

K1

Exponential Organizations

Wednesday, May 11, 2022

10:00 AM to 11:00 AM | Virtual (Pheedloop) & Canada Hall 3 (Shaw Centre)

ENGLISH

As a result of accelerating change, a new breed of businesses is scaling 10 times faster than established organizational structures. Salim Ismail calls these exponential organizations. This talk describes the characteristics and attributes of these organizations and finishes with how to implement these ideas into established companies.

He looks at today's fastest growing technologies and the social impact they will have on our organizational, political, legal, educational, and medical systems. From artificial intelligence to biotech, these disruptive technologies are changing the face of many disparate industries and creating new innovations and opportunities.

Audiences walk away with a tailored action plan for moving forward that utilizes five internal and five external strategies to spur astounding growth – like partnering with an incubator and transforming their organization's leadership team.

Salim Ismail | Entrepreneur | Business Strategist | Bestselling Author



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@salimismail

Salim Ismail is the bestselling author of *Exponential Organizations*, a sought-after business strategist, and a serial entrepreneur, having founded technology companies including Confabb, PubSub Concepts, and Ångström, which was acquired by Google in 2010. He led Brickhouse, Yahoo!'s internal incubator, and was recently named an XPRIZE Foundation Board member. Salim is also Founding Executive Director of Singularity University; Chairman of ExO Works; Founder of The ExO Foundation; Board member of Rokk3r Inc.; an Aion Advisory Board member; and General Partner of Rokk3r Fuel ExO Venture Fund.



Exponential Organizations reached No. 1 on Amazon's "Bestsellers in Business Management" category, and was named Frost & Sullivan's "Growth, Innovation and Leadership Book of the Year." ExO Works and its corresponding Network were founded to transform global business by catapulting organizations into the world of exponential thinking.

Works counts numerous global, Fortune 1000 companies as clients, with more coming on the first quarter of 2018. The Network contains more than 120 certified consultants from 28 countries, speaking 11 different languages.

Recently, Ismail founded The ExO Foundation, a global consultancy dedicated to solving humanity's most pressing challenges. The ExO Foundation's mission will be aided by world-changing ideas executed by exponential start-ups that have been funded by the Rokk3r Fuel ExO investment fund.

Salim is a prolific speaker, having given more than 100 talks in 2017 to audiences of all sizes in 12 different countries. He has been profiled across a vast array of media outlets, including *The New York Times*, *Bloomberg BusinessWeek*, *Fortune*, *Forbes*, *WIRED*, *Vogue*, and the BBC.

Simultaneous translation and closed captioning will be available for all sessions.

K2

The Future of Innovation

Wednesday, May 11, 2022

3:00 PM to 4:00 PM | Virtual (Pheedloop) & Canada Hall 3 (Shaw Centre)

ENGLISH

What does it take to transform a company from status quo market contender to forward-thinking and dynamic player of the future? Industry leader and expert George Blankenship looks to the future and explores this question in an engaging and thought-provoking presentation. Widely recognized as the architect of Apple's brand-building retail strategy, Blankenship formulated and executed one of the most successful retail growth strategies in history by turning the classic engagement model on its head. Most recently, he revolutionized the auto industry by redefining the car-buying experience in his executive role at Tesla Motors. Bringing 30 years of industry experience and invigorating insight, Blankenship shows you how to build your brand based on the unique value that your company provides and how to market and attract new customers. Audience members take away fresh, fascinating ideas and innovative tools for rethinking their role in a competitive environment.

George Blankenship | Former Vice President, Tesla



<https://www.linkedin.com/in/geblankenship/>

Former executive at Tesla Motors, Apple Computer and GAP Inc., George Blankenship brings 30 years of international strategy, retail and real estate experience to his audiences.

In his executive capacities at Tesla Motors, Blankenship successively served as vice president of design and store development, vice president of worldwide sales and ownership experience, and vice president of worldwide retail. In these roles, he redefined the car-buying experience, and in turn revolutionized the auto industry. Tesla's Model S was named the Motor Trend "Car of the Year" in 2013, only a year after its introduction. It was the first electric car to ever receive this recognition.

