THE FUTURE OF WORK IN CANADA
Emerging Trends and Opportunities

FEBRUARY 26, 2018
8:00 AM–2:30 PM

SFU Segal Graduate School of Business
500 Granville Street
Welcome to the SFU Public Square 2018 Community Summit, Brave New Work. We’re excited to have you here for our opening day, The Future of Work in Canada: Emerging Trends and Opportunities, presented by Deloitte. The goal of today’s mini-conference is to identify trends and opportunities related to the future of work, and to provoke engaging dialogue and connection between sector leaders from British Columbia and beyond. We hope that you will leave here today with a better grasp of the current challenges and an understanding of some appropriate solutions. Thank you to our presenting sponsor Deloitte, and to our other supporters and partners.

SFU Public Square is a leading community engagement initiative at Simon Fraser University. From February 26th to March 7th, SFU Public Square convenes diverse communities through its annual Community Summit, a range of events and activities to provoke thinking and encourage solution-finding. The 2018 Community Summit, Brave New Work, invites us to consider how we can all thrive in the changing world of work.

Technological growth is happening at an unprecedented rate and scale, and it is fundamentally altering the way we organize and value work. What we do (and how we do it) is changing. One of the biggest challenges in effectively responding to this new world of work is creating a shared understanding of the issues at play and how they intersect. Brave New Work is one of the largest gatherings in Canada to address pressing challenges facing workers, and it provides a unique opportunity for conversation, collaboration, and action.

**EVENT SCHEDULE**

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<td>• Janet Webber, Executive Director, SFU Public Square</td>
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INTRODUCTORY PANEL
Emerging Trends and Opportunities in the Future of Work

THE INTELLIGENCE REVOLUTION: FUTURE-PROOFING CANADA’S WORKFORCE
Presentation from Deloitte
Over the next decade, the future of work will be shaped by a completely new force: the “Intelligence Revolution.” It will be driven not by incremental automation in manufacturing processes but by exponential change based on machine learning, virtually free data storage and communication, and ever-increasing computational power that rivals some human capabilities. These developments will change what a job means, affecting the work we do and how we do it. The report introduces a series of new work archetypes based on the future-proofed capabilities we believe Canadians will need to succeed. It also includes recommendations for business executives, government leaders, business, and workers themselves that we believe must be implemented to put Canada on the path to success.

Stephen Harrington, Senior Manager, Talent strategies, Human capital, Deloitte Canada | Stephen Harrington is Deloitte’s National Lead – Talent Strategy, and has been a writer and speaker on the future of work and the workplace of the future since 2011. He suggests that workplace design can impact culture, if the employee experience is placed at the heart of design and given equal weight to other strategic objectives. He is the co-author of Deloitte’s Canadian point of view on the Future of Work, the Intelligence Revolution.

IMPACT OF AUTOMATION ON CANADA’S WORKFORCE
Presentation from Brookfield Institute for Innovation and Entrepreneurship
This presentation is a bird’s-eye view of current technological trends as they relate to Canada’s economy and workforce. It takes stock of the most current research - providing a nuanced view that goes beyond the fear of robots taking jobs, to help the audience better understand the effects that automation could have on the Canadian labour force, including which Canadian occupations and skills are most likely to be impacted and the geographic and demographic characteristics of these jobs. This presentation draws on findings from the Brookfield Institute’s latest reports, including The Talented Mr Robot, Future-Proof, and Automation Across the Nation, as well as ongoing research into sector and community-specific automation impacts.

Sarah Doyle, Director of Policy + Research, Brookfield Institute for Innovation and Entrepreneurship | Sarah Doyle leads the development of the Institute’s research agenda and oversees the work of the Institute’s policy team. Having worked on policy development both inside and outside government, Sarah sees a need for translators with the ability to bridge sectors and disciplines. Previously, Sarah was a Senior Manager at the Centre for Impact Investing at the MaRS Discovery District, and has worked as a policy analyst within Canada’s Privy Council Office, where she developed advice for the Prime Minister on a range of social policy issues.

LABOUR PRESENTATION
Presentation from BC Federation of Labour
Significant changes in work design have left ordinary workers, their families and communities to bear the brunt of the transition to new ways of producing wealth, often leading to unemployment, poverty and exclusion. As we embrace developments such as automation, artificial intelligence, and the platform economy, what can we do to ensure that workers are accompanied in this transformation through decent work opportunities? BC Federation of Labour President, Irene Lanzinger, will share insights and options from a labour perspective.

Irene Lanzinger, President, BC Federation of Labour | Irene Lanzinger was elected President of the BC Federation of Labour (BCFED) in November 2014. The BCFED represents more than 500,000 working people from affiliated unions across the province, in every sector of the economy. Irene is the first woman to be elected as President of the BCFED. She has a long history as a strong leader in the labour movement and is deeply committed to advancing equality, protecting vulnerable workers, and strengthening workplace safety.

