

## **Gregg Brown**

# **Industry-Specific Presentations**

### **Associations/Human Resources**

#### **Change Management is the HR Challenge**

Building resilience and the capability to change in your workforce is not an easy task. An organizations' sense of adaptation, recovery and bounce back following changes of any kind can manifest in very different ways. How do we prepare leaders and staff for the changes? What tools can HR give them to maintain their productivity during disruptive change? How do we take the buzzwords of engagement, efficiencies, and innovation and make them practical and come alive? Associations and HR are often the supports that the rest of the organization goes to. How do we ensure that your teams have the necessary skills and mindsets to support others?

### **Consumer, food and retail**

#### **Buying in to Change the Easy Way**

Retailers must increase their resilience and ability to quickly react to changing demands in the marketplace in order to survive. Consumers expect information quickly, accurately and tend to not like changes unless it's going to really benefit them. Changes that involve price increases, staff turnover, and technology can quickly make consumers leave your brand if not handled well. Consumers are looking at purchasing goods via eCommerce instead of the traditional bricks and mortar businesses. How can your business prepare its customers and staff for changes? How much information should you share? How can you handle negative consumer feedback on changes, retain the consumer and bring them even closer to your brand? How do you prepare your teams for changes you don't even know are coming?

### **Education**

#### **Accelerating Change in a Learning Environment**

Educators and their organizations face many challenges of change that come from society, government, parents and students. How do you keep up with rapid changing technology? Just when you learn something new, it becomes out of date and you have to learn a new version! How do you manage the ongoing pressures to do more with less funding? How do we keep current with the ever changing 21st century curriculum and the wide variety of students that enter our organizations? On top of that, we are asked to adapt and create flexible learning arrangements to meet the needs of individual learners. Not only are we teaching our students new ways of doing things, we are also learning to do new things at the same time. How do we balance all those competing demands?

### **Energy and infrastructure**

#### **Using the Power of Change to your Advantage**

The energy sector is under extreme pressure by government and consumers to increase efficiency and stay competitive in the marketplace. The transition towards renewable energy is creating opportunities and challenges. The regulatory environment frequently change.

Infrastructure projects can become lightning rods for communities as they may not perceive themselves as being engaged in any of the small or large changes that impact them. The digital disruption creates new opportunities as well as threats. How do we continue to get our consumers to change their energy usage? How do we engage our stakeholders to create excitement for initiatives while acknowledging some of the potentially contentious issues? How do we prepare our leaders and staff to adapt to the changes we know are going to happen but aren't prepared for?

## **Pharma/Healthcare**

### **Don't Have a Breakdown Over an "Outbreak"!**

Healthcare is under tremendous pressure to keep things together when real outbreaks or metaphorical 'outbreaks' – such as new technology implementations – hit at rampant speeds. E-health is creating a new era of health care. Agile changes are required to keep ahead and manage these types of outbreaks. The impact of these changes can sidetrack you, your colleagues, stall your organization and even allow mistakes to happen. These days, people find it extremely challenging to keep up with change in their organizations given the relentless pressure to do more – faster, better and with less! What most change models don't address is how to improve our capability to handle change. Research has shown that resilience – the ability to handle multiple changes effectively – can be learned. All of us can develop our ability to be resilient and have fewer 'breakdowns' to whatever type of outbreak we may be experiencing.

## **Tourism and Hospitality**

### **The Road to Resilience. Where is it?**

The tourism and hospitality sector faces many challenges of change: global security concerns, escalating operation costs, changing labour conditions and regulatory changes are occurring at the same that you have consumers expecting information quickly and accurately. Changes that involve price increases, staff turnover, and technology can quickly make consumers leave your brand if not handled well. A consumer can now make a comment or post a video online about your organization before you have a chance to respond! Consumers are looking at purchasing experiences via eCommerce instead of the traditional bricks and mortar businesses. How can your business prepare its customers and staff for changes? How much information should you share? How can you handle negative consumer feedback on changes, retain the consumer and bring them even closer to your brand?

## **Manufacturing**

### **Developing Resilience while Building the Future**

The manufacturing sector has been hit hard with change almost more than any other sector. Automation and new technology keeps emerging. The manufacturing sector has been seen as a cornerstone of the economy. Yet small- and medium-sized manufacturers have struggled to reach the scale of their international competitors, which can prevent them from competing in the global environment. How do handle the change of managing innovation and growth while acquiring skilled personnel? Being resilient and adapting to all these changes takes energy.



How can we do it more efficiently? How can we prepare our teams to manage and adapt to the changes?

## **Public Sector/municipal Governments**

### **Mastering Change During Times of Uncertainty**

People are doing more - faster, better and with less. In today's public sector environment, the ability to efficiently and effectively handle change is critical to your success (as an individual and an organization!). And with relentless pressure to continue on this trajectory, things aren't slowing down. Rules governing areas such as procurement, budgeting, and human resources, which were originally adopted to prevent public-sector wrongdoing, have created workplaces that can be significantly less flexible than those in the private sector. Information overload, fiscal responsibility and accountability to taxpayers to do more with less, privacy issues combined with the democratic requirement to have information accessible in a timely manner (meaning sometimes within a few hours!) to stakeholders creates a lot of pressure! So the question begs to ask, how do you keep up? How do we stay on top of the all these changes? What are the critical mindsets and skills needed to deal with multiple changes that you can immediately put to use?

## **Financial/Professional Service**

### **It's Not a Risky Investment: Developing Leadership Resilience**

Changes impact financial institutions on a daily basis. Technology, financial markets, competing in a global marketplace amidst regulatory changes and requirements, all create an environment where we need to not only be 'change ready' but anticipate the future to predict changes! Not only that, consumers expect information quickly, accurately and tend to not like changes unless it's going to really benefit them. Consumers are looking at accessing services via technology instead of the traditional bricks and mortar institutions. We must increase our resilience and ability to quickly react to changing demands in the marketplace in order to survive. How can your business prepare its customers and staff for changes? How much information should you share? How can you handle negative consumer feedback on changes, retain the consumer and bring them even closer to your brand? How do we prepare our leaders and staff to adapt to the changes we know are going to happen but aren't prepared for?