Prior to his achievements at Tesla, Blankenship served as the senior executive of real estate at Apple. Recognized as the architect of Apple's brand-building retail methodology, he formulated and executed one of the most successful retail growth strategies in history. His international "Smart Growth Hit List" encompassed major cities throughout Asia, Europe and North America. Apple also saw a material, sustained increase in sales, profit and consumer loyalty following Blankenship's focus on reformulation of the consumer experience, the building of brand awareness, and ongoing accessibility to customers.



Blankenship has also functioned as a real estate consultant for Microsoft and served as a senior executive for real estate strategy at GAP Inc. At GAP, Blankenship managed the growth of over 250 stores per year while establishing an energy-efficient, environmentally forward-thinking retail growth practice. His uniquely innovative processes have transformed secure, status quo organizations into forward-thinking and dynamic players of the future. Blankenship has also meaningfully redefined the purpose and importance of a superior customer experience in contemporary markets, honed and refined corporate values, and deeply strengthened customer loyalty.

As an expert of the industry, he offers audiences unmatched insight on the building and creating of brand loyalty and awareness, competitive positioning in the market, and what it takes to deliver superior customer care.

Simultaneous translation and closed captioning will be available for all sessions.

K3

ENGLISH

Lead Without a Title: Winning Leadership Lessons to Build a Great Organization

Thursday, May 12, 2022

9:45 AM to 11:00 AM | Virtual (Pheedloop) & Canada Hall 3 (Shaw Centre)

Robin Sharma is one of the world's most trusted leadership authorities and a man whose transformational ideas have helped millions of people in organizations from 75+ countries do world-class work, shift from stagnation to innovation, generate explosive productivity and realize winning results in uncertain times. His legendary presentations are spellbinding, rich with game-changing ideas, full of results-oriented takeaways and delivered with uncommon authenticity.

In this viscerally inspiring, idea-rich and immensely practical presentation, your people will learn:

- Transformational ways to get your people operating at world-class;
- The daily rituals of the best leaders;
- How elite performers think, produce and deliver value;
- The 4 core behaviors to shift from any form of average work to genius-level results;
- The key mindsets of Leading Without a Title;
- Powerful tools to relentlessly innovate and wow customers in volatile times;
- The importance of consistent improvement versus resting on past success; and
- Tactics to show leadership at every level of the organization.

Robin Sharma | International Bestselling Author | Globally Respected Leadership Expert



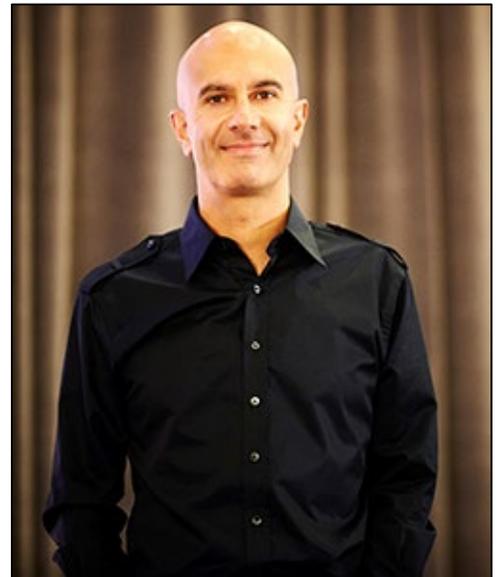
[@RobinSharma](#)

Robin Sharma is one of the world's premier speakers on leadership and personal mastery, recently named one of the world's top leadership gurus. As a presenter, Sharma has the rare ability to electrify an audience yet deliver uncommonly original and useful insights that lead to individuals doing their best work, teams providing superb results, and organizations becoming unbeatable.

For nearly 20 years, many of the most well-known organizations on the planet, ranging from Nike, GE, Microsoft, FedEx, PwC, HP, and Oracle to NASA, Yale University, and YPO have chosen Sharma for their most important events, when nothing less than a world-class speaker will do.

Sharma's books, such as *The Leader Who Had No Title*, have topped bestseller lists internationally and his social media posts reach over six hundred million people a year, making him a true global phenomenon for helping people do brilliant work, thrive amid change, and realize their highest leadership capacities within the organization so that personal responsibility, productivity, ingenuity, and mastery soar.

