

The Conference of Choice for Business Leaders at all Levels



"Excellent exposure to best practices and latest research in this dynamic field of organizational health, wellness and productivity."

— Pauline Blais
Director of Human Resources
City of Guelph



"This type of conference is a must-attend for employers who keep abreast of ways to attain and maintain the coveted 'Employer of Choice' status."

— Arunjit Gill, Ph.D
Employers' Adviser
Ministry of Labour and Citizens' Services
Government of British Columbia

Photos by Landon Sveinson



health |
WORK & WELLNESS™
CONFERENCE 2011

A Business Imperative

Celebrating our 15th Anniversary!
Canada's Leading Conference
on Building Healthy Workplaces

3 action-packed days of inspiring
keynotes, thought-provoking forums
and idea-rich workshops on the
latest concepts in workplace health.



JOHN DEHART

ROY SPENCE

STRATEGIC PARTNER

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WESTIN HARBOUR CASTLE
TORONTO
Oct 4 – 6, 2011



MAJOR PARTNERS

CONFERENCE MANAGEMENT



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www.healthworkandwellness.com
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Deborah Connors
President & Managing Director
Health Work & Wellness™
Group

In 1997 we started this conference because we knew there was a better, healthier way to do business. Over 500 leaders from organizations across Canada thought so too, joining us that year in Vancouver. This was, and still is, our purpose.

As organizations move out of the recession and into growth opportunities, healthy business practices are more important than ever, hence this year's theme – a call to action to senior management to make healthy workplaces A Business Imperative.

Our opening keynote, **Roy Spence**, will convince you that the key ingredient to a healthy workplace is a core purpose that defines the difference you are trying to make in the world. Purpose drives decision-making and cultivates visionary ideas.

In addition to Spence's thought-provoking opening, this year's program will blow your mind. Really! Closing keynote **John DeHart** will share how Nurse Next Door created an award-winning workplace culture built on purpose and values. In between, you will learn how to create healthy change, build an effective workplace strategy, inspire emotional intelligence in your workplace and think strategically!

For 15 years, we have been bringing together Canadians interested in workplace health with guests from around the world, and have seen a like-minded organizational health community grow as a result. This conference attracts extraordinary people from extraordinary companies and is simply the best forum in Canada to learn from the leading thinkers in this field.

Please join us in Toronto this October for three action-packed days of inspiring discussion on the latest ideas about workplace health. Your organization will thank you for it!

*Creating extraordinary workplaces
by developing extraordinary people.*

CONFERENCE 2011 THEME: *A Business Imperative*

Conference 2011 is a call to action to Canadian businesses to make organizational health *A Business Imperative*. During this time of economic recovery, a healthy organization is critical for recruitment, retention and success. A healthy business is one where the workplace culture, leadership practices and psychosocial environment merge to create an organization where people are at their best and business objectives are achieved through inspired people. Unfortunately, when hard times hit, organizational health became a 'nice to have' versus a 'need to have' for many companies as they reorganized and downsized. The new reality is that employers who have let the health of their organizations slip will be hurt. Join us for Conference 2011 and experience the new perspectives required to make organizational health *A Business Imperative*.

CONFERENCE STREAMS

Interested in attending sessions with a common theme in order to deepen your knowledge in a particular area? Choose your Conference 2011 sessions based on one of three streams:

- **Aligning Business with Health**
- **Sustainable Business Health**
- **Mental Health & Business.**

*Mental Health &
Business stream*
hosted by:

Great-West Life
ASSURANCE COMPANY
STRONGER COMMUNITIES TOGETHER™



WHO SHOULD ATTEND?

- Leaders of organizations who want to create and maintain a healthy team and workplace culture as part of their business strategy.
- Individuals with specific responsibility for organizational health who are seeking to strengthen their workplace culture.

WHO WILL YOU MEET?

- Senior executives
- Management consultants
- HR consultants
- Government policy makers
- Human resource professionals
- Healthcare managers
- Organizational development specialists
- Researchers
- Health and safety specialists
- Benefit consultants
- Group life insurance managers
- Educators
- Health and wellness practitioners

Move. Discover. Connect.


Health Work & Wellness™ is all about balance and Conference 2011 is no exception.

MOVE

From wellness and movement breaks to fitness classes and a memorial run/walk, we've got your body in check while your mind works overtime.

All fitness activities powered by Tri Fit.

