

Victoria • Vancouver • Calgary • Edmonton • Saskatoon • Regina • Winnipeg • Toronto • Ottawa • Montreal • Moncton • Halifax • St. John's



Tuesday, June 2, 2015
Vancouver

2015 Conference Series



Bevin Arnason
Partner
Deloitte Consulting



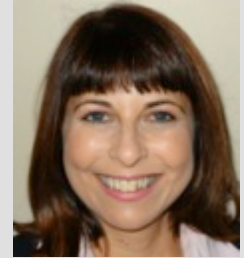
Deborah Best
VP, Human Resources
Raymond James Ltd.



Leslie Castellani
VP, Communications & PR
First West Credit Union



Catherine Lau
Senior Counsel
TELUS



Gaylyn Lawton
VP, Finance
Sierra Systems

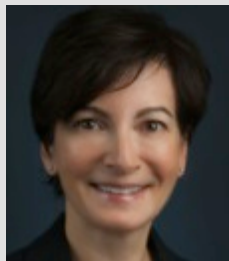
7th edition

Women in Leadership

Succeeding in today's business environment



Elise Rees
Partner
Ernst & Young LLP



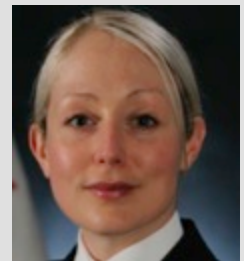
Catherine Roome
President & CEO
BC Safety Authority



Helen Sheridan
Director, Leadership,
Culture & Organizational
Development
Finning International Inc.



Sherry Tryssenaar
Chief Financial Officer
Ten Peaks Coffee Company;
Swiss Water Decaffeinated
Coffee Company



Shanna Wilson
National Co-Chair
Defence Women's
Advisory Organization

"Content was relevant. A day to pause, reflect and listen. A spa day for the brain."

– **NORAH ALEXANDRE**, Director Regional Operations, Western Division, Intact Insurance

WHO SHOULD ATTEND

Executives, department heads, directors, senior managers, lawyers, accountants, and other professionals who are looking for strategies to become more effective leaders.

JUST SOME OF THE REASONS WHY YOU SHOULD ATTEND

- Get tips on how to demonstrate transparent leadership
- Learn the techniques for listening with more empathy: critical to leadership effectiveness
- Get tips on navigating difficult circumstances
- Understand the importance of being mindful when we step through our career progressions
- Explore the “double bind dilemma” facing women, continuum of competency versus likeability
- Keep up to date with the latest trends in digital transformation

TESTIMONIALS FROM ATTENDEES OF PAST CONFERENCES

“Good for the soul, exactly what I needed to hear.”

– SUE DYER, Vice President Operations, Columbia Power Corporation

“Very impressed with the quality of the speakers.”

– JOSÉE LEMOINE, President, Pivot Advisory Services

“Met many women in leadership and took away many good ideas and tips to become a better leader.”

– AILEEN MADDEN, General Auditor, Air Canada

“Took away some great philosophies I can apply to life!”

– ALAYNE NOTT, Director, Event Marketing, True North Sports & Entertainment Limited

“It was valuable to hear from influential and passionate women from a variety of backgrounds and sectors. There were a lot of takeaways I look forward to implementing and adapting.”

– ALANA ODEGARD, Director of Communications, The Winnipeg Chamber of Commerce

“Time to reflect. New ideas. Thoughtful discussions.”

– JENNIFER WILLARD, Branch Manager, RBC Royal Bank

PARTIAL LIST OF ATTENDEES FROM PAST CONFERENCES

Air Canada • Allstream • Astra Zeneca • BC Housing • BCLC • BDC • BHP Billiton • BMO • Bank of America • Bell • Bombardier • CATSA • CGI • CIBC • CMHC • *Cirque du Soleil* • City of Victoria • Cogeco • Concentra Financial • Conexus Credit Union • Dalhousie University • Davies • Deloitte • EDC • eHealth SK • Enbridge • Ericsson • Ernst & Young • Farm Credit Canada • Fraser River Port Authority • Government of BC • Greater Victoria Public Library • ICAA • Iron Ore • KPMG • Laurentian Bank • MNP • MPI • McMillan • Medisys • Memorial University • Molson • NSLC • National Bank of Canada • Ontario Power Generation • *Ordre des ingénieurs du Québec* • Osler, Hoskin & Harcourt • Pfizer • Port of Halifax • Pratt & Whitney • PwC • RBC • Radio Canada • Red River College • Royal BC Museum • SaskEnergy • Scotiabank • Shell • Sobey School of Business • Standard Life • Sun Life • TD • Ted Rogers School of Management • TELUS