Sharma has been ranked as one of the top five leadership gurus in the world in an independent survey of over 22,000 businesspeople, and appears on platforms with other luminaries such as Richard Branson, Bill Clinton, Jack Welch, and Shaquille O'Neill.



K4

BILINGUAL

Talent Management, a keystone to realizing our Digital Ambitions

Thursday, May 12, 2022

3:00 PM to 4:00 PM | Virtual (Pheedloop) & Canada Hall 3 (Shaw Centre)

Ross Ermel will speak about the digital talent challenge facing the Government of Canada, summarize what the Office of the Chief Information Officer of Canada has been accomplishing in this space and crucially where we need to go next.

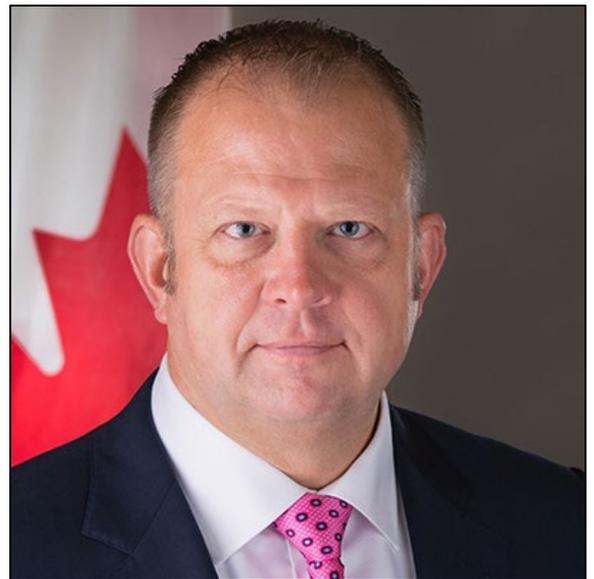
Ross Ermel, MSM, CD | Assistant Deputy Minister, Digital Talent and Leadership, Office of the Chief Information Officer, Treasury Board Secretariat of Canada

Ross was appointed Assistant Deputy Minister of Digital Talent and Leadership in the Office of the Chief Information Officer in March 2022. He is responsible for leading the digital talent and leadership team with a people-first approach to attracting, fostering and retaining talent in the digital pillars of the Government of Canada with a focus on ensuring talent is well placed across the enterprise. Prior to this appointment Ross served as the Assistant Commissioner of the Western Region at the Canada Revenue Agency where he was responsible for regional operations in Western Canada and the North, notably leading strategic change initiatives to realign program and governance structures.

Before joining the CRA, Ross spent almost 34 years as an armoured officer in the Canadian Armed Forces commanding at the squadron, unit and brigade group levels. At the time of his retirement from the Forces, he held the position of Director General, Capability and Structure Integration, at the rank of Brigadier-General. Over the years in uniform, Ross gained experience both at the tactical and strategic levels through his responsibilities for operations, training delivery, and strategic change delivery.

Ross holds a Bachelor of Arts in Commerce and a Master of Defence Studies from the Royal Military College of Canada, as well as a Master of Business Administration from Athabasca University. He is also a graduate of the Canada School of Public Service ADM Executive Leadership Programme and the US Navy Postgraduate School Senior International Defence Resources Management Programme.

Ross is married to his very understanding wife Angie. Together they have four adult sons.



K5

GC Digital Leaders Panel

Friday, May 13, 2022

10:00 AM to 11:00 AM | Virtual (Pheedloop) & Canada Hall 3 (Shaw Centre)

BILINGUAL

This exciting GC panel discussion will feature a fantastic line-up of Digital Leaders who will share their perspectives and discuss their current strategies, opportunities and challenges in areas of Digital Transformation, Workplace of the Future, Career Development, as well as Security and Privacy in the Digital World.

The panel will be moderated by Mr. Dugald Topshee, Director General of the Enterprise Solutions Directorate, Transport Canada (TC). He will be joined by Christiana Cavazzoni, Associate Assistant Deputy Minister and Deputy CIO of the Department of National Defence (DND), Lucie Loignon, Chief Information Officer of Environment and Climate Change Canada (ECCC), Minh Doan, Vice President and Chief Information Officer of Canada Border Services Agency (CBSA) and Peter Littlefield, Senior Assistant Deputy Minister and Chief Information Officer of Employment and Social Development Canada (ESDC).

