

# SUMMIT ON THE MATURE WORKFORCE

## THE BIG SHIFT

ARE YOU READY?

FEBRUARY 6TH - 8TH, 2012

CALGARY CHAMBER OF COMMERCE

Join  
a virtual  
job fair!

Just because your high experience workers don't make a fuss, **don't make the mistake of not actively managing** their new exit plan.

**Is your Pension aligned with your Business and HR Strategy?** – find out what over 500 Canadian organizations are saying in this groundbreaking research and what you can do about it.

**Find out** what your younger managers might not be doing that will hurt the organization

**Learn** the steps to develop an **older workforce strategy**

**Network and join** the community we are creating

Find out what the **Alberta Government** is doing

### THE BEST EMPLOYERS AWARD FOR 50 PLUS CANADIANS LUNCHEON

**Marc Freedman** – *Keynote Speaker CEO Civic Ventures, Experience Corps creator of the term "Encore Careers"*



#### PAST ATTENDEES:

Alberta Government  
Alberta-Pacific Forest Industries Inc.  
ATCO Gas  
Athabasca University  
Bayer Inc.  
BC Hydro  
Benefits and Pensions Monitor  
Business Times  
Cadillac Fairview Corporation  
Calgary Cooperative Assoc. Ltd.  
CAMH  
Campbell Company of Canada  
Canada Revenue Agency  
Canadian Labour Congress  
Canadian Tire Corporation  
CBC  
Ceridian  
City of Calgary  
City of Toronto  
Coast Capital Savings  
CSA Group  
Devon Canada Corp.  
DGT-Union Gas  
Direct Energy  
E.I. Dupont  
EDS Canada  
Encana Corporation  
Enmax Corporation  
ESSO  
Excell Services  
Globe and Mail  
Goodmans LLP  
Grant MacEwan College  
Hamilton Health Services  
HRPAO  
HRSDC  
HSBC Bank of Canada  
IBM Canada  
Imperial Oil Ltd.  
Inco Ltd.  
J. Hancock  
Kraft Canada  
Manpower  
Manulife Financial  
Merck Frosst  
Ministry of Labour  
Ministry of CSS & Child & Youth Services  
Monster Canada  
Morneau Sobeco  
National Bank of Canada  
Nexans Canada Inc.  
NOVA Chemicals Corp.  
Ombudsman of Ontario  
Ontario Power Generation  
Osler Hoskin & Harcourt LLP  
Pfizer  
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Profit Magazine  
Royal Victoria Hospital  
Scotiabank  
Siemens Canada Ltd.  
Standard Life  
Statistics Canada  
Sun Life Financial  
TD Meloche Monnex  
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INSTITUTE**

 **Centre for High  
Experience Talent**

# THE SUMMIT ON THE MATURE WORKFORCE

Part 1 - Will take place February 6th 8:00 am to 1:30 pm (sponsored by the Alberta Government)

Followed by:

Part 2 - Workshops on: Knowledge Transfer, Professional Passport, Collaborative Workplace and developing an Older Workforce Strategy

JOIN US FOR JUST THE MORNING (INCLUDING LUNCH) OR REGISTER FOR THE WORKSHOPS FOR IN-DEPTH LEARNING

## FEBRUARY 6th SUMMIT ON THE MATURE WORKFORCE PART 1

- 7:30 am – 8:00 am** Registration, Coffee and Breakfast
- 8:00 am – 8:05 am** Julie Ball, Executive Director, Talent Pool Development Society, Calgary Chamber of Commerce, Opening Remarks
- 8:05 am – 8:15 am** Honourable David Hancock, Minister, Human Services (invited)
- 8:15 am – 9:00 am** Shannon Marchand, Assistant Deputy Minister, Workforce Supports, Alberta Older Workforce Strategy - *Engaging the Mature Worker: An Action Plan for Alberta* (invited)
- 9:00 am – 9:45 am** Keynote Address: Marc Freedman, CEO of Civic Ventures, creator of Experience Corps and author of *The Big Shift*



Marc Freedman

### Are you Ready for the Big Shift?

Millions of people in their fifties, sixties, and seventies are searching for answers to the question "What's next?" and are navigating their way to an entirely new stage of life and work, one that could last as long as midlife.

