



The Conference Board
of Canada

Le Conference Board
du Canada

health | 
WORK & WELLNESS™

OCTOBER 14–16, 2015 • GATINEAU

The Better Workplace Conference 2015



Peter R. Aceto
President and
Chief Executive
Officer, Tangerine



Tony Gareri
Chief Executive
Officer and
Chief of Wow,
Roma Mouldings



Graham Lowe
President,
The Graham
Lowe Group



Rona Maynard
Former Editor,
Chatelaine,
and Author, *My
Mother's Daughter*



 #CBoCWellness

CONFERENCE **AGENDA**

This event has one aim—to equip you with the tools you need to ensure your future workplace is a better workplace.

For 18 years this event has driven a discussion about wellness, change, and corporate culture—aimed at creating a more engaged and healthier workforce. Other events address aspects of this issue, but only at The Better Workplace Conference will you hear from the top change and wellness practitioners. The unrivalled variety of the presentations and workshops offer the opportunity for new ways of seeing and doing that will deliver results for you and your employer.

Working Together to Build a Better Workplace

Under this overall theme, we've developed this year's agenda to follow three streams:

- Culture and Engagement
- Change Management and the Workplace of the Future
- Wellness Innovation

How to Navigate the The Better Workplace 2015 Conference

This event features a dynamic combination of Pre-Conference Optional Workshops, Keynote Presentations, Sponsored Spotlights, Concurrent Sessions, Fitness Sessions and Networking Opportunities. **Be sure to join us for the Conference Kickoff and Keynote Presentation and Social at 6:30p.m. on Wednesday!**

The following sessions have multiple options—you will need to pre-select the session you want to attend.

- Pre-Conference Optional Workshops – three choices on Wednesday (two at extra fee)
- Concurrent Sessions (Set A) – Thursday morning – please choose one
- Concurrent Sessions (Set B) – Thursday afternoon – please choose one
- Sponsored Spotlight (Set A) – Thursday afternoon – please choose one
- Sponsored Spotlight (Set B) – Friday morning – please choose one
- Concurrent Sessions (Set C) – Friday afternoon – please choose one

To register, visit healthworkandwellness.com



Agenda

PRE-CONFERENCE DAY / Wednesday, October 14, 2015

AT A GLANCE

| | | | |
|------------|---|-----------|---|
| 8:00 a.m. | Registration Desk Opens | 4:30 p.m. | Fitness Session 1 |
| 9:00 a.m. | Pre-Conference Optional Workshop—Set A | 6:30 p.m. | Conference Kick-Off Keynote Presentation and Social (Plenary Session 1) |
| 12:00 p.m. | Pre-Conference Optional Workshop—Set A Adjourns | 9:00 p.m. | Conference Kick-Off Keynote Presentation and Social (Plenary Session 1) Adjourn |
| 1:00 p.m. | Pre-Conference Optional Workshop B | | |
| 4:00 p.m. | Pre-Conference Optional Workshop B Adjourns | | |

8:00 a.m. Registration Desk Opens

9:00 a.m. Pre-Conference Optional Workshop A1

(This workshop is complimentary to delegates registered for the full conference and limited to the first 50 who sign up—1 delegate per organization.)

Presented by our Joint Strategic Partner:



Improving Mental Health at Work: Promising Practices for Implementing The National Standard for Psychological Health and Safety!

Karla Thorpe, Director, Prevention and Promotion Initiatives, Mental Health Commission of Canada

Nitika Rewari, Program Manager, Workplace Mental Health, Mental Health Commission of Canada

Dr. Merv Gilbert, Adjunct Professor, Centre for Applied Research in Mental Health and Addiction, Simon Fraser University

Given that many adults spend more waking hours at work than anywhere else, the workplace has a critical role to play in maintaining the mental health of employees.

While psychologically healthy workplaces benefit everyone, they also help to address the reality that by age 40, approximately 50 per cent of Canadians will have had experience with a mental health problem or illness. One important step organizations can take to support the mental wellness of employees is implementing *The National Standard of Canada for Psychological Health and Safety in the Workplace*



(Standard). Launched in 2013, the response to the Standard has been overwhelmingly positive, with more than 25,000 downloads to date.

To better understand how workplaces across Canada are implementing the Standard, the Mental Health Commission of Canada (MHCC) initiated a three-year case study project, with an aim to follow the implementation journey of more than 40 organizations. The case study project is funded by the MHCC, with the support of Employment and Social Development Canada, Lundbeck Canada, and the Great-West Life Centre for Mental Health in the Workplace.

The MHCC is launching the interim results of this project, providing workshop participants the most up-to-date information on:

1. Building the business case for adoption of the Standard in an organization
2. Getting buy-in from senior leadership
3. Identifying promising practices to support implementation of the Standard
4. The implementation journey of leading organizations
5. Tools and resources to help on the journey

This workshop is geared towards senior leaders, human resource managers, occupational health and safety professionals, and wellness practitioners currently, or about to begin, implementing the Standard in their workplace. Registration is limited to one individual per organization.

9:00 a.m. Pre-Conference Optional Workshop A2
(This workshop is an additional \$299 to attend.)

Reclaiming Control in a Hectic, Fast-Paced World: Building Resilience Reserves and Preparedness

Catherine Morisset, Resilience Specialist, Imagine Plus

Join resilience expert Catherine Morisset, who will share 28 years of individual and organizational resilience building, in a practical, interactive workshop. Reclaim control of your time, energy, and priorities in a fast-paced workplace and life. Build a healthy work community that can readily face multi-level, ongoing change and challenges. Whether you are interested in applying these concepts to your own busy life, or to your organization, you'll come away with practical, realistic and low-cost strategies that work in the real world, using this three-dimensional approach to Resilience:

- learn how to use a three-dimensional approach to personal and organizational resilience



- build strategic reserves and a sense of preparedness for ongoing challenges
- identify cultural pitfalls and myths, and the impacts of a high-stress culture
- go beyond single-focus, costly resilience building strategies
- integrate stress management, energy management and priority management to de-clutter work and life
- connect wellness, energy, and resilience in a simple five-point approach
- improve self-responsibility and resilience, despite the demands of a fast-changing, fast-paced workplace and life
- implement simple, realistic strategies on an everyday basis—starting now
- reclaim control with solutions you can readily apply to real life challenges every day

12:00 p.m. Pre-Conference Optional Workshop—Set A Adjourns

1:00 p.m. Pre-Conference Optional Workshop B

(This workshop is an additional \$299 to attend.)