You won't want to miss this opportunity to tap into collective intelligence from across the GC and get some clarities in the future of the increasingly more digital workplace.

In preparation for this session we are asking participants to submit their questions related to the four featured topics to help shape the content of the panel discussion at this link: <https://www.surveymonkey.com/r/DigitalLeadersPanel>

Dugald Topshee | Director General of the Enterprise Solutions Directorate, Transport Canada (Moderator)



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[@phrontist3r1on](https://twitter.com/phrontist3r1on)

After graduating with a Master's Degree in Philosophy, Dugald Topshee translated his passion for information technology into a career as a computer programmer. He started his career in the telecommunications space, working for British Telecom in Europe and then Nortel Networks in Ottawa, Canada before striking out on his own.

Dugald founded his own consulting company in 2001 that specialised in applying XML technology to business process automation. His company, Phrontisterion Incorporated, spent several years developing solutions for public and private sector organizations of various sizes and in various countries.

In 2008, Dugald took a job with one of his company's former clients, the Department of Justice Canada, and spent 12 years there including four years as their Chief Information Officer. He moved to Transport Canada in 2022, where he is currently the Director General of the Enterprise Solutions Directorate.



Kristina Casey | Assistant Deputy Minister, Client Service Delivery and Management, Shared Services Canada (SSC)

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Kristina Casey joined Shared Services Canada in September 2021 as an Assistant Deputy Minister in Client Service Delivery and Management Branch.

Kristina comes to Shared Services Canada from Global Affairs Canada where she served as Chief Information Officer and Director General of the Information Management and Technology Branch since 2018. She led information and technology services to clients at Global Affairs Canada head quarters, as well as at sites across Canada and at Canada's missions abroad.

Previous to this, at Natural Resources Canada, Kristina was known for her leadership in advancing that department's information management and information technology transformation, including the implementation of Natural Resources Canada's Federal Science Library that earned a GTEC award. She has more than 15 years of experience in developing, managing and delivering information management and information technology.



Minh Doan | Vice President and Chief Information Officer, Canada Border Services Agency (CBSA)

 <https://www.linkedin.com/in/minhdoan>

 [@MinhDoan](https://twitter.com/MinhDoan)

Mr. Minh Doan was appointed Vice-President of the Information, Science and Technology Branch (ISTB) and Chief Information Officer on January 2, 2018. Minh joined the CBSA in 2014 as the Director General of the Business Applications Services Directorate. Minh has significant experience in both the private and public sectors leading enterprise IT projects, improving IT efficiency and aligning IT with business operations.

Before joining the CBSA, Minh was an Executive Director at Employment and Social Development Canada, where he led major business and technology transformation projects. Prior to that he worked at the Privy Council Office on Administrative Services Review and government-wide IT strategies to transform service delivery to Canadians. He also held progressively more senior positions at Service Canada and Bell Canada.

Minh has a bachelor's degree in Computer Science from the Université du Québec and a certificate in Leading Change and Organizational Renewal from the Harvard Business School.



Peter Littlefield | Senior Assistant Deputy Minister and Chief Information Officer, Employment and Social Development Canada (ESDC)

 <https://www.linkedin.com/in/peter-littlefield>

 [@PWLittlefield](https://twitter.com/PWLittlefield)

Peter Littlefield is the Chief Information Officer of Employment and Social Development Canada (ESDC), the Government of Canada's primary social benefits ministry. He has held this role since September 2016.

Prior to joining ESDC, Peter had been the lead for the consolidation of the Government of Canada's data centres at Shared Services Canada, since its creation in 2011. In addition, Peter contributed to government shared services as the Product Executive for distributed computing services and data centre services at Public Works and Government Services Canada.

Prior to joining the federal public service in 2007, Peter held a number of key positions in the private sector for over 20 years. With roots in application development, Peter progressed quickly to management in the information technology (IT) sector. He co-founded two Canadian IT companies specialising in communications software and management consulting.

Peter holds a Bachelor of Mathematics degree from the University of Waterloo. He is well-supported by his wife and three daughters who keep him well-grounded.