Wednesday 10 am Wellness Break sponsored by: 

Thursday 10:45 am Wellness Break sponsored by: 

DISCOVER

Looking for that latest bestseller or tool to make your life easier at work? Browse the Exhibit Marketplace and Bookmart to find just the right solution to take home.

CONNECT

Meet others like you who are leading in times of change and walk away with new connections that will help you be the leader you need to be. Three spectacular social events await you at Conference 2011. Join in!

CONFERENCE 2011: OPENING CEREMONY

Tuesday, October 4 6:30 PM – 8:30 PM

This opening night dinner will see delegates gather to celebrate the start of an exciting few days. We'll wander food stations, sampling all the best Ontario has to offer, meet new colleagues through Speed Networking, enjoy a decadent dessert buffet and then relax as we honour the winner of the Canadian Workplace Wellness Pioneer Award.

Sponsored by: 

EXHIBIT MARKETPLACE WINE & CHEESE RECEPTION

Wednesday, October 5 3:30 PM – 5:00 PM

The Exhibit Marketplace is an opportunity for industry suppliers and service providers to showcase their products and for delegates to discover new tools for organizational health. Join in on this reception and you'll be sure to find the workplace solution that is right for you.

Sponsored by: 

CRYSTAL CELEBRATION

Wednesday, October 5 6:30 PM – 10:00 PM

Sparkle and celebration will be the focus of this party as we dine on tasty 15th Anniversary fare, enjoy a cabaret of live entertainment and dance the night away under glittering lights. A toast, everyone, to the Health Work & Wellness™ milestone anniversary!

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7 Reasons why you should attend the Health Work & Wellness™ Conference 2011:

1. Hear from **Roy Spence**, chairman and CEO of GSD&M Idea City and co-author of the Wall Street Journal's bestselling book *It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business is Driven by Purpose*.
2. Be inspired by **John DeHart**, co-founder of Nurse Next Door, and his mission to build a leading company that makes social responsibility and ethics a number one priority.
3. Explore **Mars Canada's** exceptional story of how they have successfully created a healthy workplace strategy as part of their corporate business strategy in order to continue to drive their engagement scores.
4. Learn how the incoming **Gaming Generation** will transform the workforce and what you can do to get ready for their arrival.
5. Hear about Quebec's Group for Prevention and Promotion Strategies (GP2S) innovation called *Healthy Enterprise Standard - a world first*.
6. Take away practical information and fail-proof practices for addressing gossip, destructive conflict, 'bad language', and cliques while **maintaining a professional, civil work environment**.
7. Understand how to **prevent workplace meltdown** and how employers can be held legally liable for failing to provide a psychologically safe work environment.



ROY SPENCE

Wednesday, October 6
8:25 AM – 10:05 AM

Sponsored by:



OPENING KEYNOTE

Purpose Inspired Growth and Leadership

Roy Spence, chairman and CEO of GSD&M Idea City, co-founder and CEO of The Purpose Institute and co-author of the Wall Street Journal's bestselling book *It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business is Driven by Purpose*.

Under Roy's leadership and their *Purpose-based Branding™* philosophy, GSD&M Idea City has helped grow some of the world's most successful brands such as Southwest Airlines, Wal-Mart, DreamWorks, the PGA TOUR, BMW global, the U.S. Air Force, Hallmark and the Clinton Global Initiative. Roy has been named *Ad Man of the Year* and *Idea Man of the Century* and has been interviewed by *The Wall Street Journal*, *USA Today*, *The New York Times*, *BusinessWeek*, *U.S. News & World Report*, *Esquire*, *Fast Company*, *INC.* and *FORTUNE* for his perspectives on advertising, marketing and finding and fulfilling an organization's purpose. Jim Collins, best-selling author of *Good to Great*, has said, "Roy Spence is dedicated to the idea that true greatness comes in direct proportion to passionate pursuit of a purpose beyond making money and has inspired and changed leaders in every sector."



JOHN DEHART

Thursday, October 6
11:15 AM – 12:15 PM

Sponsored by:



CLOSING KEYNOTE

How to Build an Inspired Culture: how we built a culture of raving fans on our way to becoming the # 1 Best Workplace

John DeHart, co-founder, Nurse Next Door Home Healthcare Services.