Charles Leadbeater (Moderator) | Charles Leadbeater is a leading authority on innovation and creativity. He has advised companies, cities and governments around the world on innovation strategy and drew on that experience in writing his latest book, We-think: the power of mass creativity, which charts the rise of mass, participative approaches to innovation from science and open source software, to computer games and political campaigning.
ADDRESSING THE SKILLS GAP
Enhancing Mobility from Post-secondary Education to Employment and Entrepreneurship

What are ways to enhance mobility between post-secondary institutions and employment opportunities? How can we address talent shortages and succession issues? How do we break down assumptions and recognize capacity and transferring skills to meaningfully transition to a new sector? What innovative models of youth employment and entrepreneurship are providing improved opportunities for workplaces and society as a whole?

Sarah Lubik, Director of Entrepreneurship, SFU Beedie School of Business (Moderator) | Dr. Sarah Lubik is Simon Fraser University (SFU)'s first Director of Entrepreneurship, promoting the power of, and need for, entrepreneurship education, interdisciplinary teams and commercialization of research to solve wicked problems. She is co-Champion of the Technology Entrepreneurship@SFU program, a lecturer in Entrepreneurship and Innovation in Beedie School of Business and a researcher in technology management, including incubation, university entrepreneurship, commercialization and innovation ecosystems. Sarah has been named one of Business in Vancouver’s Top 40 under 40 and an Innovation Leader by the Government of Canada. She is also a certified business coach and the co-founder of a high-tech startup: Lungfish Dive Systems. Sarah holds a BBA (honours) from SFU and a masters and PhD from the University of Cambridge.

Paulina Cameron, Regional Director for BC & Yukon, Futurpreneur | Paulina Cameron is the Regional Director for BC & Yukon at Futurpreneur Canada—a national NPO providing early stage resources, mentorship, and financing to startup entrepreneurs aged 18-39; she supports hundreds of entrepreneurs in launching their businesses and is a sought after mentor and speaker. A champion of gender equality, Paulina is the author of bestselling Canada 150 Women: conversations with champions, leaders and luminaries; and has gained international recognition for her work. Believing in empowerment for the next generation, Paulina is also a Visiting Professor in Entrepreneurship and Innovation at Simon Fraser University, and has advised the federal government and the Prime Minister on Canada’s Youth Employment strategy. She has been recognized in the community for her significant contributions, including being awarded the Vancouver Board of Trade’s inaugural Wendy McDonald Award, The International Alliance for Women Top 100 Award in Washington DC, the KPMG National Leadership Award, and was a finalist for the YWCA’s Women of Distinction Awards, in the Young Woman of Distinction category. Prior to Futurpreneur, she gained her business expertise working at KPMG in audit and management consulting, obtaining the CPA, CA designation.

Kim Howson, Senior Manager of Youth Strategy & Relationship Management, RBC Future Launch | Kim is a systems-disruptor who seeks out opportunities to work across all sectors to solve complex social problems. She currently works for RBC as Senior Manager of Youth Strategy & Relationship Management, building strategies that demonstrate how private business can play a significant and positive role in catalyzing social impact. Prior to joining RBC, Kim spent three years with the Ontario Government, where she worked as a Senior Policy Advisor to Minister Brad Duguid and Executive Assistant to Premier Kathleen Wynne. A self-confessed “policy wonk,” she played an important role in the development of the provincial government’s accessibility, youth, and social innovation strategies. Prior to her time in government, Kim worked at a number of non-profit organizations, both in Canada and Europe, on projects related to strengthening resilience amongst at-risk youth and combating human trafficking. Kim has a Master of Arts in European, Russian and Eurasian Studies from Carleton University where she wrote her thesis on immigration and human rights in relation to victims of human trafficking in the European Union. In her spare time Kim likes to keep active by running and playing ultimate frisbee and is passionate about travel, great books and her East Coast roots. She was also a 2017 CivicAction DiverseCity Fellow, actively working to make a positive impact in communities across the Greater Toronto and Hamilton area.

Jake Hirsch-Allen, Economic Graph & Higher Education Learning Solutions Lead, LinkedIn/LYNDA | Jake Hirsch-Allen is currently the Economic Graph and Higher Education Learning Solutions Lead at LinkedIn Canada. He is a Director on the Board of the Canadian Club, teaches Global Health at McMaster University, is on the Advisory Boards of the Hot Docs Cinema and Code for Canada and founded Lighthouse Labs, Canada’s foremost software development bootcamp and Hacking Health. A former intellectual property and international criminal lawyer, Jake was also Chair of the Technology Committee of the Global Education Platform and clerked at the Supreme Court of Israel.
EMBEDDING DIVERSITY, EQUITY, AND INCLUSION IN THE FUTURE OF WORK

How can organizations meaningfully integrate inclusive hiring practices into their human resource policies and procedures? What trends and technologies are changing the way our workplaces hire employees, and how can we be prepared for a more diverse, equitable future of work?