Managing Disability and Return to Work

Louise Chénier, Manager, Workplace Health and Wellness Research, The Conference Board of Canada

Returning to work after a health-related absence can be a challenge for employees and employers alike. This can be particularly true for employees experiencing a mental health issue. Stigma and the lack of appropriate resources can make it difficult to return to work successfully.

Recent Conference Board research has found that only 41 per cent of Canadian workplaces have formal return to work programs in place. During this session, Louise Chénier will share her insights on how employers can implement an effective return to work framework in their organization which begins with prevention and early intervention. She will discuss how the framework can be used for employees who have experienced physical or mental health issues.

This interactive session will be followed by a practical case study that will put the theory into organizational context. Jody Nelson will share how the Medical Services Team at Loblaw has developed a program for workplace accommodation that supports colleagues with return to work and stay at work accommodations. Based on the approach used when injured hockey players return to the game, she will explain how the employee returning to the workplace after a health-related leave of absence first does so in a

modified capacity. Any barriers for returning to work are identified and an individual return to work plan is created to ensure success. The Medical Services Team then follows up with the employee to ascertain how he or she is coping and managing at work.

During this workshop, participants will:

- Explore how prevention and early intervention are key to managing disability in the workplace.
- Hear how to put in place preventative accommodation measures, as part of a stay@work program.
- Discover the elements of a successful return to work program.
- Learn about an accommodation process that helps employees transition back to productive work.
- Discover resources that can assist to determine appropriate accommodations.

4:00 p.m. Pre-Conference Optional Workshop B Adjourns

4:30 p.m. Fitness Session 1

(45 minutes)

Take it to the Mat—Pilates

This class will lengthen and strengthen your muscles. Follow a series of progressive mat-based exercises that will awaken your core muscles from the inside out.

Session Sponsored by:



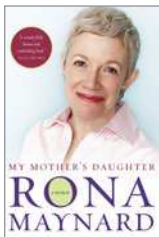
6:30 p.m. Conference Kick-Off Keynote Presentation and Social (Plenary Session 1)

The Healing Power of Work

Rona Maynard, Former Editor, *Chatelaine* and Author, *My Mother's Daughter*

Rona Maynard overcame chronic depression to reach the top job at *Chatelaine*, where she gave readers hope by sharing her story. She thought she knew how to talk about mental illness—until it paralyzed a talented staffer. In this eye-opening speech, Rona tells the truth about where she went wrong and what she would do differently if she could revisit her toughest leadership challenge. You'll learn:

- why challenging work can be a tonic for people with mental health issues
- what affected people need to hear from their managers
- what every manager needs to know about mental illness
- the hidden price managers pay for mishandling a mental health challenge
- the steps organizations must take to break the silence around mental illness



Rona will have copies of *My Mother's Daughter* available for purchase and signing following her Keynote Presentation. The cost is \$20 and can be paid on-site by cash or cheque.

Sponsored by Joint Strategic Partner:



9:00 p.m. Conference Kick-Off Keynote Presentation and Social Adjourns

AT A GLANCE

| | | | |
|------------|---|------------|--|
| 6:30 a.m. | Registration Desk Opens | 11:45 a.m. | Networking Luncheon |
| 6:30 a.m. | Fitness Session 2 | 1:00 p.m. | Sponsored Spotlight Sessions—Set A |
| 7:00 a.m. | Breakfast Sessions | 1:45 p.m. | Wellness Break |
| 8:00 a.m. | Opening Remarks from the Chair | 2:00 p.m. | Concurrent Sessions—Set B |
| 8:25 a.m. | Remarks from the Joint Strategic Partner, Mental Health Commission of Canada | 3:15 p.m. | Wellness Break |
| 8:30 a.m. | Plenary Session 1 | 3:30 p.m. | Plenary Session 3—Keynote Presentation |
| 9:15 a.m. | Plenary Session 2 | 4:15 p.m. | Plenary Session 4 |
| 10:00 a.m. | Wellness Break | 5:00 p.m. | Closing Remarks from the Chair |
| 10:30 a.m. | Concurrent Sessions—Set A | 5:15 p.m. | Networking Reception |

6:30 a.m. Registration Desk Opens

6:30 a.m. Fitness Session 2

(45 minutes)

Bust a Move—Funky Fit

This class will get you movin' and groovin' in no time. Join us for high energy music, easy to follow dance moves and a lot of fun!

Session Sponsored by:



7:00 a.m. Breakfast Sessions

(please choose one)

Breakfast Session A—Networking and Continental Breakfast

The University of Fredericton's Centre for Psychological Health Sciences

Dr. Joti Samra, Research Scientist, Simon Fraser University

Attendees of The Better Workplaces Conference are invited to join UFred Program Lead Dr. Joti Samra for a Networking and Q&A Breakfast to learn more about the most recent additions to the UFred Centre for Psychological Health Sciences: an online Certificate in Psychological Health and Safety in the Workplace, and an online Certificate in Managing Psychological Health Issues at Work. The Certificates have been developed to help today's workforce leaders better address potential



negative psychosocial factors in the workplace, and support employees experiencing emotional distress or mental health issues or disorders.

The University of Fredericton (UFred) is an online Canadian university offering certificate, diploma, and degree programs that emphasize leadership development and lifelong learning. A leader in online health and safety education, UFred is dedicated to moving OHS education forward and helping organizational leaders build safer and healthier environments for their constituents.