Prior to starting Nurse Next Door with co-founder Ken Sim, John was in the business of launching early stage hi-tech companies. In search of something more satisfying, he left this lucrative career and after an extended break, re-entered the business world with a mission: to build a leading company in the healthcare industry that will make social responsibility and ethics a number one priority. That was in 2001 and now Nurse Next Door is Canada's fastest growing home healthcare franchise system with over 40 franchise locations, expansion into the USA and multiple awards, including Top 50 best franchise systems in North America (under 50 units) by *Franchise Business Review*, the 75 Best Employers in Canada by *Great Place to Work Institute* and *The Globe and Mail*, and regional winner of Canada's 10 Most Admired Corporate Cultures. John was named one of *Business in Vancouver's* Top 40 Under 40 and was the recipient of the *Ernst & Young Entrepreneur Of The Year Award 2006* for the Pacific Region in the Emerging Entrepreneur category.



MARIE MAC DONALD

CONFERENCE MODERATOR

Marie Mac Donald, Principal, Marie Mac Donald Consulting

Our moderator for Conference 2011, Marie Mac Donald, has been a delegate, ambassador, moderator or presenter at almost every Health Work & Wellness™ Conference since we started 15 years ago. Marie has more than 20 years of facilitation experience, much of it focused on creating experiential learning opportunities to support organizational culture shifts. She has served on the Faculty of the Social Service Worker Program at Langara College in Vancouver, BC, and has held various positions with the BC Ministry of Social Services. Marie holds a Bachelor of Science degree in Psychology and a Master's degree in Social Work, both from Dalhousie University.

SCHEDULE AT A GLANCE

Tuesday October 4

- 6:30 AM – 6:30 PM** REGISTRATION DESK OPEN
- 9:00 AM – 12:00 PM**
You Asked For It – You Got It: Managing Mental Health Matters™
Mary Ann Baynton
- 1:30 PM – 4:30 PM** PRE-CONFERENCE PROGRAMS
- PRE-CON 1 – How to Avoid the Top 4 Mistakes Change Leaders Make**
Carla Rieger
- PRE-CON 2 – Turn Your Health Work & Wellness™ Ideas into an Implementable Action Plan**
Rory Cohen
- 4:30 PM – 6:30 PM** EXHIBIT MARKETPLACE AND BOOKMART OPEN
- 6:30 PM – 8:30 PM** CONFERENCE 2011: OPENING CEREMONY AND CANADIAN WORKPLACE WELLNESS PIONEER AWARD

Wednesday October 5

- 6:30 AM – 7:15 AM** FITNESS CLASS
- 6:30 AM – 6:00 PM** REGISTRATION DESK OPEN
- 7:45 AM – 5:00 PM** EXHIBIT MARKETPLACE, BOOKMART AND INTERNET LOUNGE OPEN
- 7:45 AM – 8:25 AM** BREAKFAST BUFFET AVAILABLE
- 8:25 AM – 10:05 AM** OPENING REMARKS & KEYNOTE
Deborah Connors, Health Work & Wellness™ Group
Great-West Life, Strategic Partner
Purpose Inspired Growth and Leadership
Roy Spence
- 10:05 AM – 10:30 AM** WELLNESS BREAK
- 10:30 AM – 12:00 PM** BREAKOUT SESSIONS
- 1A From Paper to Increased Engagement Scores: building an effective healthy workplace strategy**
Nancy van Boxmeer, Leslie Brams-Baker
- 1B The Gamers are Coming- is your organization ready?**
Estelle Morrison
- 1C Developing the Business Case for a Mentally Healthy Workplace**
Patsy Marshall
- 12:00 PM – 2:00 PM** LUNCH PICK UP IN EXHIBIT MARKETPLACE
- 12:45 PM – 1:45 PM** SPONSORED SPOTLIGHTS
- Sponsored Spotlight 1: by Morneau Shepell**
- Sponsored Spotlight 2: by fseap**
Return-to-Work and Accommodation: Unlocking the Potential (A Case Study)
Debbi Gordon, Myra Lefkowitz, Maureen McKenna

