

Better Workplace Conference

February 14–16, 2023

Agenda

Day 1 / February 14, 2023

12:30 p.m. [Welcome Remarks](#)

Susan Black, President & CEO, The Conference Board of Canada

Dr. Susan Black, CEO of The Conference Board of Canada, will open the conference with highlights of some of our key research findings that align with this year's conference themes: attraction and retention of top talent through enhanced employee health, safety, diversity, equity, and inclusion initiatives. As the foremost independent applied research organization in Canada, we are excited to share these interesting insights with you.

12:45 p.m. [Keynote](#)

Building and Leading High-Performing Teams

David Burkus, Bestselling Author

We're entering a new era of work. Many organizations are offering employees more flexibility than ever before in where and when they work—something that is becoming a necessity to attract and retain top talent. Leaders need to develop new skills that enhance their ability to lead in-person, virtual, or hybrid teams, and team members need to adapt to new work demands as the competition for talent increases. Drawing on key research and diverse case studies, this keynote address will offer clear guidance and actionable strategies to handle some of the biggest questions facing employers and leaders.

1:40 p.m. [Break](#)

1:45 p.m. [Concurrent Session A1](#)

The Strategies and Challenges of Individualized and Personalized Employee Services

Moderator:

Michael Lavis, Founder and CEO of Creative Options Regina (COR)

Speakers:

Jillian Frank, Partner, Employment and Labour Law, KPMG Law LLP, KPMG Canada

Alicia Hibbert, Senior Research Associate, Indigenous and Northern Communities, The Conference Board of Canada

Eric Pfeiffer, Senior Health Management Consultant, Manulife

From financial well-being to employee benefits, the return on investment and value for employees is higher when organizations take the time to learn what they want and offer benefits and services that meet their unique needs. In this session, we will explore the benefits and challenges of offering more individualized and personalized employee services, with real-life insights from employers and well-being practitioners who have started on this journey.

Embedding employee values and needs in the workplace helps to build a healthy workplace culture that facilitates recruitment and retention. CBoC will share insights, tools, and resources from a toolkit they have developed to embed Inuit values and skills in the workplace.

Concurrent sessions will bring together workplace speakers, evidence-based research, and actionable strategies.

Agenda

Day 1 / February 14, 2023 (cont'd)

1:45 p.m. Concurrent Session A2
Employee Resource Groups: Sharing Best Practices and Learnings

Moderator:
Angela M. Francoeur, BBA, Interim Director of Strategic Planning, WorkSafeNB

Speakers:
Meghan Brooks, Assistant Director, Equity, Diversity, and Inclusion, Bank of Canada
Sylvie Latulippe, Director, HR Policy, Programs and Business Partners, Bank of Canada

Employee resource groups (ERG) are playing an increasingly important role in creating inclusive workplaces. They can help employees discuss and connect on topics that matter to them and provide a sense of belonging and connection. ERGs can also generate valuable feedback and insights on issues of relevance to the group and organization. Building an inclusive workplace is a journey, and this session will feature promising practices and important considerations to enhance the role employee resource groups can play in inclusive workplace strategies.

Concurrent sessions will bring together workplace speakers, evidence-based research, and actionable strategies.

1:45 p.m. Concurrent Session A3
Models That Facilitate a Healthy and Safe Workplace Culture

Moderator:
Alison Wall, Director, Strategic Partners & Planning, Service Hospitality, Service Hospitality

Speakers:
Craig Hrynychuk, Executive Director, Alberta Municipal Health and Safety Association
Shairoz Moledina, Senior Manager, Workplace Well-being, Canada Mortgage and Housing Corporation
Jennifer Richardson, Director, Corporate Health, Safety & Environment, Royal Canadian Mint

As employers move toward better integration and measurement of employee safety, well-being, and inclusion across an organization, total worker health and environmental, social, and governance (ESG) models have become more important. Presenters will dig into the implications, challenges, and benefits of applying these models within workplaces.

Concurrent sessions will bring together workplace speakers, evidence-based research, and actionable strategies.