Session Sponsored by:



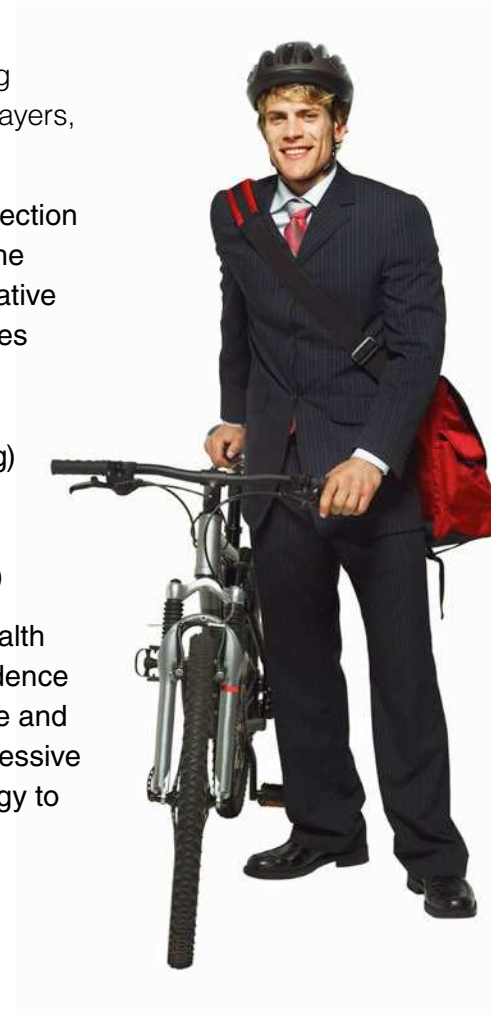
Breakfast Session B

Allan Smofsky, Managing Director, SSP Smofsky Strategic Planning
Priscilla Nykoliation, Senior Manager, External Relations, Private Payers, AstraZeneca Canada Inc.

Join AstraZeneca Canada for an interactive discussion on a new direction in chronic disease management and prevention in the workplace. The focus of this session is on motivaction™, a 6-month workplace initiative aimed at helping people understand and better manage their diabetes risk. The key features are:

- Diabetes and mental health risk assessment tools
- Worksite biometric and diabetes screening (pre and post coaching)
- Coaching by a Certified Diabetes Educator
- Connecting participants to relevant community and workplace supports (e.g. physician, local pharmacist, insurer/EAP resources)

Diabetes has a significant impact on employers, including higher health and absence costs, and reduced engagement and productivity. Evidence has shown people with diabetes can cost employers four times more and has also shown that about a third of people with diabetes have depressive symptoms. Despite the strong rationale for action, a cohesive strategy to address workplace chronic diseases such as diabetes is lacking.



Motivaction™ is a unique and comprehensive health management approach that considers the physical and psychosocial aspects of diabetes and yields sustainable outcomes. AstraZeneca's session will be a great opportunity to discuss with colleagues the value of such initiatives, their applicability and sustainability. We will gather your insights from the discussions as well as via a survey, and will share the overall results to all who participated.

Session Sponsored by:



8:00 a.m. Opening Remarks from the Chair

John Brewer, Executive Program Developer,
The Conference Board of Canada

8:25 a.m. Remarks from our Joint Strategic Partner, Mental Health Commission of Canada

Louise Bradley, President and Chief Executive Officer, Mental Health Commission of Canada

8:30 a.m. Plenary Session 1

Boost: Making Downtime Uptime—Increasing Employee Resilience at Work and Away

Dr. Jamie A Gruman, Associate Professor, Organizational Behaviour, University of Guelph

In today's workplace doing more with less has gone from being a temporary phase to business as usual. And we all know that this takes a huge toll on employees—both physically and mentally.

Organizations have a responsibility to help their employees live healthier lives. Yet when they consider how to help employees foster resilience and effectiveness at work they tend only to think of approaches and techniques that can be applied on the job. But there's a new way to approach organizational effectiveness that focuses on how the activities you engage in while away from the job make you more effective, productive, and resilient when you return to work.

This approach is called "Boosting" and focuses on how you can flip your downtime into "Uptime" to successfully recharge your batteries and return to work happier, more productive, and feeling like work requires less effort.

Jamie Gruman will discuss his forthcoming book and present his ReNEW model, which synthesizes the research behind Boosting, and will discuss specific activities we can implement during our time away from work so that instead of just having your leisure time give you a break, it gives you a boost!

9:15 a.m. Plenary Session 2

Making the Future Workplace A Better Workplace: Identifying and Developing the Skills You Need to Succeed in Disruptive Times

Jack Hourigan, Principal, Sway Partners Inc.

Ellen Morita, Principal, Sway Partners Inc.

Predictions about the future workplace vary from the apocalyptic—with increasing inequality, and robotics and AI replacing workers across the economy—to the Utopian—we will find personal fulfillment in a connected, open, transparent, silo-free paradise. With the truth likely somewhere in between, the question remains what do you need to do to best prepare for disruptive change? Adapting their widely recognized Sway Steps approach, media personality and improviser Jack Hourigan and seasoned finance executive Ellen Morita will combine their experiences and focus their discussion on the critical skills needed for future workplace success.

10:00 a.m. Wellness Break

Break Sponsored by:



10:30 a.m. Concurrent Sessions—Set A

(please choose one)

Concurrent Session A1—Culture and Engagement Stream

Creating a Culture to Drive Engagement and Workplace Wellness

William Pallett, President, WJ Pallett & Associates

In this session you will learn how organizational culture key drivers of employee engagement can impact workplace wellness. Through a participative “how to” workshop you will learn to identify and implement those key drivers, systems and tools in your own organization to achieve an ROI on your talent initiatives to increase employee engagement and improve key wellness metrics.

Bill will draw on his years of experience in the hospitality industry, most recently as Vice-President, People and Culture with Delta Hotels and Resorts. He will share some of the stories of how that organization transformed its culture and the twin role of engagement and wellness in the process.

