



CONFERENCE &  
MARKETPLACE

June 1, 2022

Paramount Eventspace  
222 Rowntree Dairy Rd,  
Woodbridge, ON L4L 9T2



# It Starts with Us

Connect, Engage & Inspire

A One day in-person event featuring a network of members and vendors gathered to share learnings in the Canadian Senior Care Sector. The day will be jam-packed with Invigorating Keynote Speakers, invaluable Education Session and a full Vendor Trade Show.



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## AGENDA – EASTERN TIME

Subject to Change

7:30AM TO 8:30AM	REGISTRATION AND BREAKFAST
8:30AM TO 9:45AM	WELCOME & OPENING KEYNOTE
10:00AM TO 10:30AM	REFRESHMENT BREAK IN TRADESHOW
10:30AM TO 12:00PM	EDUCATION
12:00PM TO 2:00PM	TRADESHOW & LUNCH
2:00PM TO 3:30PM	CLOSING KEYNOTE & CONCLUDE

### OPENING KEYNOTE - JONATHAN MCCREADY

#### WHAT GOT US HERE, WON'T GET US THERE!

During these last two years of being locked down, meeting virtually, socially distanced, doing business differently, feeling trapped and longing for things to go “back to normal”, we’ve confronted a lot of new things. Our world was turned upside down. We learned how to use Zoom, how to make sourdough and connected with what is most important to us. We’ve also learned things about ourselves that we may have never had to consider before.

We won’t be going back to normal, but we are moving to a new normal. So, what does this mean?

In this talk, we’ll be looking at some ideas, models and frameworks that will help navigate rapid change and complexity. We’ll make sense of what is going on and who we are in the midst of it. We’ll get clarity about what strengths we can leverage and what we must also learn and practice. How we begin starts with awareness. How we do it starts with us – right here, right now.

#### About the Speaker

Jonathan McCready is an Executive and Team Coach at 4DCoach.ca. He is dedicated to helping people lead better, improve work and enjoy life.

With 35 years in the travel and hospitality industry he deeply understands and helps people connect with what they really want and to what they valued most.

He is certified by the International Coaching Federation (ICF), the Canadian College of Health Leaders (CCHL), Hogan Assessment Certified and 4-D Systems Certified



Jonathan McCready  
Executive - Team Coach





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**EDUCATION - GISELLE KOVARY**



Giselle Kovary, M.A.  
President



## **CONNECTING, ENGAGING & RETAINING TOP TALENT**

As the long-term care industry faces high employee turnover, burnout and competition for seasoned professionals, employers must create strategies to attract and retain top talent, especially younger talent into the sector. This requires a deep understanding of what motivates and engages all employees and how early in career talent (Gen Zs) differ, so that leaders can position opportunities as attractive in order to recruit and retain talent.

This session begins with an overview of the different generations and how the generational identities translate into behaviours in the workplace, as it relates to loyalty, authority and work styles. We focus on what Gen Zs value and desire from their leaders and new research on Gen Zs around workplace expectations and motivations. We then explore how create an engaged organizational culture, focusing on tactics and techniques for how to retain and engage top talent by being more transparent, responsive and partnering. We explore what attracts early in career talent to an organization and the the type of work environment they desire. Each participant will leave the session with retention key messages, tips and actions that can be applied right away.

### **About the Speaker**

As president and co-founder of n-gen People Performance Inc., Giselle is dedicated to building strategies and programs that help clients target, motivate and engage employees in order to increase performance and productivity. She is a sought after resource to industry leaders, having worked with 18 of the top Fortune 500 companies across North America. Over 65,000 people globally have experienced an n-gen workshop or presentation. With over 20 years of experience in learning and development, she has devoted more than sixteen years to researching the impact that generational differences have on organizational performance.

Giselle has created solutions and programs in five practice areas – sales & customer service, leadership, team building, Millennials & Gen Zs and HR. She has co-authored two books: *Loyalty Unplugged: How to Get, Keep & Grow All Four Generations* and *Upgrade Now: 9 Advanced Leadership Skills* and completed Canada's first national survey on Gen Zs.

As a human resources expert, Giselle is regularly quoted in national publications and appears on television and radio, including CBC, CTV News Channel "Mind the Gap" and News Talk radio.

Giselle has a Master's degree in communication studies from the University of Windsor. She is a member of the HRM / OB Advisory Council at the Ted Rogers School of Management at Ryerson University and raises money for breast cancer research in her free time.



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## **CLOSING KEYNOTE - MIKE LAVALLÉE**



Mike Lavallée  
CEO, Seasons Retirement

### **CONNECT, CARE, CHANGE: A ROAD MAP FOR AUTHENTIC LEADERSHIP**

DISCOVER THE THREE Cs OF LEADERSHIP SUCCESS

Every enterprise is a human enterprise. It doesn't matter what product or service your company offers; you're in the people business. People are the reason your business exists, the means by which you meet your business goals, and the focus of your products and services. And yet, people skills are still regarded as "soft" skills, secondary to the stuff you learn in engineering or business school—a nice extra, but not essential.

If you want to be an outstanding leader, you must flip the formula around. Put people first. Learn how to connect to people in an authentic, respectful way, and then show them you genuinely care about them. If you can accomplish these two things, you have a chance to really change lives for the better. And there is no higher calling for any enterprise or career.

CONNECT, CARE, CHANGE: A ROAD MAP FOR AUTHENTIC LEADERSHIP was written primarily for leaders in customer service intensive businesses. But when you understand the lessons this book contains, you realize every business is a customer service business.

#### About the Speaker

MIKE LAVALLÉE has enjoyed a distinguished career in the senior housing industry. He has served as both CEO and COO of Seasons Retirement Communities, one of Canada's preeminent developers of senior communities, and as Vice President of Operations at Chartwell Seniors Housing REIT, in addition to his entrepreneurial ventures. Mike's driving ambition is to elevate customer service in senior living communities and build high-performance teams and leaders.



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