Sponsored Spotlight 3: by Novus Health

Navigating Health in 2011 and Beyond

Panel. Moderated by Mira Jelic

- 1:45 PM – 2:00 PM** MOVEMENT BREAK
- 2:00 PM – 3:30 PM** BREAKOUT SESSIONS
- 2A From Paper to Increased Engagement Scores: building an effective healthy workplace strategy**
Nancy van Boxmeer, Leslie Brams-Baker
- 2B A Healthy Enterprise Standard: a continual improvement process to faster, sustainable organizational health**
Marie-Claude Pelletier, Dr. Mario Messier, Patrice Roy
- 2C I Can't Stand the Gossip Around Here: Incivility at Work**
Sharone Bar-David
- 3:30 PM – 5:00 PM** EXHIBIT MARKETPLACE WINE & CHEESE RECEPTION
- 5:00 PM – 6:00 PM** RUSS KISBY MEMORIAL WALK/RUN
- 6:30 PM – 10:00 PM** CRYSTAL CELEBRATION

Thursday October 6

- 6:30 AM – 7:15 PM** FITNESS CLASS
- 6:30 AM – 4:00 PM** REGISTRATION DESK OPEN
- 7:30 AM – 9:00 AM** BREAKFAST SESSION
Sun Life Wellness Institute
Lori Casselman and Janet Young
- 9:00 AM – 9:15 AM** MOVEMENT BREAK
- 9:15 AM – 10:45 AM** BREAKOUT SESSIONS
- 3A Preventing Workplace Meltdown**
Mary Ann Baynton, Dr. Martin Shain
- 3B A Healthy Enterprise Standard: a continual improvement process to faster, sustainable organizational health**
Marie-Claude Pelletier, Dr. Mario Messier, Patrice Roy
- 3C As the Pendulum Swings: Leading Your Team in the Rights Direction**
Stephen Hammond
- 10:45 AM – 11:15 AM** WELLNESS BREAK
- 11:15 AM – 12:15 PM** CLOSING KEYNOTE & REMARKS
How to Build an Inspired Culture: how we built a culture of raving fans on our way to becoming the # 1 Best Workplace
John DeHart
- 12:15 PM – 1:00 PM** REFLECT AND CONNECT OVER LUNCH
- 1:30 PM – 4:30 PM** STRATEGIC THINKING FORUM
Future Forward: Power-Up Your Strategic Thinking de Bono Style
Lynda Curtin

PRE-CONFERENCE PROGRAM

Tuesday October 4

9:00 AM – 12:00 PM

**Open to all registered delegates but limited to first 150 delegates that choose this session.*

Stream- Mental Health & Business

You Asked For It – You Got It: Managing Mental Health Matters™



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

At the conclusion of Conference 2010, delegates requested a tool to assess and improve the emotional intelligence of managers. This Managing Mental Health Matters™ module on interpersonal competence is the response to this request. At this session you can confidentially learn about how you manage your own emotions and how you respond to the emotions of others. We will also have a laugh or two as we consider how to improve our skills in these areas to make our own lives and those around us a little easier. Take this learning back to your workplace and advocate for the implementation of these free tools to assess and improve the competence of your managers, union reps and others who work with or support workers.

Sponsored by:



PRE-CONFERENCE WORKSHOP #1

**Limited space. Reserve early.*

1:30 PM – 4:30 PM

Stream- Aligning Business with Health

How to Avoid the Top 4 Mistakes Change Leaders Make



Presented by **Carla Rieger**, Director of The Artistry of Change

Are you afraid of the people who roll their eyes or slam every new idea? If your workplace is 'change challenged' or addicted to franticness, it can be tricky to shift that. All new wellness ideas need a discerning eye to make sure they have sticking power. However, most people overly discriminate far too early in the process, leaving brilliant ideas on the cutting room floor. If you've ever tried to initiate a new approach to health and wellness and it failed, probably one of these mistakes happened.

PRE-CONFERENCE WORKSHOP #2

**Limited space. Reserve early.*

1:30 PM – 4:30 PM

Applies to all Streams

Turn Your Health Work & Wellness™ Ideas into an Implementable Action Plan



Presented by **Rory Cohen**, Idea Implementation Coach and founder of Take 10, an internationally acclaimed coaching program

You are about to invest your time and resources in an event designed to inspire, motivate and inform you to lead your organization into increasing psychosocial health and wellbeing. You will certainly get many Big Ideas you'll want to implement when you get back to work. In this popular interactive and intensive session you will learn a system for preparing during the event so that you are primed to go into action when you return. No more piles of notes that never get looked at again. And you will learn a simple system for taking any idea and putting it into action, starting with the outside-the-box vision and ending with concrete, 10-minute actions that you can take immediately when you return to work. Set yourself up for action. Protect your investment by guaranteeing you will implement your Big Ideas.