Session Sponsored by:



Concurrent Session A2—Change and the Future Workplace Stream
When the Workplace is Every Place: Virtual Teams in the Workplace of the Future

Anastasia Valentine, Vice-President, Marketing, Versature Corp.

Companies are exploring ways to cut costs, attract top talent and get the most out of their workforce. Working from home, or any remote location is an option many employers are advocating and exploring to reduce operating costs, eliminate geographic barriers to talent and improve employee morale. But is the virtual workplace all it's cracked up to be? Is it viable for every type of business?

Whether you are for, against, or still on the fence, this session presents the benefits and unique challenges of managing productive virtual teams including trust, engagement, motivation, and morale. You will examine case studies of companies who employ the practice and the reasoning behind companies who do not support virtual team environments.

Anastasia has been working in and managing virtual teams for over 7 years as a Chief Executive Officer with a global virtual team and working for various companies and clients remotely.

Concurrent Session A3—Innovations in Wellness Stream
Practicing Mindfulness for Wellness and Connection

Joy Noonan, Principal and Owner, Aptus Conflict Solutions Inc.

Interest in the concept of mindfulness has grown dramatically in recent years. Now that scientific research has demonstrated decisively that regular mindfulness practice can benefit the brain, how this practice—arguably established over 2,600 years ago—can be introduced skillfully into today's organizations has become a question of great interest to leaders in all sectors. Mindfulness practice may be a crucial



tool for leaders; as a way to help themselves and their teams manage today's cognitive overload, to increase efficiency, and to reduce stress.

Developing and encouraging a culture that embodies mindfulness offers a possible response to the kind of maladies that characterize our modern workplaces—the pressure to do more with less, the constant distractions, the stress, anxiety, and often depression.

Joy Noonan is an accomplished lawyer turned mediator who, after several hundred workplace related mediations and just as many dreaded harassment investigations, found herself searching for a way to help organizations respond to what looks to be the same root problem of pressured, information overloaded employees and leaders. In this session, Joy discusses the idea behind The Potential Project (TPP), what drew her to it, why companies have become so deeply interested in this kind of training. She may also invite you for a little test drive on what TPP's mindfulness practice is all about.

11:45 a.m. Networking Luncheon

1:00 p.m. Sponsored Spotlight Sessions—Set A (please choose one)

Sponsored Spotlight Session A1

What Would You Do? When Behaviour Borders On Bullying

Mary Ann Baynton, Program Director, The Great-West Life Centre for Mental Health in the Workplace

Many accused of workplace bullying, including those in management roles, are surprised and sometimes hurt that their behaviour is seen as harmful by their co-workers and employees. If a complaint is made and it is determined that it does not qualify as bullying, the complainant often feels invalidated and demotivated. This can be a lose-lose proposition.

This innovative approach can help you avoid these situations. In this session, we will explore our own behaviours through a series of questions related to roles of the bully, target, and bystander. In addition to your personal learning, you will leave the session with the tools to facilitate this session in your workplace.

Session Sponsored by:



STRONGER COMMUNITIES TOGETHER™



Sponsored Spotlight Session A2

Data, People, Analytics: Latest Developments in Improving Employee Wellness

Claudine Ducharme, Partner, Health and Benefits Consulting, Morneau Shepell Ltd.

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

In this session, wellness leaders from Morneau Shepell will share the latest developments in technology, data and analytics and how these can be applied in your organization.

Workplace wellness is a deeply personal endeavour. It seeks to improve the health of individual employees and professionals in the field demonstrate exceptional passion and commitment to their role—they are people people.

But many still see a strong need to back up their convictions with hard data. You will hear how data and analytics can effectively support the work of wellness practitioners, as well as provide valuable support for their initiatives to senior leadership. Many organizations are already developing dashboards that provide insight into current and trend data on the four pillars of health: Mental, Physical, Financial, and Workplace Productivity and Resilience. These initiatives are supported by the growing interest in the “quantified self” with the rapid growth in the use of fitness trackers.

This session will also include discussion of next generation analytics. Employees can now access personalized progress reports where they can manage their health status and risks over time. Technology also facilitates team fitness activities and challenges to promote employee engagement and team culture. But for the business, what is critical is integration with the health engagement platform, tools and EFAP resources and services.

From the employer perspective analytics enables them to monitor progress over time to focus strategies and solutions on key areas of risk, reducing costs, and optimizing employee health and productivity. HRA data is integrated with health, benefit, absence, and disability and EFAP data to enable predictive analytics. Lastly, employers can use Big Data to model health and wellness programs, anticipate trends, costs and opportunities for corrective measures.

Session Sponsored by:



Sponsored Spotlight Session A3

Fighting Stigma in the Workplace

Virginie Gosselin, Health & Wellness Senior Consultant, Manulife Financial Corporation

Amélie Meilleur, Director, National Disability Best Practices for Group Benefits, Manulife Financial Corporation

According to the Mental Health Commission of Canada, depression, anxiety and other mental disorders cost Canadian businesses over 50 million dollars annually. Unfortunately, many people are facing this problem alone and suffer in silence, especially in the workplace. People living with such mental problems state that stigma is actually harder to deal with than the illness itself. What can we do to solve this problem in the workplace? Which practical strategy could be implemented to help bring mental disorders out of the shadows? What can we do to encourage leveraging colleagues, and even managers' knowledge and expertise?

Session Sponsored by:



1:45 p.m. Wellness Break

Break Sponsored by:



2:00 p.m. Concurrent Sessions—Set B

(please choose one)

Concurrent Session B1—Culture and Engagement Stream Data, Demographics, Diversity: Maximizing the Effectiveness of Your Wellness Programs By Matching them to Your Workforce and Measuring the Results

Nora Spinks, Chief Executive Officer, Vanier Institute of the Family

While increasing numbers of organizations are devoting greater resources to wellness programs, few are really getting the benefits they could. The most common reasons for this are not giving enough consideration to the specific needs of your workforce and secondly not measuring the results and learning from the data.