2:45 p.m. Break

3:00 p.m. Plenary
The Stakes Are High for Monetary Policy

Moderator:
Tabatha Thibault, Research Associate, Human Capital, The Conference Board of Canada

Speaker:
Pedro Antunes, Chief Economist, The Conference Board of Canada

Inflation and higher interest rates have sharply reduced our outlook for global growth in 2023. Growth in the United States, for instance, is expected to stall this year, posting a gain of just 0.5 per cent. Following a solid rebound in 2022, Canada's economy is also forecast to slow over the coming quarters. While the news seems somber, it reflects a "soft landing" scenario in which monetary policy is successful at reducing inflation from its peak levels in 2022. An exceptionally tight labour market and high job vacancies will help mitigate the impact on workers, with only modest job losses expected this year.

Join Pedro Antunes for a presentation about the impact that inflation and higher financing rates will have on consumer spending this year. What is the outlook for labour markets, wages, inflation, and the loonie? And what are the risks of a deeper recession in Canada?

3:40 p.m. Break

3:45 p.m. Social Hour

Moderator:
Sarah Storm, Council Manager, The Conference Board of Canada

Speaker:
Janet Young, Director of Well-being & Health Services at TELUS

Canadian organizations currently face challenges securing top talent. Bringing a student on board can introduce fresh new ideas to your workplace and provide opportunities to develop next-gen talent and boost organizational recruitment strategies. New perspectives are vital to innovation, productivity, and business outcomes, and students can offer invaluable new takes. Hosting a student is a rewarding experience that demonstrates your organization's commitment to giving back and creating lasting connections with tomorrow's leaders.

4:30 p.m. Adjourn

Agenda

Day 2 / February 15, 2023

11:30 a.m. Sponsored Session

Physical Activity: The Importance of Moving More Each Day

Natalie Toman, MS, Health Promotion Manager, ParticipACTION

New Year's resolutions are a fun tradition where we set goals for self-improvement for the coming year. Many of these resolutions surround our physical health, including fitness, nutritional changes, and cutting out poor habits, but our good intentions often fade by early February. How can we set ourselves up for success and fit health into our busy lives? Attendees will learn about the impact of physical activity on cognitive and mental health; how we can reframe our approach to fitness and exercise in the workplace; more enjoyable and habitual ways to be physically active each day; and ideas to integrate physical activity into your workplace.

12:30 p.m. Welcome Remarks

Dianne Williams, Head of Strategy, The Conference Board of Canada

12:35 p.m. Keynote

Relationship Passport: Attracting, Empowering and Retaining a High-Performing Team

Shane Feldman, Founder, Count Me In

Having researched community leadership and human behaviour in over 30 countries, famed keynote speaker Shane Feldman has uncovered universal strategies that make teams click and businesses thrive. In this interactive and actionable session, Feldman will reveal how to cultivate a work environment centered around community that enables individuals and teams to perform at their highest levels. Shifting common misconceptions surrounding organizational culture, he will break down how to foster an inclusive work environment where teams are inspired to innovate, think creatively, and collaborate. In addition to his research, Feldman is also the serial-entrepreneur founder of Count Me In, a global social entrepreneurship incubator with a membership of 10 million across 104 countries. This campfire-style talk will include stories, strategies, and an extended moderated question period.

Join us to learn how to be a stronger community builder, lead with greater authenticity, increase unity and collaboration at all levels, and boost retention.

1:30 p.m. Break

1:45 p.m. Concurrent Session B1

Accessibility, Retention, and the Experience of Employees With Disabilities

Moderator:

Sarah Gauén, Facilitator, The Conference Board of Canada

Speakers:

Liza Arnason, Founder and Chair of Board, Director of Education, ASE Community Foundation for Black Canadians with Disabilities

Tara Connolly, Assistant Director, Research and Development, Accessibility Institute

Michael Lifshitz, Founder, Illuminabilities

Jade Pichette, Director of Programs, Pride at Work Canada

Career transitions are inevitable. But how do we ensure that these critical moments—including necessary on and off ramps—offer growth, are available equitably, and are built from an intersectional perspective of dismantling ableism and affording accessibility?

Panelists will apply the lenses of accessibility and intersectionality to challenges and solutions around the experience of employees with disabilities, delve into what research and lived experience tells us about who is left out—or opts out—of career transitions and advancements, and explore the impact on employee retention.

This dynamic panel will feature new research on career transitions from Carleton University's Accessibility Initiative; humorous perspectives on what organizations get right (and oh so wrong) from comedian and entrepreneur Michael Lifshitz; and pointed observations and research on inclusive transitions that demand a systemic, intersectional, and anti-racist lens offered by Jade Pichette and Liza Arnason.