But shifting to a much longer lifespan isn't as easy as it may seem. Unlike the transition from adolescence to adulthood, managing this process for many is a do-it-yourself project. It need not be that way.

Drawing on powerful personal stories, Freedman will discuss the new stage of life, the implications for today's workforce, the agenda for organizations that are poised and eager to help, and the vision we'll need to help millions find their footing in a new map of life.

**THE GOAL:** to transform the nation's coming midlife crisis into a midlife opportunity.

### 9:45 am – 10:00 am Innovations in Older Workforce Practices



Michael Grogan

Barbara Jaworski, CEO Workplace Institute  
Michael Grogan, VP Calgary Chamber of Voluntary Organizations.

Will update us on the latest research, government action and practices that employers are exploring and in both NFP sector and private industry.

### 10:00 am – 10:15 am Break

### 10:15 am – 11:00 am Pension Panel: Innovation and Shift in Pensions



Barbara Jaworski

Barbara Jaworski, CEO Workplace Institute

Discusses the results of an important national survey looking at the link between organizational strategy, HR strategy and pension design. In collaboration with HRSDC, U of Ottawa, U of Montreal and U of Nippissing. Over 500 Canadian organizations participated.



Jimmy Carboneau

Jimmy Carboneau, Senior Account Manager, Group Retirement Savings Wealth Management and Life and Health Insurance, Desjardins Financial Security

When plan members don't understand the communications they receive, is it still communication? Member behaviour doesn't mirror communication efforts. Jimmy will discuss how we fill the gap between financial literacy and an emotional connection so that members make informed decisions.



Chris Brown

Chris Brown, Law Partner, Spectrum HR Law Pension Practice

Chris Brown will discuss the trend away from traditional defined benefit pension plans in recent years, and the impact of that trend on mature workers. Chris will also provide an overview of pension legislation reform in Canada, innovations in pension plan design as they relate to mature workers, and alternatives to pensions that can assist in the attraction and retention of the mature workforce.

### 11:00 am – 12:00 pm Facilitated discussion and next steps with Employers

### 12:00 pm – 1:30 pm Best Employers Award for 50 Plus Canadians Luncheon

The 2012 Best Employers Award for 50 Plus Canadians will be presented as part of the Summit on the Mature Workforce Part 1. These awards recognize the efforts and achievements of Canada's most progressive organizations in the key areas of hiring, training, career development, health care, employee and family benefits, retirement policy, pensions, and pre and post retirement support systems in regard to employees over 50.

## WORKSHOPS PART 2

1:45 pm – 4:30 pm **Workshop Knowledge Transfer**

**Barbara Jaworski**, CEO, Workplace Institute  
**Marianne Rogerson**, Professor, Mount Royal University

- **How do you ensure your employees profit from the experience and knowledge of a more seasoned worker and vice versa?** How can they balance their book learning with wisdom gained over time?
- Mentoring is both a strategic as well as a practical process where **experienced workers share their knowledge** about their area of specialty and the real issues impacting success in a supportive environment. Mentors need to learn how to teach so others will absorb the information
- This workshop explores this high impact, cost effective, career development initiative for all parties as part of a **workforce development program**
- You will be introduced to **processes you can use for mentors and mentees** aligned with your unique business strategies as well as the follow up and support processes
- This workshop will introduce both mentoring for **cultural inclusion** as well as the more practical aspect of mentoring to **teach what you know**

## FEBRUARY 7th

8:00 am – 12:00 pm **Workshop Creating a Collaborative Workplace**

**Amy Pearl**, President, RV Rhodes LLC  
**Judith Spear** Founder, RV Rhodes, LLC: Growth Through Discovery

Some of our greatest opportunities lie ahead. Global product development and distribution, emerging capital markets, never ceasing technology boosts, and other factors give companies hope for a bigger future. Yet, so many keys to future success are embedded in the wisdom and foundation established by our mature workers. **Today's employers are looking for three key things from their workers – the ability to think critically, engage with others and work together collaboratively** – all hallmarks of employees who thrive in, and contribute to, a collaborative work environment.

