

WHAT WORKS

■ Purpose Series

One of BC's strategic advantages is a tech community driven by purpose — we are a collection of people changing the world, solving big problems, and using tech as a tool for good.

Join us!

The #WhatWorks series is a series of intentional gatherings to explore different elements of purpose. How does purpose drive performance, inspire teams, expand recruitment efforts and build a community that's invested in each other's success? Join us to explore these and other questions. Join us for one event or save more when you buy the series ticket bundle.



July 08
11am-12pm

The value of a B-Corp designation

What is a B-Corp? How can becoming one help with your corporate purpose? Find out how a B-Corp designation helps build a better business - better for workers, community, and the environment. Understanding B-Corps and the value of a B-Corp designation. B-Corps are for-profit companies certified to meet rigorous standards of social and environmental performance, accountability and transparency. This inspires their employees, their communities and their stakeholders. Carla Heim from BDC will help educate us on how to become a B-Corp so we can learn what it takes to build a better business - better for your workers, community, and the environment.

Facilitated by Carla Heim from BDC

July 15
11am-12pm

Neurodiversity in Tech: Presented by Focus Professional Services

Hiring for neurodiversity can bring incredible benefits to your business. Learn how to harness neurodiversity in this educational workshop. Neurodiversity refers to the natural range of difference in human brain function, but in a workplace context, it's an area of diversity and inclusion that refers to alternative thinking styles, such as dyslexia, autism, ADHD and dyspraxia.

Facilitated by Carol Simpson, CEO Focus Professional Services

July 22
11am-12pm

Purpose Driven Results: A Panel Discussion

Tech is a tool for good in our lives, in our communities, and in our province. Join our 2020 Spirt of BC Tech TIAs finalists Aquatic Informatics, SkyHive and Thrive Health to learn how they are focusing on Purpose to drive results. Business purpose illustrates the organization's impact on customers. The statement of purpose should illustrate how you will improve the lives of those you serve.

Panel Members: Aquatic Informatics, SkyHive and Thrive Health, moderated by Jill Tipping

July 29
11am-12pm

Gamechanger D & I: A Panel Discussion

Check out how our 2020 TIAs finalists Unbounce, Vitro and Wealthbar are moving the needle on Diversity and Inclusion. What is Diversity and Inclusion (D & I)? Diversity refers to the traits and characteristics that make people unique while inclusion refers to the behaviors and social norms that ensure people feel welcome. Diversity and Inclusion (D & I) is critically important to the tech sector. We will speak to those who go above and beyond to successfully move the needle on Diversity and Inclusion in the industry.

Panel Members: Unbounce, Vitro, Wealthbar

We can't do this alone! Feel free to share and support our event with **#WhatWorks** on social media.