Concurrent sessions will bring together workplace speakers, evidence-based research, and actionable strategies.

1:45 p.m. Concurrent Session B2

Total Rewards and the Employee Experience in a Hybrid Work Environment

Moderator:

Henrietta Van hulle, Senior Manager, Vice President, Client Outreach, Stakeholder and Government Relations, Public Services Health and Safety Association

Speakers:

Nadim Kara, Vice-President, Human Resources and Employee Experience, Canada Post

Brigadier-General Mark Larsen, Director, Strategic Development and Deputy Director General, Military Personnel, Strategic Chief Military Personnel, Department of National Defence

Hear how Canada Post and the Department of National Defence are adapting to a hybrid work environment and bring your own organization's questions and insights as we explore implications for total rewards and creating moments that matter for employees. Moderator Henrietta Van hulle will interview Nadim Kara and Brigadier-General Mark Larsen to glean insights into their hybrid workplace journeys.

Concurrent sessions will bring together workplace speakers, evidence-based research, and actionable strategies.

Agenda

Day 2 / February 15, 2023 (cont'd)

1:45 p.m. **Concurrent Session B3**
Safeguarding Employee Health and Well-being During Emergencies

Moderator:

Corrina Hill, Manager, Health and Recovery Services, BC Hydro

Speakers:

Dave Keen, Executive Director, Workplace Health, Fraser Health

Kris Parsons, Director of Health, Safety, Security and Environment, Marine Atlantic Inc.

Emergency events like droughts, floods, and wildfires are increasing in frequency and severity across Canada. As workplaces evaluate the risks and establish response and recovery plans, it is important to consider how employees are impacted and supported during extreme events.

Attendees will hear from two organizations that recently dealt with large-scale disasters. Marine Atlantic responded to both severe flooding and Hurricane Fiona in 2022, while Fraser Health Authority dealt with large-scale floods and wildfires in 2021 that resulted in multiple emergency situations impacting hospital employees and patients in British Columbia. Both will discuss the short and long-term employee impacts workplaces should prepare for, best practices to keep employees safe, and key supports needed to help impacted employees recover and return to work.

2:45 p.m. **Break**

3:00 p.m. **Sponsor Showcase**
Roadmap to Mental Health Harm Prevention

Moderator:

Sarah Storm, Council Manager, The Conference Board of Canada

Speakers:

Esther Fleurimond, Specialized Consultant (Healthy Workplaces), WSPS

Do you want to facilitate a safe and inclusive workplace, attract and retain workers, and maximize the productivity of your workforce? Join us for this interactive session on creating organizational sustainability using the Mental Harm Prevention Roadmap, an evidence-based tool that can guide and support your journey to create and implement a psychological health and safety strategy at work. This user-friendly tool follows the National Standard for Psychological Health and Safety in the Workplace (CSA Z1003) and helps to promote mental health and prevent mental harm.

3:40 p.m. **Break**

3:45 p.m. **Interactive Workplace Challenge Forum C1**
Measuring the DE&I Journey

Moderator:

Amarachi Nwamadi, Diversity, Equity, and Inclusion Manager, The Home Depot Canada

Speakers:

Dipal Damani, Founder and President, D&D Inclusion Consulting

Jade Pichette, Director of Programs, Pride at Work Canada

Speakers will lead us through strategies and tools to measure DE&I in our own organizations. Early conference registrants will have the opportunity to shape the agenda by submitting their own workplace challenges around DE&I measurement, and some of these challenges will be selected, addressed, and integrated into the session.

3:45 p.m. **Interactive Workplace Challenge Forum C2**
Measuring the Key People Indicators of Employee Well-being

Moderator:

Lilian Riad-Allen, Senior Director, Workplace Health, Safety and Wellness, Workplace Wellness and Safety, LCBO

Speaker:

Neil Carson, Deputy Director General, Chief of Operations, Department of National Defence

This session will start with an overview of the key measurements of employee well-being and close with some important takeaways. It will also include discussion of a basic framework for measuring workplace well-being and specific examples of measures that can be used. Speakers will also respond to some of attendees' own workplace challenges related to the measurement of employee well-being.

