

WHAT WORKS

■ Purpose Series

Finding ways to make the sector stronger is an essential part of BC Tech's mission. Through a series of solution-oriented events, from guest speakers to impactful panels, we will explore the role Purpose plays in the BC Tech ecosystem and how purpose can power business resilience, culture and results.



Join us!

This latest #WhatWorks series is focused on how purpose drives performance, inspires teams, expands recruitment efforts and builds a community. Learn from companies that lead in this area like BDC, Traction on Demand, Focus Professional Services, Unbounce, Vitro, Wealthbar, Aquatic Informatics, SkyHive and Thrive Health. We'll be sharing success stories and strategies that lead the way for the wider community — join us for one event or save more when you buy the series ticket bundle.

The value of a B-Corp designation

July 08 11am-12pm

What is a B-Corp? How can it help with your corporate purpose? Find out how a B-Corp designation helps build a better business - better for workers, community, and the environment. B-Corps are for-profit companies certified to meet rigorous standards of social and environmental performance, accountability and transparency. Carla Heim from BDC will help educate us on how to become a B-Corp today.

Guest speaker: Carla Heim from BDC

Neurodiversity in Tech: Presented by Focus Professional Services

July 15 11am-12pm

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. Hiring for neurodiversity can bring incredible benefits to your business. Learn how to harness neurodiversity in this educational workshop.

Guest speaker: Carol Simpson, CEO Focus Professional Services

Purpose Driven Results: A Panel Discussion

July 22 11am-12pm

Join our 2020 Spirit of BC Tech Purpose TIAs finalists: Aquatic Informatics, SkyHive and Thrive Health to learn how they are focusing on Purpose to drive results. How did Purpose inspire them to start their business? How does it guide them to overcome challenges, solve problems, and achieve excellence? We'll explore how their sense of purpose contributed to business success.

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

Unconscious Bias

September 16 11am-12pm

What is an Unconscious bias? Do you hold a bias you may or may not be aware of? What are the 6 power sources you need to be aware of? We have a special guest joining us to help us answer questions like that. Andrea Reimer, Adjunct Professor, UBC and former Vancouver City Councillor will walk us through an overview of unconscious bias. Join us for a fascinating session to discover things about you that you may not be aware of.

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