FEMMES DE CARRIÈRE EN INTERACTION - CAREER WOMEN INTERACTION (FCI-CWI)

FCI-CWI is a leading provider of leadership conferences for women executives and professionals across Canada. With high calibre speakers from a cross-section of industries, the conferences provide attendees with strategies to become more effective leaders.

8:30 Registration and networking breakfast

SESSION 1

Chair: ELISE REES, Ernst & Young LLP

8:55 Opening remarks of Chair

9:00 – 9:40 Demonstrating transparent leadership

GAYLYN LAWTON, Vice President, Finance, Sierra Systems

Organizations are experiencing one of the most innovative and critical periods of unprecedented technological change. Innovation ushers in new business opportunities for organizations to enhance their customers' experience, offer new products and services, and improve operations. But change creates challenges including: lack of trust, resistance, and fear of the unknown. This session will focus on how leaders can be more transparent by demonstrating:

- Confidence: shining the light
- Credibility: standing true
- Connection: seeing you
- Concession: stepping back

9:40 – 10:20 Listening with more empathy: critical to leadership effectiveness

SHERRY TRYSSENAAR, Chief Financial Officer, Ten Peaks Coffee Company; Swiss Water Decaffeinated Coffee Company

As humans, we filter the information we receive through the lens of our own experiences and emotions. Empathy involves understanding and being sensitive to the feelings, thoughts, and experiences of another. It is the ability to put yourself in another person's place and see things from her point of view. By listening with more empathy, we expand our 'filter' and let in more information, creating a broader understanding. Sherry Tryssenaar will discuss:

- Common barriers to effective listening
- Links between listening and leadership
- Techniques for listening with more empathy

10:20 – 10:40 Networking break

10:40 – 11:20 Leadership resilience

LESLIE CASTELLANI, Vice-President, Communications and Public Relations, First West Credit Union

Everyone faces turbulent times, whether professionally or personally. Leslie Castellani is no stranger to navigating difficult circumstances, culminating most recently when her son was afflicted with a rare medical condition while at the same time she was leading communications for a significant credit union merger. In this session, Leslie will share five lessons that have helped her:

- Prevail and grow her career in the face of adversity
- Become a better leader and mother
- Grow more resiliency in herself and the teams she's led

Register today at: registration@fci-cwi.com

11:20 – 12:00 Career progression in one “Tough Mudder”: how to successfully transition into each new role without falling down and being stumped into the mud

Keynote:

CATHERINE ROOME
President & CEO
British Columbia Safety Authority

In this presentation, Catherine Roome will speak to the importance of being mindful when we step through our career progressions. That we pause and consider carefully what new skills we must acquire for the next role, and which skills do we stop using as much. For instance, one of the most difficult career transitions many of us make is when we go from ‘managing self’ to ‘managing others’. This step is tough because all the great things which got us promoted are no longer what will make us a successful manager.

- Valuing people
- Supporting *their* doing

Catherine Roome believes that people have an extraordinary ability to bring a shared vision into reality. Becoming President and Chief Executive Officer in 2011, she applies her broad organizational experience, particularly her acumen for risk management, into steering BC Safety Authority towards its vision of Safe technical systems. Everywhere. As a creative and principled leader, Catherine values the power of engaging people for a common purpose. She encourages her team to bring their unique potential to building networks that connect all those who use or operate technical equipment in order to share knowledge and expertise to advance safety. A professional engineer, and recipient of several business and leadership awards, Catherine received her degree in electrical engineering from the University of Victoria and her director designation from the Institute of Corporate Directors.

12:00 – 1:00 Networking lunch

SESSION 2

Chair: DEBORAH BEST, Raymond James Ltd.

1:00– 1:40 Diversity and inclusion as a cultural value

CATHERINE LAU, Senior Counsel, TELUS

Diversity (in terms of ability, gender, sexual orientation, race and culture) creates a whole that is greater than the sum of its parts. Given the plethora of literature on the importance of women’s advancement in business organizations, Catherine Lau will discuss the benefits of a diverse workforce and will present some initiatives to promote female leadership in the workplace.