Workshop and journal sponsored by:



Wednesday October 5

OPENING KEYNOTE

8:25 AM – 10:05 AM

Opening remarks by **Deborah Connors**, Health Work & Wellness™ Group; Great-West Life, Strategic Partner



Purpose Inspired Growth and Leadership

Presented by **Roy Spence**, chairman and CEO of GSD&M Idea City and co-founder and CEO of The Purpose Institute.

The organizations and leaders who will create the future will all have one characteristic in common: they will be 'Purpose Inspired.' They will be driven to improve lives- not as philanthropy, but as the core business strategy. Winning on Purpose will be the mantra and the accelerator of passionate employee engagement, life improvement innovations and exceptional and sustainable performance.

Sponsored by:



BREAKOUT SESSIONS

BREAKOUT SESSION 1-A

10:30 AM – 12:00 PM

Stream- Aligning Business with Health

From Paper to Increased Engagement Scores: building an effective healthy workplace strategy



Presented by **Nancy van Boxmeer**, Healthy Workplace and Training Consultant, with co-presenter **Leslie Brams-Baker**, Mars Canada

What does it take to build an effective healthy workplace strategy? Join us in this interactive fast-paced workshop where you will learn about critical components, processes and frameworks for creating a healthy workplace strategy. You will have a chance to discuss and explore the alignment of key strategy components with relevant business outcomes. You will also have the chance to hear and explore Mars Canada's exceptional story of how they have successfully created a healthy workplace strategy as part of their corporate business strategy in order to continue to drive their engagement scores. As well, you will gain insights and lessons learned from Mars' most recent project focused on work-life balance within a high performing culture.

Sponsored by:  **STANDARD LIFE**

BREAKOUT SESSION 1-B

10:30 AM – 12:00 PM

Stream- Sustainable Business Health

The Gamers are Coming- is your organization ready?



Presented by **Estelle Morrison**, Ceridian LifeWorks Canada

The Gaming Generation is about to enter the workforce and they'll bring unique abilities – and unique advantages and challenges for employers. A childhood spent playing video games has rewired their brains and they have the amazing ability to multitask, solve problems creatively, and collaborate. They also believe that anything is possible. However, managers need to know what makes them tick in order to take full advantage of their talents. This session will examine this amazing demographic, how they will transform the workforce, benefit organizations and what employers can do to get ready for their arrival.

BREAKOUT SESSION 1-C

10:30 AM – 12:00 PM

Stream- Mental Health & Business

Developing the Business Case for a Mentally Healthy Workplace



Presented by **Patsy Marshall**, President, Train on Track and Instructor, Conestoga College

Building a mentally healthy workplace is on the agenda provincially, nationally and internationally and we can learn from the research and experiences of other jurisdictions. Three avenues to be addressed are: organizational culture, leadership and values; the psychosocial work environment; and access to economic and personal health resources in support of a business case.

Sponsored by:  **Desjardins**
Financial Security®
Cooperating in building the future

BREAKOUT SESSION 2-A

2:00 PM – 3:30 PM

Stream- Aligning Business with Health

From Paper to Increased Engagement Scores: building an effective healthy workplace strategy



Presented by **Nancy van Boxmeer**, Healthy Workplace and Training Consultant, with co-presenter **Leslie Brams-Baker**, Mars Canada

What does it take to build an effective healthy workplace strategy? Join us in this interactive fast-paced workshop where you will learn about critical components, processes and frameworks for creating a healthy workplace strategy. You will have a chance to discuss and explore the alignment of key strategy components with relevant business outcomes. You will also have the chance to hear and explore Mars Canada's exceptional story of how they have successfully created a healthy workplace strategy as part of their corporate business strategy in order to continue to drive their engagement scores. As well, you will gain insights and lessons learned from Mars' most recent project focused on work-life balance within a high performing culture.

Wednesday October 5

BREAKOUT SESSION 2-B

2:00 PM – 3:30 PM

Stream- Sustainable Business Health

A Healthy Enterprise Standard: a continual improvement process to faster, sustainable organizational health



Presented by **Marie-Claude Pelletier**, President & Executive Director, GP²S; **Dr. Mario Messier**, Medical Director for IBM and GE Aviation; and **Patrice Roy**, Senior Advisor, Group Insurance and Health Management, Desjardins Group.

