

# Talent Management and Career Day

## CAREER DEVELOPMENT

### ➔ **Personal Branding for Job Search & Career Success: Maximizing Your Most Important Asset – You!**

**Paul Copcutt**

Personal Brand Strategist, Square Peg Solution

How do you stand out in a world where many people have similar credentials and experience?

The world of work is changing as fast as the technology driving it and personal branding allows us to differentiate ourselves by aligning who we are with what we do, working on projects and seeking out opportunities that are more in line with the direction we want to go in.

In this fast paced session, you will gain an appreciation for the importance of establishing a personal brand for yourself as part of your professional offering, and how to use a three step process to bring it to life and determine the actions you can take to increase your visibility and credibility.

### ➔ **Battle of the Generations: How to Successfully Communicate with all Generations**

**Sandra Boyd**

Principal, Knightsbridge Human Capital Management

**Kathryn Lockhart**

Consultant, Knightsbridge Human Capital Management

Do you have trouble understanding the different generations and why they communicate as they do? Is the younger generation merely confident or do they have a mentality of self-entitlement? Is the older generation inspirational or out of touch? The ability to communicate with people of all generations is key to career and future success.

The battle of the generations and how each one expects to be treated has entered into corporations across Canada and impacts managers and

employees alike. Join Sandra Boyd and Kathryn Lockhart in a lively debate over the differences and similarities in how the different generations communicate with each other.

### ➔ **Balancing Work and Life in the New Economy: High-Tech Work and Work/Life Conflict**

**Sam Ladner**

Lecturer, McMaster University

This presentation will summarize findings of a research study of time and time-use among high-technology workers. Learn about the patterns of time use, how time affects managing and recruiting high-value employees, how mobile technology affects work/life balance, and the benefits of potential firm-level policies for ensuring a healthy divide between work and home.

This presentation will draw heavily from a soon-to-be published, peer-reviewed article in the Canadian Journal of Communication.

### ➔ **Networking to Netgiving ... Make the Connection**

**Tim Cork**

President, NEXCareer

Are you looking for a fresh, innovative spin on the traditional concept of networking? Would you like to learn the true secret behind building powerful professional relationships? Discover the straight "A"s of networking: attitude, aptitude, and action. Unleash new possibilities for managing your career and achieving success in life. In this compelling presentation, the best selling-author of *Tapping the Iceberg* will show you how to identify, build, and leverage a professional network through the power of giving.

**FOR MORE INFORMATION ON SPEAKERS, INCLUDING THEIR BIOGRAPHIES, PLEASE VISIT [WWW.TORONTOTECHWEEK.COM](http://WWW.TORONTOTECHWEEK.COM)**



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## Talent Management and Career Day\*

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# Talent Management and Career Day

Technology professionals paved the way for transformation of corporate culture—from casual Fridays to stock-based compensation programs. They are both agents of change and victims of their own success: today's organizations are flatter and workers have more autonomy but for many the work day lasts 24/7 and with this, a constant need to develop new competencies and remain competitive.

Join your technology colleagues and human resource professionals as together they look at the issues impacting the workplace today and suggest solutions for attracting, retaining, and managing the highly-creative and mobile technology workforce.

## WORDS OF WISDOM AND INSPIRING TAKE-AWAYS FROM LEADING KEYNOTES

### ➤ Is There Hope Beyond Dilbert?

**Mark Smith**, Partner, KPMG Advisory Services



Join this panel discussion as Mark Smith provides an overview of recent survey findings, based on a questionnaire sent to both human resource and technology professionals to better understand how each views the employment environment today. "Assessment of the Work Environment for Technology Professionals" was conducted between August 1 – 15, 2008 by KPMG LLP and ROSS (Recruitment Solutions) on behalf of the TorontoTechWeek Association.

Mark Smith will be joined by leading HR and technology professionals to explore and debate the findings, and provide real-life meaning and context to the data.

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### ➤ Preparing For the Future Workforce

**Sharif Khan**, Vice President, Human Resources, Microsoft Canada



Recent studies indicate Canada is undergoing a dramatic shift towards an older workforce. At the same time, the number of graduates with computer science, math and engineering degrees is falling. It is projected that more than 90,000 jobs in the IT industry will need to be filled in the next three to five years. Sharif Khan will speak about how companies can deal with the projected talent shortage, how to remain competitive in the new global economy, and the importance of creating diverse and flexible workplaces. Sharif will draw upon his experience working for Microsoft on three continents.

## PRACTICAL, INSIGHTFUL BREAKOUT SESSIONS TO PROVIDE VALUE AND KNOWLEDGE YOU CAN READILY APPLY

Break out sessions are split into three streams. The first two focus on the strategies and programs that organizations should implement to successfully attract, manage, and retain the technology workforce, grouped under **Executive Track** and **Talent Management** respectively. The third stream, **Career Development**, focuses on individual technology professionals—helping you identify how to better market yourself to prospective employers and how to ensure you have what it takes to further your career.

### EXECUTIVE TRACK

#### ➤ Corporate Social Networking: Powerful New Tools for Talent, Knowledge and Relationship Management

**Dan Latendre**, CEO, IGL00 Software

The greatest irony arising from the rapid adoption of social networking sites such as Facebook, LinkedIn and YouTube is that we often have better collaborative software tools at home than we do at work. Organizations of various sizes are increasingly embracing online tools popularized in the consumer space, including blogs and wikis, and enabling employees to integrate them into their daily workflow.