In this session workplace wellness pioneer Nora Spinks and will share proven ways you can get more from your wellness initiatives, ensure they meet or exceed their ROI objectives and use what you learn to build a case for increased resources.

Drawing on the latest thinking and practice Nora will discuss issues such as:

- Leveraging brain science and behavioral economics to increase leadership support, manager buy in and employee engagement in your wellness and work-life initiatives.
- Getting greater ROI by recognizing gender and generational diversity
- Learning from leading and promising practices
- Developing new ways of thinking about and measuring success
- Building on a foundation of evidence-based and evidence-inspired wellness and work-life policies, programs and practices

Concurrent Session B2—Change and the Future Workplace Stream **Giving Everyone a Voice in Change: Building a Shared Understanding with LEGO® SERIOUS PLAY**

Jason Little, Organizational Change Coach, Leanintuit

Play comes naturally to people but when it comes to work, we're asked to put our natural instincts aside, leave our emotions at the door and act in a professional way. People of all ages learn through play. It engages the brain and allows for more creative problem solving through collaboration. In this session you'll learn how LEGO® SERIOUS PLAY helps people align to shared purpose. Whether that purpose is a new corporate strategy, product, or team vision, incorporating play into our work lives brings complete engagement in a way that bullet points on a slide stuffed away on a SharePoint site can never do!

Jason Little brings extensive experience in managing complex change projects to his presentation that are characterized by a unrivalled ability speak directly to the key issues involved.

Concurrent Session B3—Innovations in Wellness Stream **If Sitting is the New Smoking, Why Not Go for a Walk?**

Tim Sitt, Founder and Owner, MOVE

Dan Rubinstein, Writer and Walker, borntowalk.org

Recent years have seen considerable research into the negative impact of a sedentary lifestyle. Some have even concluded that you won't reap the benefits of episodic vigorous exercise if you spend your whole workday sitting at a desk. As a result many organizations are investing

in standing and walking desks to ensure employees avoid the adverse effects of a sedentary work environment.

Tim Sitt was one of the first people to recognize the importance of changing your lifestyle to reduce the amount of time spent sitting—whether at work at your desk, at home in front of the TV, or even relaxing reading a book. In this session, Tim will share his approach and proven techniques to ensure you don't succumb to the negative health effects of a sedentary lifestyle.

Following Tim's energizing presentation, Dan Rubinstein will take the discussion further drawing on the experiences and stories from his book *Born to Walk*. A passionate advocate for walking, Dan sees the simple act of putting one foot in front of the other as potentially powerfully transformative. And while for individual it improves our physical health, our mental well-being, and can even be a spiritual practice, it also has the power to create friendships, build communities and transform cities. We guarantee you will never think about walking the same again.

Dan will also be leading a walk around Lac Leamy on Day 2, for everyone who would like to experience the power of walking first hand.

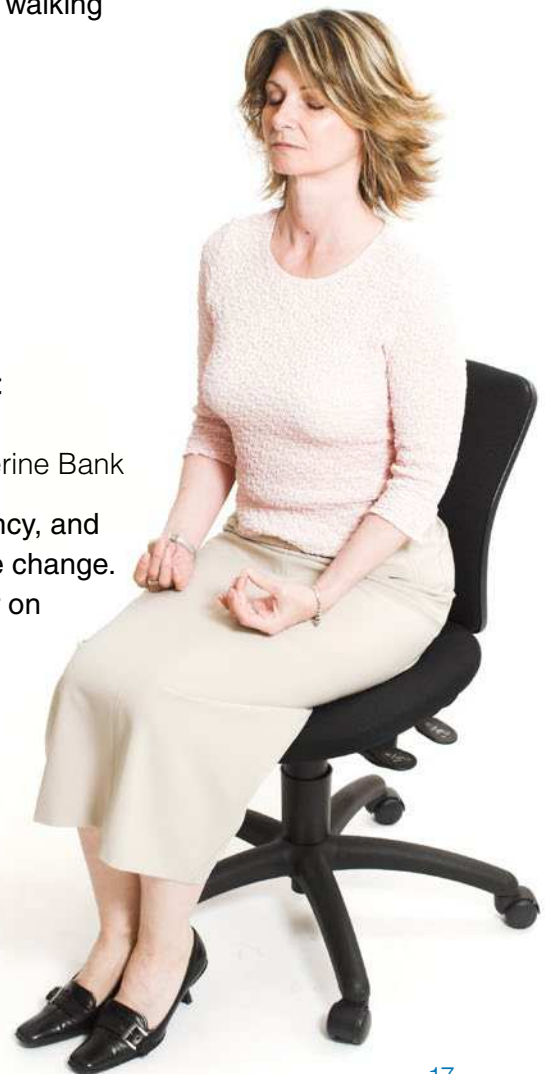
3:15 p.m. Wellness Break

3:30 p.m. Plenary Session 3

Keynote Presentation: Changing the Conversation About Leadership, Culture, and Engagement

Peter R. Aceto, President and Chief Executive Officer, Tangerine Bank

Peter Aceto is passionate: about leadership, about transparency, and about the power of people when they come together to create change. As Canada's most social CEO—an active blogger and sharer on Twitter and other channels—he is changing the conversation about leadership and the possibilities of organizations.



A champion for wellness, Peter will share his philosophy of leadership as explored in his new book *Weology: How Everybody Wins When We Comes Before Me*. He will inspire you to think differently about the workplace and everyone's role in it as he shares his vision of an organization where everyone is valued, everyone contributes, and everyone shares in the success.

Session Sponsored by:



4:15 p.m. Plenary Session 4

First Boost, Then Bounce: Staying Positive and Productive in a Wobbly Work World

Deri J. Latimer, Chief Executive Officer, Positivity Speaking

Following on from Jamie Gruman's exploration of building resilience in your downtime, Deri Latimer will shift the discussion to the workplace and how you can maintain that resiliency. This is without a doubt one of the critical skills for those wanting to thrive in today's "do more with less" workplace, which offers a world of opportunity for those ready to act.