The Healthy Enterprise Standard is a Group for Prevention and Promotion Strategies in the Workplace (GP²S) innovation from Quebec that is a world first. In fact, it is the first ISO-type standard that is designed to promote health and prevention strategies in the workplace. Only operational since March 2009, this standard has already seen several companies receive their certification and numerous others will receive their certification in the coming years. This presentation will review the main orientations of the Healthy Enterprise Standard, explain the impact the standard has had on some employers' performance, provide several examples of enterprises that undertook the initiative and give results already achieved in terms of sustainable impact on the health of workers, as well as on the health of the enterprise. The Canadian perspective according to this standard will also be shared and Desjardins will present its experience in implementing the initiative in their company.

Sponsored by:  **INDUSTRIAL ALLIANCE**
INSURANCE AND FINANCIAL SERVICES INC.

BREAKOUT SESSION 2-C

2:00 PM – 3:30 PM

Stream- Mental Health & Business

I Can't Stand the Gossip Around Here: Incivility at Work



Presented by **Sharone Bar-David**, LLB, MSW, President, Bar-David Consulting

New research shows that incivility can deeply erode performance, professionalism and relationships and well as people's physical and emotional health. Still, managers usually fail to address incivil behaviours such as gossip, destructive conflict,

'bad language', social exclusion or cliques. As these phenomena persist, they erode the fabric of the workplace and badly affect the business and its people. These issues are particularly problematic when trying to attract and retain younger talent, who will not settle for such work environments. This interactive workshop offers practical information and fail-proof practices for maintaining a professional, civil work environment.

Thursday October 6

BREAKFAST SESSION

7:30 AM – 9:00 AM

Stream- Applies to all Streams

Sun Life Wellness Institute



Presented by **Lori Casselman**, Assistant Vice President, Health & Productivity Solutions, Group Benefits, Sun Life Financial and **Janet Young**, Director Business Development, Health & Wellness, Sun Life Financial

Sponsored by:  **Sun Life Financial**

BREAKOUT SESSION 3-A

9:15 AM – 10:45 AM

Stream- Aligning Business with Health

Preventing Workplace Meltdown



Presented by **Mary Ann Baynton**, Program Director, Great-West Life Centre for Mental Health in the Workplace and **Dr. Martin Shain**, Founder & Principal, Neighbour at Work Centre

Aligning business with health and safety issues includes psychological safety. Although workplace mental health has been viewed by some as a 'nice to do', providing a psychologically safe workplace (doing no harm) has increasingly become a 'must do'. In their book *Preventing Workplace Meltdown*, Dr. Martin Shain and Mary Ann Baynton describe what NOT to do by sharing actual legal cases that resulted in employers being held legally liable for failing to provide a psychologically safe work environment. They offer alternative approaches and strategies that could avoid these workplace faux pas and result in fewer workplace meltdowns. Come and hear these co-authors share the good, the bad, and the ugly, as well as the outrageous and the ridiculous in a live and interactive format. You'll leave this session shaking your head about how some workplace situations can implode and nodding your head about tactics and strategies that while they sound like common sense, are not all that common.

BREAKOUT SESSION 3-B

9:15 AM – 10:45 AM

Stream- Sustainable Business Health

A Healthy Enterprise Standard: a continual improvement process to faster, sustainable organizational health



Presented by **Marie-Claude Pelletier**, President & Executive Director, GP²S; **Dr. Mario Messier**, Medical Director for IBM and GE Aviation; and **Patrice Roy**, Senior Advisor, Group Insurance and Health Management, Desjardins Group.

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BREAKOUT SESSION 3-C

9:15 AM – 10:45 AM

Stream- Mental Health & Business

As the Pendulum Swings: Leading Your Team in the *Rights* Direction



Presented by **Stephen Hammond**, Workplace Human Rights Speaker, Author & Consultant Harassment Solutions Inc.

Canada is changing rapidly with fears the pendulum is swinging too far in one direction. Some people feel they're on the wrong side of that pendulum while others, fearing the worst, are fighting it every step of the way. However, in this fast paced, interactive, information packed and provocative presentation, Stephen will help make sense of the changes taking place in our country and our workplaces, as it relates to

issues of mental health. You'll get the straight goods on how to lead in our unclear world and what accommodations are expected by law as well as by common sense.

