs shot him to international fame as a founding member of the renowned group Great Big Sea. But while Séan was with the band, giving himself to thousands of people a night on the road, he was slowly losing his own way. It was a life, he says, where "every night was like a Friday night," and instead of seeking truth he was hiding behind his music.

Ironically, it was through music, that Sean was eventually able to bring himself to deal with the issues of abuse he'd been trying so hard to forget. Help Your Self was not only the title of his first post band solo album, but it was Sean's battle cry. And with the help of his family, Sean

opened up and brought light to the darkness of the secrets he'd been carrying, using music to heal and move forward.

Séan will share his story and some of his music - a story that is raw and painful but ultimately hopeful and one that will be an inspiration to anyone.



**Welcoming Remarks from the Chair:**

**Marie Mac Donald**

President

Marie Mac Donald Consulting



**Keynote Address:**

**Séan McCann**

Mental Health Advocate, Acclaimed Solo Musician, Founding Member of Great Big Sea

8:30 pm Evening Event ends

## Wednesday, October 26, 2016

7:30 am Breakfast session

### **Transforming the health and productivity of Employees: Findings from the Sun Life - Ivey Canadian Wellness ROI Study**

Employers are uniquely positioned to help transform employees' health, especially if health improvements coincide with improved productivity. Until now there has been little scientific evidence whether wellness works. A team of researchers from Ivey Business School and Western University in partnership with Sun Life Financial embarked on the Sun Life - Ivey Canadian Wellness ROI Study to research the impact of wellness programs. The study aimed to help fill the void in Canadian based workplace wellness research.

The first of its kind in Canada, this academically rigorous, two-year, quasi experimental design study incorporating treatment and control groups, analyses data from pre wellness program intervention through post intervention. It makes a sound contribution to both the business case and the health case for workplace wellness programs. This presentation will highlight the key learning from the study, and show how these findings can influence the design and implementation of wellness programs.

The session will elaborate on preliminary findings which suggested substantial improvement in employees' physical activity and nutrition habits, increases in employee engagement, improved corporate culture, and a reduction in stress levels, as well as the impact of wellness programs in terms of making the business case for wellness. Do workplace wellness programs help transform both the health and the productivity of employees in Canada? The Sun Life - Ivey Canadian Wellness ROI Study may have some of the answers you are looking for.

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**Dr. Michael J. Rouse**  
Associate Professor  
Ivey School of Business



**Jennifer Elia**  
Assistant Vice-President, Client Experience, Integrated Health Solutions  
Sun Life Financial

8:30 am Opening Remarks from the Chair



**Marie Mac Donald**  
President  
Marie Mac Donald Consulting

8:45 am Mindful Minute provided by Dr. Geoff Soloway

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8:45 am Plenary Session 4

**Choose Your Story  
Workplace Practices That Transform Culture**

For the 20th Anniversary of The Better Workplace Conference we are delighted to feature the event's Founder Deborah Connors who continues to pioneer new thinking and practices for positive, healthy workplaces.

Does your workplace culture support people to flourish? What if you could apply some simple daily practices to build this type of culture at work? In this session Deb will share some of the key insights from her recent book that compiles the wisdom of some of the world's top Organizational Health experts.

Through this keynote you will:

- discover the "through-line" approach to shifting culture at work
- find out how to create upward spirals in your own life and within your teams
- learn how to model the principles of positive organizing
- experience practices that can shift your positivity and resilience as a leader

- learn about the most highly recommended tools and advice from leading organizational health experts
- If you are a change agent with a vision for a better place to work, this keynote will inspire you to develop daily practices that support a culture of creativity, innovation and possibility.



**Deborah K. Connors**

President, Well-Advised Consulting Inc., and Founder, The Better Workplace Conference

9:30 am Energizer Stretch Break Provided by Curtis Health

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9:45 am Sponsor Spotlights Set B  
(please choose one)

9:45 am Sponsor Spotlight B1

**Changing the Conversation • Maximizing the ROI of Workplace Wellness- A New Approach**

This session will bring a novel approach to the discussion of how we can effectively contribute to health and benefits cost sustainability through a comprehensive assessment and patient education model. Join AstraZeneca Canada for a unique learning experience in 2 parts:

1. Preview preliminary results from *motivaction™*, a 6-month workplace initiative and research pilot study—comprising 11 Canadian employers—aimed at helping employees understand and better manage their diabetes risk. *Motivaction™* represents a new, more comprehensive and outcomes-focused direction in workplace chronic disease management and prevention. The pilot study was launched in the latter part of 2015, and was presented at the Better Workplace Conference in 2015.
2. An interactive panel and audience discussion on what this means for employers, and how a more comprehensive approach to health & wellness—that considers more broadly the elements that lead to sustainability rather than a narrow focus on short-term cost containment—can contribute towards improved health outcomes and health cost management.

*Sponsored by:*





**Allan Smofsky**  
Managing Director  
SSP Smofsky Strategic Planning



**Stephen J Allain**  
Senior Manager, Private Payers  
AstraZeneca Canada Inc.

9:45 am Sponsor Spotlight B2

### **Moving from Survivor to Thriver - Proven Strategies for Managing Stress in the Workplace**

In this session Dr Joti Samra approaches the concept of stress from a perspective that strengthens employee ability to thrive in the workplace. Through a discussion surrounding the concept of stress and the mental health continuum, realistic thinking, behavioural activation, and relaxation and stress management, she helps individual employees better understand what their personal and work stress levels are, and provides evidence-based tools on how to effectively manage it.

She will highlight the important role of the 'usual suspects' that contribute to employee stress, including sleep, exercise, and diet, and how self-monitoring, self-awareness, and goal-setting can help employees to take control of their own stress management.