Deri will share her model of Reflect, Reframe, and Realign that offers you quick, practical ways to cut through the noise of today's workplace, reconnecting with your inner resourcefulness and putting you back on track to achieving your goals no matter how wobbly your work world.

5:00 p.m. Closing Remarks from the Chair

John Brewer, Executive Program Developer,
The Conference Board of Canada

5:15 p.m. Networking Reception

Sponsored by:



AT A GLANCE

| | | | |
|------------|--|------------|--|
| 6:30 a.m. | Registration Desk Opens | 11:15 a.m. | Sponsored Spotlight Sessions—Set B |
| 6:45 a.m. | Fitness Session 3 | 12:00 p.m. | Networking Luncheon |
| 6:45 a.m. | Fitness Session 4 | 1:15 p.m. | Concurrent Sessions—Set C |
| 7:45 a.m. | Breakfast and Presentation | 2:30 p.m. | Wellness Break |
| 8:30 a.m. | Opening Remarks from the Chair | 2:45 p.m. | Plenary Session 7—Keynote Presentation |
| 9:00 a.m. | Plenary Session 5—Keynote Presentation | 3:45 p.m. | Closing Remarks from the Chair |
| 9:45 a.m. | Plenary Session 6 | 4:00 p.m. | Conference Adjourns |
| 10:45 a.m. | Wellness Break | | |

6:30 a.m. Registration Desk Opens

6:45 a.m. Fitness Session 3 (45 minutes)

Body Language—Sculpt and Stretch

Using only your body weight, sculpt and stretch your muscles to feel strong, balanced and ready to take on the day!

Session Sponsored by:



6:45 a.m. Fitness Session 4 (45 minutes)

The Power of Walking

Author and speaker Dan Rubinstein will lead a walk around Lac Leamy for everyone who would like to experience the power of walking first hand.

7:45 a.m. Breakfast and Presentation

Preliminary Learnings from the Sun Life-Ivey Canadian Wellness ROI Study: Demonstrating the Value of Wellness Programs in the Workplace

Jennifer Elia, Assistant Vice-President, Health and Wellness, Group Benefits, Sun Life Financial

Dr. Michael J. Rouse, Professor, Western University, Ivey Business School Strategy and Organization

This session will explore preliminary results from the Sun Life-Ivey Canadian Wellness ROI Study. The first of its kind in Canada, this



academically rigorous research will provide best practice learnings for employers and help pave the way for future research. Focus will be on the value of workplace wellness programs with respect to areas such as organizational culture and engagement, productivity, and benefits related costs. Michael Rouse, principal researcher of the Study will review study methodology and outcomes, and Jennifer Elia will relate study learnings to practical application within the workplace.

Session Sponsored by:



8:30 a.m. Opening Remarks from the Chair

John Brewer, Executive Program Developer,
The Conference Board of Canada

9:00 a.m. Plenary Session 5

Keynote Presentation: Workplace 2025—Redesigning the Workplace for Future Prosperity and Wellbeing

Dr. Graham S. Lowe, President, The Graham Lowe Group Inc.

What is your vision for the ideal workplace in 10 years? What choices must be made today to achieve that vision? And what are the trade-offs? Workplace expert Graham Lowe will explore these big-picture questions, providing a quick tour of the challenges and opportunities employers and workers face in today's stalled economy and post-recession labour market. Canadians are increasingly worried about rising inequality, slow economic growth, and declining living standards. This post-recession economic anxiety is affecting workplaces through reduced morale and increased stress. So far, workplace improvements have not been a major part of the solution to renewed prosperity, yet they must be. Graham outlines an optimistic design scenario for the future workplace that will help to achieve the economic and social goals to which Canadians aspire.

9:45 a.m. Plenary Session 6

The ROI of Happiness at Work

Jennifer Moss, Chief Marketing Officer, Plasticity Labs

Jim Moss, Chief Executive Officer, Plasticity Labs

Organizational culture is the set of shared beliefs and values within an organization that help shape behavior. Like community or national culture,

organizational culture is an indispensable aspect of any company. It's the holistic understanding of an organization's goals and how they will be achieved. Organizational culture answers the question "why do we do what we do?"

After two decades of research we can prove that there is a direct correlation between a healthy, productive workplace culture and a company's bottom line. Jennifer Moss and Jim Moss will share examples of the current research going on in this area, and case studies of companies who see culture as a mission critical effort and how they are tracking their success.

10:45 a.m. Wellness Break

Break Sponsored by:



11:15 a.m. Sponsored Spotlight Sessions—Set B (please choose one)

Sponsored Spotlight Session B1

Healthy Brains at Work: The Employer Role in Addressing Mental Health

Louise Chénier, Manager, Workplace Health and Wellness Research, The Conference Board of Canada

In the workplace, health and positive well-being among employees is important for productivity. Employers that offer benefits and workplace health and wellness programs have traditionally focused on areas like the heart health of their employees. Increasingly, they are considering their role in addressing brain health by creating workplace conditions that facilitate good mental health, and providing supports to employees suffering from conditions such as depression. This session will examine the role, effectiveness, and potential impact of employer-sponsored mental health benefits and programs, and particularly as they relate to clinical depression.

The session will feature results from the study that address questions such as:

- What are the predominant mental health conditions in Canada and who has been diagnosed with them?



- How many of those diagnosed are employed and what is the prevalence by occupation and industry?
- How many diagnosed Canadians have access to employer-sponsored benefits and programs that address mental health and depression?
- What are the recommended clinical guidelines for treating the primary conditions, both pharmaceutical and non-pharmaceutical?
- What are the recommended workplace standards for ensuring good mental health, and managing diagnosed mental health conditions among employees?
- Are employers offering the recommended approaches through their benefits plans and workplace standards?
- Are there industries/occupations where mental health conditions are prevalent but employer-sponsored benefits and programs are lacking? What is the economic impact of these gaps?
- What policies and practices can employers and governments adopt to ensure robust mental health benefits and programs?
- What economic impact would be realized if these gaps were addressed by ensuring robust programs are offered and taken up?