Amy Robichaud, Principal, AR Strategies and Former Director of Partnership & Engagement at the Minerva Foundation for BC Women | Amy specializes in diversity & inclusion policy, fund development & advancement strategy. With a decade of experience, she helps organizations advance their ideas, revenue and diversity goals through policy and practice as Principal at AR Inclusive Strategy & Advancement. Amy is the former Director of Partnership & Engagement for Minerva BC, the cofounder of FundHer.ca – a cross-partisan fundraising solution for women political candidates in the 2011 Ontario provincial election, and the 2009 winner of the CBC’s Canada’s Next Great Prime Minister. She has appeared on CBC, CPAC, and German broadcaster ZDF and spoken to groups such as the Canada School of Public Service and Elections Canada about women in politics, implicit bias, and civic engagement. Amy and her husband have lived all over Canada but happily call Vancouver home. Her passion for practical ways to harness the diversity dividend, create economic inclusion, opportunity and prosperity for all inform everything she does. She is currently working on a proprietary auditing framework to apply a maturity model to the hard and soft policies that govern inclusive behaviour within organizations.

Iglika Ivanova, Senior Economist and Public Interest Researcher, Canadian Centre for Policy Alternatives | Iglika is a feminist economist who researches and writes on key social and economic challenges facing BC and Canada, including poverty, economic insecurity and labour market shifts toward more precarious work. Iglika also investigates issues of government finance, tax policy and privatization and how they relate to the accessibility and quality of public services. She is particularly interested in the potential for public policy to build a more just, inclusive and sustainable economy. Iglika actively seeks opportunities to share her expertise more broadly. Much of her community involvement outside of CCPA—on boards, in coalitions and in other advisory roles—is in service of promoting equity and empowering women and other marginalized people. Iglika holds an MA in Economics from the University of British Columbia and a BA in Economics from Simon Fraser University.

Patrick MacKenzie, CEO, Immigration Employment Council of BC | Patrick MacKenzie joined IEC-BC as the organization’s new CEO in April 2017. He has made a career of public service from coast to coast, working in policy and program areas aimed at supporting many of Canada’s most vulnerable communities through economic and social development as well as international relations. Previously, Patrick spent 11 years working for Immigration, Refugees and Citizenship Canada at its national headquarters in Ottawa and its regional offices in Vancouver. Throughout his career, Patrick has worked with partners on matters affecting aboriginal and immigrant populations, including immigrant economic integration, provincial nominee programs, credential recognition and competency assessment, as well as labour mobility.

Lesley MacDonald, BC Hydro Employee Engagement and HR Planning | Lesley MacDonald is responsible for HR Planning, Projects and Diversity and Inclusion at BC Hydro. She has worked at BC Hydro for 10 years, spending the last 8 working on Diversity and Inclusion programs. BC Hydro initiated a formal diversity program in 2007 with a goal to establish a diverse workforce fully representative of the BC labour market by 2017. Lesley hopes that sharing her experiences of what worked over the past 10 years can help others. Lesley studied Communications at Simon Fraser University and holds an Executive Education Certificate in Human Resource Leadership from UBC Sauder School of Business. She immigrated from Scotland in the early 70’s, became a Canadian citizen in the early 80’s and now considers herself a true west coast Canadian when she is walking her dog or growing her own organics in her back garden in East Vancouver.

Tara van Zuiden, Senior Manager, Talent Strategies, Human Capital, Deloitte | Tara leads Deloitte’s Talent consulting practice for BC and is an Senior Manager based in Vancouver and brings over 14 years experience advising executives across a variety of industries in the areas of Talent and Leadership. She has worked in the UK, across Europe, Asia and North America to help organizations identify and implement the right mix of talent management solutions to unlock the full potential of their workforces and deliver on their strategic objectives. She has a particular passion for enabling organizations to drive success through transformational leadership and brings a depth of expertise and in the areas of Talent Strategy development, Succession Management and Leadership assessment and development.
HOW ALTERNATIVE BUSINESS MODELS CAN IMPROVE THE WAY WE WORK

What are some examples of alternative business models, and how are they improving the way we work?

Elvezio Del Bianco, Program Manager, Cooperative Partnerships, Vancity (Moderator) | As Vancity’s Program Manager for Cooperative Partnerships, Elvezio (Elvy) Del Bianco supports new cooperative enterprises, the creation of co-op-centred financial instruments and the development of a robust co-op development infrastructure. This work is largely informed by the activities of the Emilia-Romagna region, Italy’s cooperative heartland and the subject of Vancity’s Cooperative Study Tour, which Elvy has organized since 2008.