*Sponsored by:*



**Dr. Joti Samra**  
Program Lead  
University of Fredericton Centre for Psychological Health Sciences

9:45 am Sponsor Spotlight B3

### **The Coping Crisis**

In his book, *The Coping Crisis*, Dr. Bill Howatt suggests that a large contribution to the mental health crisis is an employee's ability to cope with environmental stressors.

Bill explores how employees get into a coping crisis and their pathways out, with a focus on action plans for both the employer and the employee. He also addresses questions such as:

- what tools or skills do employees need to better cope with their daily lives?
- how can employers encourage and help promote this skill development?

He explores how employees move along the mental health continuum towards mental illness. He will discuss practical examples of how a concept called "coping churn" stalls employees from being able to take control over their lives.

You will hear ideas on how to manage the demands employees must deal with in their environment, as well as the pressure they put on themselves. Among the issues discussed will be:

- the coping skills conundrum and the challenges of changing behaviour
- nine micro skills that influence one's ability to cope with environmental stressors
- the roles and responsibilities of both the employee and the employer in creating environments where coping skills can be developed

*Sponsored by:*



**Dr. Bill Howatt**

Chief Research and Development Officer, Workforce Productivity  
Morneau Shepell Ltd.

11:00 am Concurrent Sessions Set D  
(Please choose one)

11:00 am Concurrent Session D1

### **Better Work: Confident, Collaborative, Contributing: Changing Workplace Culture**

Based on her extensive work with a financial institution in Alberta, Lynette will share a proved approach to changing culture—one that begins on the front line and ends up impacting the bottom line.

Lynette will guide you through a step-by-step process that she is currently developing in the field. One that will produce a dramatic transformation even in already high performing organizations.

Her approach addresses three key issues:

1. **Confidence**—how can you create a workplace environment that supports confident employees? Employees who act on their own initiative to deliver outstanding customer experience knowing that the organization will support and encourage them.
2. **Collaboration**—one of the biggest obstacles to culture change entrenched silos that get in the way of collaboration. But how can you break these down while still honouring the unique character of individual departments or functions
3. **Contribution**—having built a foundation of confidence and collaboration how do you then move on to ensuring everyone is

making a contribution to your organization's success—and how do you recognize them for doing so



**Lynnette Turner**  
Transformational Coach & Facilitator

11:00 am Concurrent Session D2

### **Beyond Nine to Five**

Many employees take pride in working long hours and being always connected to work. It is therefore not surprising that workaholism is today's most rewarded addiction. But is working so much healthy? Or do we pay a price for working excessively?

Dr. Lieke ten Brummelhuis' research into work hours and workaholism includes a recent study that showed severe health risks among workaholics who do not enjoy their work. Surprisingly, working long hours per se did not have an impact on employee health. She will share the results of this study, to establish the case for differentiating between excessive work behavior (working long hours) and an excessive work mentality (workaholism).

Dr. ten Brummelhuis will then consider the practical implications for employees and organizations, discussing what each actor can do to prevent health risks among employees who work to excess.



**Lieke ten Brummelhuis**  
Assistant Professor, Management  
Beedie School of Business, Simon Fraser University

11:00 am Concurrent Session D3

### **Better You: Lessons in Women's Leadership from the Construction Site to the Boardroom.**

Canada now has a gender-balanced cabinet. The Democratic party in the US is on the cusp of nominating the first female candidate for President. Articles about successful women seem to be everywhere. "Leaning in" has become part of the language. Many organizations are increasingly appointing women to ever more senior positions. One might almost be tempted to feel that if the battle for women's equality hasn't been won at least the corner has been turned.

But women still earn considerably less for the same work as men, and some occupations remain stubbornly gender specific.

To address this issue Jill Drader draws on her own experience as a qualified tradesperson in the construction industry to explore women's leadership - not from the lofty heights of the c-suite or the boardroom but from the trenches - where the work gets done and women daily face overt and covert discrimination.

Because Better Workplaces are for everyone.



**Jill Drader**  
Founder  
Steel Toe Stiletto

12:00 pm Working Luncheon

12:30 pm Energizer Stretch Break Provided by Curtis Health

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12:30 pm Plenary Session 5

**Improving Self and Improving Work: Two Presentations on Personal And Organizational Transformation**

**Part 1: Making Change One Nudge at a Time**

This concluding session will begin with a refreshing look at the overall conference theme of transformation. Andreas will pose the two simple questions:

1. What if transformation isn't about a huge change but lots of smaller ones?
2. If traditional approaches to changing behaviour aren't working, is there a better way?

Based in part of the experience of Carrot Insights health app, Andreas will discuss how you can apply the principles of nudging and gamification to create sustainable, positive behaviour change in your employees.



**Andreas Souvaliotis**  
Founder and Chief Executive Officer  
CARROT Insights

12:30 pm **Part 2: Happiness, Culture and the Future of Work**

John's career as an entrepreneur in both telecommunications and marketing has seen him take start-ups to enterprise level organizations. A co-founder of Fibernetics, one of the largest telecom companies in the country with points of presence coast-to-coast, it supports hundreds of thousands of Canadians with their telecommunications needs.

John will close the event with a rousing call to improve the culture of all our organizations to, in his own words:

"Great companies depend upon great culture to survive and thrive. I have the vision to not only realize a new culture was needed at

Fibernetics but developed the goals, constructed the plan, and its execution.

I am passionate about culture in companies and what makes a great company become incredible. I live it every day and am completely committed to this goal.”



**John Stix**  
Co-Founder  
Fibernetics

2:15 pm Closing Remarks from the Chair



**Marie Mac Donald**  
President  
Marie Mac Donald Consulting

2:30 pm Conference Adjourns

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We are dedicated to building a better future for Canadians by making our economy and society more dynamic and competitive.

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