The study synthesizes a broad array of information on what is known and not known about the profile of poor mental health in Canada, what is being done in the workplace to address this, and how this compares to what is recommended for addressing mental health conditions. It also quantifies the impact that pharmaceutical treatment for mental health conditions have on health care costs and other costs borne by society such as productivity losses due to disease.

Session Sponsored by:



Sponsored Spotlight Session B2

Generating Change: The Role of Advisors, Employers, and Benefits Providers in Transforming Health and Health Care

Peter B. Gove, Innovation Leader, Health Management, Green Shield Canada

One can be easily discouraged when looking at the landscape of Canadian health. Chronic disease is on the rise and our health care system, as it operates today, is ill suited to manage it. In the benefits world, we have talked about employee wellness for decades now, with

little if any evidence that our strategies are having an impact on incidence of disease and disability and the related health program costs.

So, the health care system, and our industry's contribution to it, needs transformation. With that as the premise, this session will argue that advisors, plan sponsors and benefits carriers have, in fact, a unique opportunity to contribute to generating change—we've just been going about it all wrong. Together we manage large data sets, we possess the ability to communicate with millions of plan members, and we have the opportunity to create innovative programming informed by research and the lessons from our data.

This session will point you towards international and local strategies that have proven to positively impact at risk populations—not the marathoners and tri-athletes—the health challenged folks who drive the vast majority of costs in our benefits programs. In short, wellness is broken, but we can definitely fix it.

Session Sponsored by:



Sponsored Spotlight Session B3

Mental Health...Out of the Shadows and Onto the Balance Sheet

Sean Slater, Executive Vice-President, Sales and Marketing, Homewood Health Inc.

It's 2015 and most companies offer some kind of psychological support to employees and their family members. Thirty years ago, when the Employee Assistance Program (EAP) began its march toward becoming commonplace in organizations, its purpose was clear: to support organizations and employees in dealing with substance abuse and addiction issues and provide some level of support for what would later become known as 'mental health' issues. But the EAP stood alone. In the last ten years, EAP offerings have expanded well beyond the original intent of these types of programs.

Today, with mental health related absence and disability costs skyrocketing, and with the issue of mental health emerging from the shadows, employers and organizations have the opportunity to challenge their EAP providers to return mental health to the forefront; to provide services, interventions, data and analysis that address mental health concerns in an integrated, collaborative way that engages all stakeholders

in the employee and organizational health equation.

Sean will discuss strategies and approaches for making the best use of your mental health investment by targeting it toward strategies that address the full continuum of current and emerging cost-driving issues.

Session Sponsored by:



12:00 p.m. Networking Luncheon

1:15 p.m. Concurrent Sessions—Set C (please choose one)

Concurrent Session C1—Culture and Engagement Stream Coaching for Alignment and Performance

David Couper, Chief Executive Officer, David Couper Consulting

David Gilman, Internal OD Consultant, Vision Essentials Kaiser Permanente

This session tells the story of one organization's experience with coaching and the impact it has had on culture and engagement.

Vision Essentials Kaiser Permanente operates in the highly competitive world of US Health Care—an area that is currently experiencing significant disruptive change. In addition, their operations cover everything from manufacturing diagnosis to customer service. This is a complex organization. The impact on employees was clear—a feeling of being overwhelmed, undervalued and a lack of cohesion.

The solution began as a project to provide one on one coaching for managers. It became apparent that to really effect culture change more was needed, so a decision was made to provide the same coaching to the entire workforce. This involved 50 coaches and the cooperation of seven unions.

You'll hear about the stunning results, and the new culture of respect and high performance that has since taken root.

Concurrent Session C2—Change and the Future Workplace Stream Bounce Forward Together—Building Resilient Teams in Your Organization

Donna Burnett-Vachon, Associate Director, Leadership and Organizational Development Research, The Conference Board of Canada
Ross Roxburgh, Executive Director, The Niagara Institute

At the 2014 Better Workplace Conference several sessions focused specifically on resilience. And while developing this event, the idea kept coming up again and again—how can we create more resilient individuals, teams and organizations? In a rapidly changing and unpredictable environment, resilience has risen to become perhaps the key competency for leaders and employees.

In this interactive session, Donna Burnett-Vachon and Ross Roxburgh will explore the need for resilience, what resilience means in your organization, how to nurture it, and, ultimately, how to use resilience so you thrive on change and bounce forward rather than back.

Donna and Ross will share their experiences with change and leadership development, and the insights from a recent Conference Board Roundtable with change leaders from across Canada.

Concurrent Session C3—Innovations in Wellness Stream Swimming in Cyberspace—Keeping Mentally Healthy in a Media World

Dr. Bruce Ballon, Associate Professor, Public Health and Psychiatry, University of Toronto

“Before you become too entranced with gorgeous gadgets and mesmerizing video displays, let me remind you that information is not knowledge, knowledge is not wisdom, and wisdom is not foresight. Each grows out of the other, and we need them all.”

—Arthur C. Clarke

As an award-winning psychiatrist, Bruce Ballon brings more than two decades of experience in cutting edge mental health clinical treatment, innovative education, novel simulations, psychodynamic coaching, group facilitation, and creativity enhancing techniques for teaching and training to individuals and groups.

In his book, *Swimming in Cyberspace*, and in this session, Bruce will inform and guide you on how to develop a healthy relationship with the so-called “virtual worlds” in which we reside in today’s society. Among

these worlds are wireless communications, interactive platforms, tsunamis of information, and fictional simulated worlds—realities in which millions of people around the world coexist simultaneously in their daily lives. You will hear about and experience tools such as reflection, exercises/actions and resources to help you deal effectively with this ever-expanding issue.