Frisia Donders, SMart (E.U.) | Frisia Donders is responsible for the territorial development of SMart. She manages several cross-cutting projects and is a spokesperson for SMart. Over the past eight years, Frisia has initiated numerous partnerships with actors from various sectors (academic, socioeconomic, cultural/creative, public and institutional). SMart’s stakeholder community is supported and nurtured in several ways: networking, individual and collective support, the organization of workshops and representation of the community on different occasions. Active in many of these networks, Frisia appreciates linking strategic discourses to the realities of project leaders within SMart.

Steve Rio, Founder & CEO, Briteweb | As Founder and CEO of Briteweb, a social impact consultancy delivering strategy, design and digital, Steve’s focus is on building the world’s most flexible, engaged and efficient company. He loves working at the intersection of social impact, culture and technology and is an expert in exponential organizations, remote and distributed teams, workforce wellness and performance. Steve consults with impact leaders to reimagine their organizational strategies, systems, and company cultures in order to effectively scale at the rate of technology and compete in today’s information economy.

Eric Bulmash, Senior Consultant, Community Business and Investment, Vancity | Eric leads Vancity Credit Union’s work to meet the needs of freelancers and small-businesses, both from a financial and ‘beyond banking’ perspective. He is focused on building out Vancity’s strategy and work to connect credit union members who are freelancers and small business owners with greater access to benefits and resources to support their work-life journey and well-being. Prior to working at Vancity, Eric worked for a local small business specialized in leadership development where he built out new services to support local leaders, and as a consultant for the global leadership consulting firm Korn/Ferry. Eric’s first passion was clinical psychology, where he gained his master’s degree and he continues to have a passion for supporting, and being connected to innovation, in the social services sector.
AI AND AUTOMATION IN THE WORKPLACE

How is automation truly changing the way we work? What are models of effectively utilizing AI in the workplace while still allowing for meaningful, well-paid employment? How can we ensure AI works to create more equitable workplaces and provide opportunity for all?

Fred Popowich, Executive Director of KEY, SFU's Big Data initiative (Moderator) | Fred Popowich is a professor of computing science and the executive director of KEY, SFU’s Big Data Initiative. As a leader who engages with industry, communities and SFU partners, he connects people to solve real world problems and deliver innovation in teaching, research and community impact through big data. Since receiving his PhD in Artificial Intelligence and Cognitive Science from the University of Edinburgh, he has been conducting research in the area of artificial intelligence and natural language processing, in collaboration with a wide range of companies and with researchers from around the world.

James Maynard, President & CEO, Wavefront | As founding President and CEO of Wavefront Innovation Society in 2007, James emphasized the entrepreneurial support, business advice and international exposure that he believed to be critical to the success of new wireless companies. This vision ensured Wavefront’s success connecting Canadian companies with growth opportunities through collaboration with multinational companies, industry associations and government organizations. In 2010, James successfully led Wavefront’s bid to become Canada’s Centre of Excellence for Wireless Commercialization and Research. James Maynard has more than 20 years’ experience pioneering innovative business strategies in the technology sector including FuelCast Media Networks, VST, Sapient Technologies and Sun Microsystems. He is regularly invited to advise on innovation with organizations around the globe.

Elyssa Macfarlane, Media Strategist at Weber Shandwick and Founder and Editor at Meditations on Tech | Elyssa is a media strategist at Weber Shandwick, a global communications firm. Prior to joining the firm, she directed the communications efforts of Canada Drives, a Vancouver-based fintech that was ranked as the fastest growing company by the PROFIT 500 in 2016. Elyssa’s experience in the local and global tech community is vast, where she has advised on communications initiatives pertaining to machine learning, data security, and financial technology. Outside of technology, she is the youngest female to ever sit as the Liberal Party of Canada’s Vice President in BC, where she advises and supports the Federal party’s engagement efforts throughout the province.

Nikolas Badminton, Futurist & Researcher | Nikolas is a world-respected futurist speaker, author, and researcher. He wows audiences with keynote speeches on the impact of exponential technologies including: The Future of AI integrated with Life and Business; Virtual, Augmented and Mixed Reality; Work Productivity; Hospitality and Travel; The Sharing Economy; Autonomous Transportation; Smart Cities; Education; and Predictions for humanity from 2018 to 2030, and beyond. Nikolas regularly appears on the BBC, CBC, CTV, Global News, Fast Company, VICE, The Atlantic, and writes for the Techcrunch, Huffington Post, Forbes, Venturebeat, and other media.

Tommy Lewis, Microsoft Technologist, Microsoft | Tommy Lewis has been at Microsoft 19 years as a Microsoft Technologist who has focused lately on the democratization of AI, the importance of ethics in the evolution of AI, and how designers need to think about AI. Tommy is also very much an advocate of technology coexistence and thinks designers must look past dogma so that we can create a better future.