3:45 p.m. **Interactive Workplace Challenge Forum C3**
Measuring Safety Performance: Surpassing Total Recordable Incident Rate (TRIR)

Moderator:

Jennifer Richardson, Director, Corporate Health, Safety and Environment, Royal Canadian Mint

Speakers:

Dr. Elif Erkal, Senior Associate, Exponent

The success of any safety management system depends on the quality of the metrics it measures to evaluate performance. Traditionally, industries have used incident rates as their main method of safety performance measurement. But recently, industry and academia agree that TRIR is too limited to facilitate robust safety performance measurements that can inform decision-making and predictions. This presentation will explore the limitations of injury rates and present new strategies that could help improve safety performance measurements.

The audience will explore the strengths and limitations of various safety measurement methods and will be encouraged to think of balanced approaches. Speakers will respond to some of the safety measurement workplace challenges organizations are facing today.

4:30 p.m. **Adjourn**

Agenda

Day 3 / February 16, 2023

11:15 a.m. [Social Hour](#)

How Does DE&I Affect Mental Health?

Moderator:

Tabatha Thibault, Research Associate, Human Capital, The Conference Board of Canada

Speakers:

Tiana Field-Ridley, Senior Program Manager, Workplace Mental Health, Mental Health Commission of Canada

Liz Horvath, Manager, Workplace Mental Health, Mental Health Commission of Canada

The more we learn about psychological health and safety in the workplace, the more we see how factors related to diversity, equity and inclusion play a part. Join this engaging discussion about how DE&I may be impacting employees' mental health and how we can integrate work in psychological health and safety and DE&I. This is a great opportunity to build on the concepts discussed in the keynote session and for participants to learn from one another.

12:30 p.m. [Welcome Remarks](#)

Dianne Williams, Head of Strategy, The Conference Board of Canada

12:35 p.m. [Plenary Keynote](#)

Actionable Strategies to Support Mental Health, Wellness, and DE&I in the Workplace

Dr. Chika Stacy Oriuwa, Physician, Changemaker, Transformative Leadership, Advocate for Diversity and Inclusion

Focusing on effective strategies to support mental health and wellness on both a personal and organizational level, this keynote session will leave the audience with actionable strategies to better support themselves and those around them and a greater understanding of how mental health, wellness, and DEI (diversity, equity, and inclusion) are interconnected.

1:40 p.m. [Research Quick Take](#)

Absenteeism and Employee Mental Health: Insights from the Workplace Mental Health Research Centre

Lindsay Coffin, Interim Associate Director, Human Capital, The Conference Board of Canada

Understanding how absenteeism and presenteeism may interact in the workplace, and the associated implications for workplace mental health, is critical to helping organizations develop effective workplace mental health and wellness policies. This session will highlight preliminary findings from a Conference Board research project that examines employee perceptions and organizational policies, practices, and priorities related to workplace absenteeism, presenteeism, and mental health.

1:55 p.m. [Break](#)

2:00 p.m. [Plenary Panel](#)

Tips From the Top on Executive Buy-In

Moderator:

Susan Black, President & CEO The Conference Board of Canada

Panelists:

Nancy Nazer, Chief Human Resources Officer, OMERS
Cristian Rodriguez, Vice President EHS and Sustainability, Wajax

Janelle St. Omer, Vice President, Impact & Inclusion, Benevity

We come back from a conference refreshed, energized, and full of new ideas and inspiration, but as we get back into our routine, the excitement fades and those great ideas get put on the back burner. Sound familiar? You're not alone. Attendees will learn about the initiatives this panel of top executives are prioritizing to address attraction and retention through creating a safe, inclusive, and healthy work environment; hear tips on how to communicate about the initiative and the evidence needed to get executive buy-in and commitment; and learn to identify common barriers to implementing a new initiative and how to mitigate them.

3:00 p.m. [Break](#)

3:15 p.m. [Closing Plenary](#)

BWC 2023 Golden Nuggets

Co-Chair:

Dianne Williams, Head of Strategy, The Conference Board of Canada

Speaker:

Nadim Kara, Vice-President, Human Resources and Employee Experience, Canada Post

This interactive closing session will reflect on key takeaways from the BWC and help you maximize the ROI of your conference experience through post-conference activities that transform knowledge into action.

You will also:

- Learn to draw on your company's values and purpose to gain a greater understanding of how to create a better workplace – one that inspires employees to join, engage, and thrive.
- Understand how to prioritize initiatives that will have the highest impact for your organization and get tips to help maintain positive momentum.
- Find inspiration by connecting with other session attendees and use the conference as a springboard to further action.

3:45 p.m. [Adjourn](#)