CLOSING KEYNOTE & REMARKS

11:15 AM – 12:15 PM

How to Build an Inspired Culture: how we built a culture of raving fans on our way to becoming the # 1 Best Workplace



Presented by **John DeHart**, co-founder Nurse Next Door Home Healthcare Services

John's fast paced, entertaining and content rich session will walk you through his unique approach to building company culture – taking an often misunderstood concept called "vision", and making it the centrepiece of your workplace so that you build a world class and inspired culture. You will learn how to: create a raving fan culture by bringing your core values, core purpose and envisioned future alive within your organization; attract and retain the best people; build a culture where you engage the hearts and minds of every employee; and find real happiness within your work (and life!). Discover John's straightforward set of strategies to bring this alive within your organization. You will not only leave inspired to build a better workplace and make it A Business Imperative, but leave with strategies to implement the next day.

Sponsored by:  **Homewood** | **Human Solutions Humaines**

NETWORKING LUNCH

12:15 PM – 1:00 PM

Reflect and connect during lunch, served immediately following the Closing Keynote.

Sponsored by:  **Manulife Financial**
| For your future™

STRATEGIC THINKING FORUM

1:30 PM – 4:30 PM

Future Forward: Power-Up Your Strategic Thinking *de Bono* Style



Presented by **Lynda Curtin**, President, The Opportunity Thinker

This workshop will help you apply a custom blend of "thinking tools" to your strategic needs and spur your thinking on what needs to take place at the front end of strategy exploration. In an increasingly competitive and fast-changing business environment, traditional methods of

Continued from page 8

strategic planning can only take you so far. It is common for groups to get bogged down in the planning mode and fail to position the business for long-term success. Strategic planning is part of the process but strategic *thinking* is not. In this hands-on, fast-paced and future-forward forum, Lynda will apply a unique blend of world-class *de Bono* thinking tools to inspire extraordinary possibilities and solutions. Her aim is to assist participants in: 1) increasing employee and customer satisfaction, 2) increasing return on investment, and 3) strengthening the position within their company that a healthy organization is a business imperative.

SPONSORED SPOTLIGHTS

Although not reviewed in advance by the Program Committee, these bonus sessions, coordinated and supported our partners, put the spotlight on topical organizational health issues.

Wednesday October 5

12:45 PM – 1:45 PM

SPONSORED SPOTLIGHT 1

For details check www.healthworkandwellness.com

Sponsored by: 

SPONSORED SPOTLIGHT 2

Return-to-Work and Accommodation: Unlocking the Potential (A Case Study)

Presented by **Debbi Gordon**, Workplace Consultant, fseap; **Myra Lefkowitz**, Manager, Health and Well-being Programs and Services, University of Toronto; and **Maureen McKenna**, Founder, Mentoring with Momentum Ltd.

Organizations face rising costs, legislative and policy requirements for employee health. There are implications for legal, HR, occupational health and safety, insurance carriers, benefits providers, labour relations, managers and employees. Each has potentially different needs, their own agenda and criteria. Yet collaboration is vital for ensuring service excellence. How does an organization promote meaningful conversations between stakeholders? How do they get to the “the good stuff” – the information and perspective that will help them maximize the potential of services to support employee health? In this session you’ll hear about a case study and some innovative approaches for consultation and process improvement, including an application of Appreciative Inquiry, and how the University of Toronto has applied these approaches in the development of return-to-work, stay-at-work and accommodation programs and services.

Sponsored by:  **fseap** Now we're talking.

SPONSORED SPOTLIGHT 3

Navigating Health in 2011 and Beyond

Panel. Moderated by **Mira Jelic**, co-founder of Novus Health, Vice-President of Client Services and Product Development.

This panel session will explore how organizations can use Health Navigation to their strategic advantage. Currently offered by some of Canada’s most progressive organizations, Health Navigation – which supports people in finding and accessing what they need to manage their health – enables people to become more empowered health care consumers and can help organizations tackle some of their most serious health-related issues and costs, all while fostering a culture of accountability and empowerment. Expert panellists will discuss Health Navigation in the context of: the challenges facing health care and its sustainability; maximizing the impact of an organization’s sponsored health programming; and providing leadership teams with the tools and resources to act. This session will encourage participants to think strategically about the health of their workplace and of their employees in the context of a new economy and the evolving model of health and wellness in Canada.