2:30 p.m. Wellness Break

2:45 p.m. Plenary Session 7

Keynote Presentation: Work, Happiness, Engagement-Making it Work for Everyone in the Real World

Tony Gareri, Chief Executive Officer-Chief of Wow, Roma Moulding

2015's The Better Workplace Conference will end with a bang—with a high-energy session and with a story that in many ways reinforces the sessions over the three days of the event. It certainly exemplifies what is possible when you set out to develop a happy productive workplace and really commit to seeing it through. Leadership, culture, engagement, change, wellness, community, resilience—they are all here.

You've likely heard of Zappos and their revolutionary approach to work. Maybe your familiar with "holocracy" a new way of organizing work and companies that embeds authority in the front line. What you will hear is the story of how one Canadian leader, Tony Gareri, has applied the lessons of Zappos and made them his own at Roma Mouldings.

Tony's story will inspire as it shows a way to take all those great ideas you have about work and make them a reality in your organization.

3:45 p.m. Closing Remarks from the Chair

John Brewer, Executive Program Developer,
The Conference Board of Canada

4:00 p.m. Conference Adjourns



Register now and save!

| Fees | Before Jun. 30, 2015 | After Jun. 30, 2015 |
|---------------------------------------|-------------------------|------------------------|
| Individual | \$849 | \$1,149 |
| Team of 2 | \$1,490 | \$2,010 |
| Team of 4 (4th person comes for free) | \$2,547 | \$3,447 |

Your registration in this event includes the sessions, continental breakfasts, breaks, luncheon, and a link to speaker presentations.

Pre-Conference Workshops

| | Complimentary to first 50 to register (space is limited; 1 delegate per organization) |
|----|--|
| A1 | |
| A2 | \$299 |
| B | \$299 |

TO REGISTER

Online www.conferenceboard.ca/conf

Fax PDF form to 613-526-4857 • **Phone** 1-800-267-0666 or 613-526-4249

All registrations will be confirmed. Program subject to change. Events are HST exempt.
Please see www.conferenceboard.ca/conf for our cancellation policy.

HOTEL AND CONFERENCE VENUE

Hilton Lac-Leamy

3, boulevard du Casino, Gatineau QC J8Y 6X4
819-790-6444

Conference fees don't include accommodations. Please contact the hotel directly for reservations, and mention The Conference Board of Canada to receive the **preferred rate of \$195, available until September 24, 2015.** Should you need to cancel your reservation, you must do so 72 hours prior to arrival to avoid penalty of one night room and tax.



The Conference Board's Privacy Policy

By registering for this event, you are giving us consent to use information you provided to help us inform you about additional Conference Board products and services. To view our Privacy Policy, visit www.conferenceboard.ca/privacy_policy.htm. If you wish to withdraw your consent to our use of your information, contact us at contactprivacy@conferenceboard.ca or 1-866-711-2262.

Registration Form

The Better Workplace Conference 2015

OCTOBER 14–16, 2015 • GATINEAU

YES! Please register the following delegate for this event

Name _____ Title _____

Organization _____ Tel. _____

E-mail _____ Fax _____

Mailing Address _____

City _____ Province _____ Postal Code _____

Your registration in this event includes the sessions, continental breakfasts, breaks, luncheon, and a link to speaker presentations.

| Fees | Before Jun. 30, 2015 | After Jun. 30, 2015 |
|---------------------------------------|----------------------|---------------------|
| <input type="checkbox"/> Regular Rate | \$849 | \$1,149 |

Please confirm attendance at event functions:

Conference

Pre-Conference Optional Workshop A1 (complimentary to first 50 to register; 1 delegate per organization)

Pre-Conference Optional Workshop A2 (additional fee of \$299)

Pre-Conference Optional Workshop B (additional fee of \$299)

Pre-Conference Kick-Off Keynote Presentation

Fitness Session : 1 2 3 4

Day 1: Breakfast Sessions (please choose one):
 Networking and Continental Breakfast Breakfast Session A Breakfast Session B

Day 1: Networking Luncheon Networking Reception

Concurrent Sessions (choose one for each set):

Day 1: Set A: A1 A2 A3 Set B: B1 B2 B3 Day 2: Set C: C1 C2 C3

Day 2: Networking Breakfast Networking Luncheon

Sponsored Spotlight Sessions (choose one for each set): Day 1: A1 A2 Day 2: B1 B2 B3

Payment method: (all fees are due by the event date)

Credit card (we will e-mail you a link to our secure system for payment)

Cheque (payable to “The Conference Board of Canada”)

The Conference Board of Canada—255 Smyth Road, Ottawa ON K1H 8M7

All registrations will be confirmed. Program subject to change. Events are HST exempt. Please see www.conferenceboard.ca/conf for our cancellation policy.

Email this form to: registrar@conferenceboard.ca, or fax to: 613-526-4857

Sponsors

We'd like to thank our generous sponsors for their contribution to this event.

JOINT STRATEGIC PARTNERS



MAJOR PARTNERS



CONFERENCE PARTNERS



EXHIBITORS



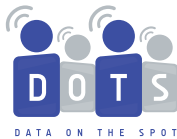
Sponsors

We'd like to thank our generous sponsors for their contribution to this event.

MARKETING PARTNERS



SPECIAL CONTRIBUTORS



CONFERENCE ADVISOR



Connect with your top prospects!

Sponsor this event, and collaborate with senior executives, practitioners, and thought leaders. Connect your brand with the solutions, and position your organization as a leader in its field. To learn more about sponsor benefits, contact Rhonda Bradbury at 416-481-1904 or bradbury@conferenceboard.ca.



Insights. Understanding. Impact.



The Conference Board
of Canada

255 Smyth Road, Ottawa ON

K1H 8M7 Canada

Tel. 613-526-3280

Fax 613-526-4857

Inquiries 1-866-711-2262

conferenceboard.ca