Lucie Loignon | Chief Information Officer, Environment and Climate Change Canada (ECCC)

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 [@loignonlucie](https://twitter.com/loignonlucie)

Ms. Loignon was appointed Chief Information Officer (CIO) at Environment and Climate Change Canada (ECCC) in August 2016. As CIO, Ms. Loignon leads the Digital Strategy implementation and the Information Management (IM) and Information Technology (IT) initiatives and operations that enable the delivery of ECCC programs and services. Among her strategic objectives, Ms. Loignon is responsible for the delivery of modern IM/IT solutions and practices, for the implementation of the ECCC project management center of excellence and to position the IM/IT team to embrace challenges of the future. As ECCC's designated official for cyber security, Ms. Loignon is responsible in providing leadership, coordination and oversight for departmental cyber security management activities.



Ms. Loignon honed her expertise in strategic and business planning development and transformation, implementation of modern management practices in the area of client service, project management and oversight, strategic and tactical planning, human resources, procurement, finance, particularly in the area of information management and information technology.

Originally from Sherbrooke, Québec, Ms. Loignon graduated from the Université Laval with a Master in Business Administration and a Bachelor's degree in Engineering from the Université du Québec in Trois-Rivières, Québec.

K6

Change as a Path to Greatness

Friday, May 13, 2022

1:30 PM to 2:30 PM | Virtual (Pheedloop) & Canada Hall 3 (Shaw Centre)

ENGLISH

Hayley Wickenheiser explores the importance of always looking for ways to improve and opportunities for change.

Change in leadership, direction, and lifestyle all provide opportunity for growth and, most certainly, a new perspective. Drawing on her own journey from being a student to becoming a world champion athlete and an Olympic gold medalist, back to a student and becoming a doctor-in-training during a worldwide pandemic, Wickenheiser shares how she became a master of change — or at least a master of coming out on the other side of change with something positive.

Dr. Hayley Wickenheiser | Four-time Olympic Gold Medalist | Member of the Hockey Hall of Fame



@wick_22

Dr. Hayley Wickenheiser is considered one of the best female hockey players in the world. Seven world championships, six Olympic appearances, five Olympic medals — she is a titan of sport and a leader both on and off the ice. Wickenheiser now sits on the International Olympic Committee's (IOC) Athletes Commission, is the Vice Chair of the Calgary 2026 Bid Committee, and is the Senior Director of Player Development for the Toronto Maple Leafs. Beyond sport, she is a community leader, doctor, and businesswoman who inspires audiences to give their best in everything they do.

In her 23 years as an Olympic athlete, Wickenheiser led her team to four gold medals and one silver medal, and served as Canada's official flag bearer at the 2014 Sochi Olympics. She also won seven gold and four silver medals at Women's World Hockey Championships as part of the Canadian Women's National Team. Wickenheiser made hockey history as the first female player to notch a point in a men's professional game, and as the first woman in history to have played in/coached at four NHL development camps with the Philadelphia Flyers, the Edmonton Oilers, and the Toronto Maple Leafs.



In 2019, Wickenheiser was inducted into Canada's Hockey Hall of Fame. She has also been named one of *Sports Illustrated's* Top 25 Toughest Athletes in the World; has been twice-named to the "Power 50 in Sports"; was among the QMI Agency's "Top 10 Greatest Female Athletes in the History of Sports"; and is a member of the Saskatchewan Sports Hall of Fame, Canada's Top 40 under 40, and Canada's Walk of Fame. In 2014, she was awarded Canada's highest honour when she was appointed to the Order of Canada for her achievements as an athlete and for her contributions to the growth of the women's game.

Wickenheiser's passion for sport is paralleled by her desire to give back to the community through her work with dozens of philanthropic organizations, including Lace 'Em Up, Jumpstart, KidSport, Project North, and Right to Play. She is also the founder of the world-renowned personal and athletic development weekend, The Canadian Tire Wickenheiser World Female Hockey Festival, which provides mentoring and growth opportunities for young athletes around the world.

Wickenheiser holds several honorary degrees from institutions across Canada, as well as a Masters in Kinesiology from the University of Calgary, where she also studied medicine. In 2021, Wickenheiser completed her studies and became a medical doctor.

Simultaneous translation and closed captioning will be available for all sessions.