In Creating a Collaborative Workplace you will learn how to create the work climate essential for **building the right environment for diverse workgroups** to come together through common purpose, quality processes, and consistent communication to achieve success.

Through an interactive process, you will:

- **Explore** four work environments to determine your current environment and the ideal environment within your department or organization
- **Learn** how to eliminate elements of a negative workplace by replacing them with collaboration. The focus includes building a clear and common purpose, open communication, teamwork, and accountability
- **Learn how to capitalize on the strength and power of a mature worker** in a Collaborative Workplace

**Luncheon**

**Workshop The Miracle Tool: The Professional Passport**

**Amy Pearl**, President, RV Rhodes LLC  
**Judith Spear** Founder, RV Rhodes, LLC: Growth Through Discovery

Have you been looking for **one assessment tool to do it all?** **Recruiting, succession planning, competency development, leadership development, team building**...these are just a few of the uses for the Professional Passport. By participating in this interactive workshop, you will:

- **Receive your own Professional Passport profile** to learn how to capitalize on your strengths and avoid what drains your energy
- **Explore** a tool that can be utilized for **all of your workforce assessment needs**.
- **Learn** how to **build a talent management program** based on business strategy, analytics, and action

## FEBRUARY 8TH

8:00 am – 12:00 pm **Workshop Developing an Older Workforce Strategy**

**Barbara Jaworski**, CEO, Workplace Institute

Do you have an older workforce strategy? Every organization has different goals. The means to achieve them will vary depending on the individuals experiences and understanding. Discover the elements to create your own older workforce strategy and learn how to introduce it to your leadership colleagues

# REGISTRATION

Ask about getting a booth for your organization at the virtual job fair!

## REGISTRATION:

First Name	Last Name	
Title	Organization	
Mailing Address		
City	Province	Postal Code
Country	Phone	Fax
E-mail		

You will be subscribed to our online newsletters to keep you up to date on mature workforce trends and news. Please check here to not be subscribed.

*Please note that the Summit and workshops will be videotaped and live streamed.*

### Summit on the Mature Workforce Part 1 Feb 6th 7:30 am – 1:30 pm

\$150 Corporate  \$79 Not For Profit Organizations  \$150 Virtual Attendance

### Summit on the Mature Workforce Part 2 Workshops Feb 6, 7, 8th

*Individual workshops only*

Feb 6th Knowledge Transfer \$150  In Person  Virtual Attendance

Feb 7th Collaborative Workplace \$150  In Person  Virtual Attendance

Feb 7th The Miracle Tool \$150  In Person  Virtual Attendance

Feb 8th Older Workforce Strategy \$150  In Person  Virtual Attendance

### Summit on the Mature Workforce Part 1 & 2

\$399 Corporate  \$325 Not For Profit Organizations  \$399 Virtual Attendance

## BONUS

- Register for the Summit on the Mature Workforce and get a one year free subscription to the HR Reporter a \$197 value!
- Register now and have free access to a series of webinars before and after the Summit. These begin in early January, so register as soon as possible to not miss out!

### PAYMENT OPTIONS:

1. Register online: [www.workplaceinstitute.org](http://www.workplaceinstitute.org)
2. Fax your registration and credit card information to 416-981-7213
3. Mail your cheque payable to "Workplace Institute" Suite 4, 2239 Bloor St. W, Toronto, ON M6S 1N7

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Card number	Expiry
Name on card	Signature

Call 1-877-610-0109 if you need assistance

**CANCELLATION POLICY:** All sales are final as there will be a number of webinars for those registered prior to the Summit. The Summit on the Mature Workforce reserves the right to cancel any Summit or workshop if it deems necessary and will, in such event, make a full refund of any registration fee, but will not be responsible for airfare, hotel or other costs incurred by registrants. No liability is assumed by the Summit on the Mature Workforce or Workplace Institute for changes in program date, content, speakers or venue.