

AWAKEN YOUR CORPORATE POTENTIAL ENERGIZE & ENGAGE HIGH PERFORMANCE

JOANNA BARCLAY
GLOBAL KEYNOTE SPEAKER



THE BUSINESS TIMES

Tripartite
Alliance for
Fair & Progressive
Employment
Practices



KEYNOTES – WORKPLACE CULTURE & TRANSFORMATIONAL LEADERSHIP

CULTURE BY DESIGN

THE FUTURE OF WORK

Top talent is hard to attract, engage, and retain. In this competitive HR landscape, it is imperative leaders recognize employees are making career decisions based on a company's social impact and corporate culture. They want to make a difference, and are looking for roles which will provide intellectual challenges, allow them to continue to grow, develop, and contribute to society in a meaningful way.

In designing a culture for the 21st century, leaders must work hard at becoming an employer of choice by consciously creating and maintaining their culture. They can then use their culture as a competitive advantage to attract, retain and develop the talent needed to achieve important goals. How do they do it? In her talk Joanna shares over 3 decades of business transformation experience, answering this question and many more.

RESULTS:

- Become an employer of choice to attract, engage, and retain top talent
- How to create workplace culture to support effective collaboration
- Understanding cultural capital, the link between performance and workplace culture

CONSCIOUS LEADERSHIP THROUGH VALUES

GET CONNECTED, A VALUES-DRIVEN APPROACH TO CHANGE MANAGEMENT

In the workplace today are 4 generations with different sets of values and ways of working which is causing a lot of challenges. A values-driven approach to leading change is required to give leaders a better understanding of what motivates and energizes the change process.

Now, more than ever before we need to reach out and reconnect with each other. The most successful leaders are able to help their teams get connected, and create a team spirit and culture, which supports them in reaching their goals. This keynote is for organizations and leaders who are going through change. Joanna shares her ABC Framework for Cultural Transformation, one of the most challenging forms of change management. This framework empowers leaders and managers with a values-driven approach to lead change successfully.

RESULTS:

- Courage, inspiration, and positive energy to lead change.
- Understanding the human dynamics which cause resistance.
- Greater self-awareness for developing connection and trust.



**WHAT PEOPLE SAY -
THOUGHT-PROVOKING
• ENERGISING • ENGAGING**

“Joanna is TED Talk quality.”

CC Puan, CEO, Mobile Telecommunications

“It was a perfect way to wrap up our conference.”

Lori Arpin, VP Communications,
General Motors

*“I placed my trust in
Joanna Barclay.”*

Prashant Shukle, Director General,
Natural Resources Canada

*“The content is so unique
and integrative.”*

Rhonda St. Croix, Office of Education,
Royal College of Physicians and Surgeons

*“It was the best workshop I have
attended in years if not ever!”*

John Bertorelli, Manager, Department of
Fisheries and Oceans

JOANNA BARCLAY

Global Keynote Speaker

Published Author – Conscious Culture

CEO, Culture Leadership Group

“People ask me how to build a happy, high performing workplace culture. I tell them it takes conscious leadership: with **Awareness** to engage the intellect, **Belongingness** to engage the heart, and **Commitment** to engage the whole organization. **Values are the language of the heart, and when they are lived create a positive mental attitude.**

Joanna Barclay is a published author and global speaker on the future of work, how to become an employer of choice by creating workplace cultures that attract, engage and retain the top talent. She is an award winning consultant with over 3 decades of success facilitating the transformation of leadership teams and organizations.

Audiences love the energy and passion Joanna has for people and her work which focuses on how to increase employee engagement and empower people to reach their the full potential. Her specialty is speaking at global conferences, awakening value-based leadership.

Looking for a speaker to inspire new thinking and conscious leadership to meet the challenges of the 21st century?

Contact Joanna for your next event.



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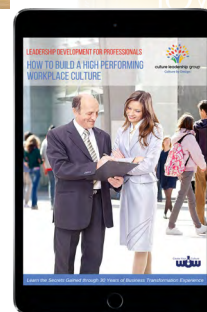
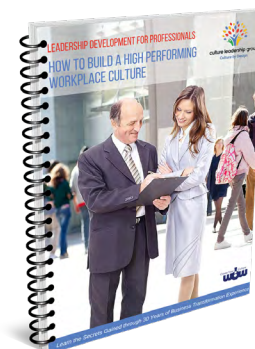
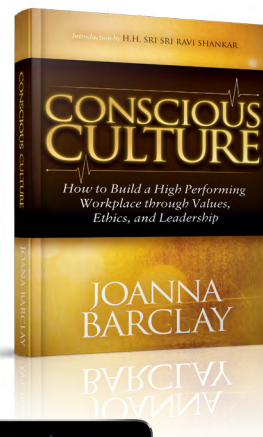
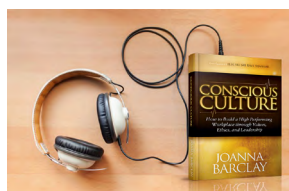
Culture by Design

CLIENT LIST:

- Astellas Pharma
- Canadian College of Police
- Extencicare Canada
- Financial Women's Association
- General Motors
- International Association of Human Values
- McGill University
- MoFo - Morrison Foerster
- Public Works and Governments Services Canada
- Roche Diabetes
- Royal Canadian Air Force
- Shared Services Canada
- YPO/WPO - Young President's Organisation / World President's Organisation



LEADERSHIP DEVELOPMENT E-PRODUCTS



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