- Benefits of a diverse workforce and leadership
- How to nurture female leaders: professional development opportunities; mentorship/networking; community involvement; recognition

Register today at: registration@fci-cwi.com

1:40 – 2:20 Navigating gender

SHANNA WILSON, National Co-Chair, Defence Women's Advisory Organization

Companies with female directors enjoy higher valuations, above-average performance and profitability. Women rank higher than men on standardized tests of leadership competencies and have surpassed men in post-secondary qualifications. Employment equity programs are widespread. Despite our capacity to outperform our male counterparts, progress at the senior levels has stalled. Why does the gender gap persist? If not for capacity, qualification and determination – what else? Gender is complex. Evidence suggests that gender biases impact decision-making and have a disadvantaging effect on women in the workplace. The good news is we can manage them more effectively. This presentation explores the concept of gender biases and impact they have on career progression.

- Current research on leadership/management capacity and the gender gap
- Gender biases, thinking systems and decision making (cross-subject example: behavioural economics)
- The “double bind dilemma” facing women, continuum of competency versus likability
- Recommendations to navigate gender and mitigate the challenge of gender in the workplace

2:20 – 2:40 Networking break

2:40 – 3:20 Digital transformation

BEVIN ARNASON, Partner, Deloitte Consulting

A new set of drivers has emerged, creating a need for organizations to continue investment in their digital transformation journey. The maturation of social media, mobility, analytics and cloud are reinforcing an individual centered economy and moving towards an even more collaborative model. Today's uber-connected, empowered individuals seek 24/7 access, organizational transparency, and the ability to exert their personal influence over organizations and participate in more digital activities as they conduct their daily lives. This presentation will cover:

- Trends in customer buying behaviour
- Imperatives for the C-Suite
- The future of digital business

3:20 – 4:00 Influence: the measure of leadership

HELEN SHERIDAN, Director, Leadership, Culture & Organizational Development, Finning International Inc.

Influence becomes an increasingly important competency as your career progresses. To be an effective leader, especially at the executive level, it is necessary to influence others to support and implement decisions as peers generally do not have power over one another. Influence is also a critical competency in matrixed organizations. Finding common ground and being seen as a team player who is collaborative, while also advancing different interests is the difference between success and failure. Learn more about:

- How organizations are building this capacity
- How you can build your own influencing skills

4:00 Closing remarks of Chair and end of conference

Register today at: registration@fci-cwi.com

WOMEN IN LEADERSHIP CONFERENCE

Tuesday, June 2, 2015

The Vancouver Club, 915 West Hastings Street, Vancouver

REGISTRATION FORM

Please print clearly.

FIRST NAME _____ LAST NAME _____

COMPANY _____ TITLE _____

MAILING ADDRESS _____

CITY _____ PROVINCE _____ POSTAL CODE _____

TELEPHONE _____ FAX _____ E-MAIL _____

SIGNATURE _____ REFERRED BY _____

Check applicable rate:

SAVE \$200 Register by April 13

Early-bird rate: Register and pay by April 13, 2015

\$799 + GST \$39.95 = \$838.95

Regular rate: Register and pay by May 15, 2015

\$999 + GST \$49.95 = \$1,048.95

GST: 85486 8437 RT0001

SPECIAL RATE! 4 people for the price of 3

Register 3 people at applicable rate at the same time,
and get a FREE registration for a 4th person.

Payment must be made in one cheque.

Submit your registration form to: registration@fci-cwi.com

Full payment is required in advance of conference date.

Please make your cheque payable to CAREER WOMEN INTERACTION and mail it to:

FCI-CWI
925, de Maisonneuve West #312
Montreal (Quebec) H3A 0A5

In case of cancellation:

To cancel your registration, send an e-mail to registration@fci-cwi.com. Cancellations received by May 4, 2015 will incur a cancellation fee of \$250 + GST. The registration fee + GST will be forfeited for cancellations received after May 4, 2015; if you have not paid the registration fee, you will be invoiced for the full amount of the registration fee + GST. A substitute attendee is welcome.

FCI-CWI may cancel the event if deemed necessary and will provide a full refund. No liability is assumed by FCI-CWI for changes in program date, content or venue.

Register today at: registration@fci-cwi.com