HR professionals will play a critical future role by understanding and helping their organizations harness the potential of these powerful new social platforms.

Social networks can dramatically help companies discover and utilize the untapped talent that lies within an organization – talent that is often buried

under layers of corporate bureaucracy. They can also play a role in preventing knowledge from "walking out the door", helping to reduce employee turnover through facilitation of communication of rewards and recognition, and the sharing of knowledge.

#### ➤ Discovering HR's Strategic Value

**Dr. David Weiss**

President & CEO, Weiss International Limited

HR professionals in subsidiaries of global technology companies are often challenged to discover how to add strategic value to their local businesses in a globally constrained environment. This presentation will explore the role of the local HR function and identify how it has a strategic role to be accountable for the return on investment of essential business assets – people and organizational process outcomes. It positions the Human Resources function as a key business partner in helping the local business leaders achieve their strategic goals and to help their organizations thrive.

# Wednesday, September 24, 2008

## ➔ Mass Career Customization: From Corporate Ladder to Corporate Lattice

**Tracey Wallace**

Senior Manager, Deloitte, Human Capital

The workforce has changed, the workplace has not. Today, a career is no longer a straight climb up the corporate ladder, but rather an undulating journey of climbs and lateral moves. This comes from a seismic shift within the global pool of talent, based on demographic changes and new expectations among the up-and-coming generations.

What can leaders do? Organizations must change the way they think about careers in order to find and retain talent. A new concept, Mass Career Customization (MCC), provides a fresh perspective within talent management practices. MCC theory goes way beyond flexible work arrangements and provides people with ongoing opportunities to meet all of their needs, depending on where they are in their career "lifecycle." When integrated with other talent management programs, MCC works to the benefit of both the organization and its employees; increasing transparency and trust among the workforce while building a "best employer" brand.

## ➔ Beyond Succession Planning: Ensuring Organization Sustainability

**Clinton Wingrove**

CEO and Principal Consultant Pilat (North America) Inc

Is leadership baulking at yet another HR Program or been scared away by horror stories of expensive and failed Succession Planning projects? Need some ideas of how to ensure organization sustainability? In this fast paced session we will explore:

1. What is "Succession Planning"
2. Why Does It Matter and To Whom?
3. The Components Of An Effective "Succession Planning" Process
4. How to implement a new process . . . and get it working!
5. Challenges, Stumbling Blocks And Ways Round Them
6. Cutting Edge Ideas
7. The Role of Technology

### TALENT MANAGEMENT

## ➔ Recruiting Top Talent Using Multiple Sources

**Patrick Sullivan**, President, Workopolis

**Lara Dodo**, Vice-President, Robert Half Technology

**Jeff Knechtel**, President, CIPS

**Rob Berger**, President, ROSS (Recruitment Solutions) – *Facilitator*

Senior management teams consistently rank the difficulties of recruiting top talent as one of the most important factors negatively impacting corporate growth and profits. And they rely on HR executives and specialists to fix this! Placing ads and expecting the top talent to find you simply doesn't work any more. Even during times of slow economic growth, companies need to be ambitious and get creative to acquire top talent. Senior management and HR executives know about the impact of the retiring boomer generation, but understanding how to combat this ticking recruitment time bomb is essential to having the workforce you need to achieve continued growth. Maintaining a competitive advantage and winning the war for top talent require use of best practices in multiple sourcing and recruitment strategies. This panel of executives will discuss and debate the nature of these practices and how to implement them.

## ➔ Winning the Battle for Talent

**Malia Herold**

PMP, Vice-President, Production ThinData

Sharing stories about how ThinData, one of Canada's leading permission-based e-mail marketers, has created a work culture that successfully attracts and retains technology talent, Malia Herald will describe specific initiatives taken during the stages of pre-screening, hiring, and orientation as well as on-going programs that resonate with tech workers. For each, she will discuss the original reasoning, measures of success, opportunities for improvement, and key lessons learned.

Learn from practical suggestions on how to tap into the passion and creativity of employees and reduce employee turnover.

## ➔ Knowledge Management and Transfer

Stephen Pollack

CEO and Chief Strategist PlateSpin ULC

How does knowledge and skills management transfer within organizations? What happens if natural inhibitors prevent sharing? How companies store, manage, plan and transfer knowledge reflects on corporate learning culture, and at the end of the day impacts business effectiveness and the bottom line. This presentation will draw on some personal experiences with recent ventures and how they have affected overall success. The interactive session is designed to encourage a sharing of experiences.

## ➔ HR Strategy to Bridge the Leadership Gap

**Dr. David Weiss**

President & CEO, Weiss International Limited

Many executive leaders have expressed concern with the apparent leadership talent gaps that exist in their organizations. They also are concerned that current leadership approaches focus almost entirely on developing common personal attributes at the expense of other important business facets of leadership. Consequently, many HR professionals have been challenged to drive business results through the creation of enhanced leadership capacity.

How real and how serious is the threat of a leadership gap? Dr. David Weiss will share his insights and best practice research, which appears in his new co-authored book, entitled "Leadership Solutions" (Jossey-Bass, 2007). Many executives and HR professionals are using this approach as their platform to address the leadership talent gap and for leadership and executive development.