Sponsored by: 

STRATEGIC PARTNER



As a leading Canadian group insurance provider, **Great-West Life** has a special interest in supporting programs that help address the health and wellness concerns of Canadians. Our commitment to innovative solutions also extends beyond our customers to the communities where we live and work. As a public resource, the **Great-West Life Centre for Mental Health in the Workplace** works to expand knowledge on mental health issues affecting the workplace and to turn that knowledge into practical strategies and tools for all employers in Canada.

DISTINGUISHED PARTNER



Morneau Shepell is a Canadian-based firm offering industry leading pension and benefits consulting, workplace health management and productivity solutions. We work with clients to develop innovative solutions that integrate with their business strategies to achieve results. Through our Benefits and Health Solutions Consulting, Pension Consulting, Health Management, Administration Solutions and Shepell-fgi's Employee Assistance Program, we help our clients reduce costs, increase employee productivity and improve their competitive positions by supporting their employees' financial security, health and well-being. Established in 1962, Morneau Shepell has grown to serve over 8,000 clients, ranging from small businesses to some of the largest organizations in North America. Headquartered in Toronto, we have offices in the U.S. and over 70 locations across Canada.

MAJOR PARTNERS



Homewood Human Solutions™ is a recognized industry leader in organizational health and employee wellness programs. We are dedicated to providing the highest standards of service to advance the development and well-being of people and organizations. We continually innovate to meet the changing needs of employers and employees and to ensure employers maximize their workplace wellness investment. Homewood Human Solutions™ assists companies from the ground up, from selecting the right employees and forming a culture that focuses on wellness to providing a comprehensive Employee and Family Assistance Program and an Integrated Disability Management Program. Founded in 1979, Homewood Human Solutions™ prides itself on providing quality organizational health services to thousands of companies across Canada and the globe.



A market leader in group benefits, **Sun Life Financial** serves more than 1 in 6 Canadians, in over 12,000 corporate, association, affinity and creditor groups across Canada. Our core values — integrity, service excellence, customer focus and building value — are at the heart of who we are and how we do business. Sun Life Financial and its partners have operations in 22 key markets worldwide including Canada, the United States, the United Kingdom, Hong Kong, the Philippines, Japan, Indonesia, India, China and Bermuda.



Desjardins Financial Security (DFS) offers a flexible array of life and health insurance as well as savings and retirement products and services designed to meet the changing financial security needs of individuals, groups and businesses. DFS is a subsidiary of Desjardins Group, the largest cooperative financial group in Canada. Every day, nearly six million Canadians rely on DFS to help them prepare for life's contingencies and plan a financially secure retirement. The company employs over 3,900 people and administers nearly \$26 billion in assets from offices in several cities across the country, including Vancouver, Calgary, Edmonton, Winnipeg, Toronto, Ottawa, Montréal, Québec, Lévis, Halifax, Corner Brook and St. John's.



Ceridian Canada is a trusted partner to 42,000 Canadian customers. We are proud to have been recognized repeatedly with a variety of distinguished corporate awards for our innovative workplace practices and commitment to operational and service excellence. Our track record is unmatched in the industry. These awards include Canada's Top 100 Employers, the 50 Best Employers in Canada, the Best Workplaces in Canada and the Global Outsourcing 100. More information is available at www.ceridian.ca.

PATRON SPONSORS

We are pleased to announce that Great-West Life, the Great-West Life Centre for Mental Health in the Workplace and Morneau Shepell, all long-time supporters of the Health Work & Wellness™ Conference, have become Patron Sponsors. As Patrons, their support will fund the start of a central resource on workplace health for Canada.



THANK YOU PROGRAM COMMITTEE!

We would like to acknowledge the dedication of the Program Committee. Working with Deborah Connors, President & Managing Director, Health Work & Wellness™ Group, these experts in organizational health review speaker proposals and create the dynamic program you see here. Our thanks goes to: **Bill Luedey**, Vice-President, Luedey Consultants Inc.; **Wes Jones**, Director, Group Product Development, Great-West Life; **Craig Thompson**, CEO, Homewood Human Solutions Inc; **Mary Ann Baynton**, Mary Ann Baynton & Associates Consulting; **Jonathan Winston**, Regional Vice President, ComPsych Corporation; **Lori Casselman**, Assistant Vice President, Health & Productivity Solutions, Sun Life Financial.

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