

SCALEUP ACADEMY WEBINAR SERIES

Leading Rapid Change in BC's ecosystem - March 10, 2026 | 11am to Noon

Rapid change is reshaping how organizations operate, from new technologies to shifting markets and evolving workforce expectations. This session will explore how BC tech leaders approach change management—building adaptable cultures, aligning teams, and turning disruption into opportunity.

Host:

- Erika Borgerson, BC Tech

Panel:

- Tara Ataya, Hootsuite (Moderator)
- Tricia Hollyer, MineSense
- Moritz Hirche, Momentum Consulting
- James Dean, Oxygen8

RUN OF SHOW:

10:50AM	Speakers arrive 10 minutes early for final testing	10 min
11:00AM	Session opens	2 min
11:02AM	Opening remarks – BC Tech, Erika Borgerson	4 min
11:06AM	Speaker Introduction – BC Tech, Erika Borgerson	1 min
11:07AM	Speaker Discussion – Tara, Tricia, Moritz and James	40 min
11:47AM	Audience Q&A – Tara, Tricia, Moritz and James	10 min
11:57AM	Closing Remarks – BC Tech, Erika Borgerson	3 min
12:00PM	Event end	Time

QUESTIONS MODERATED BY TARA:

1. Let's jump right in. Change looks different depending on the organization — so let's ground this in real examples. What's a change your organization faced recently, and what leadership decision has made the biggest difference in how your teams adapted?
 - a. Tricia
 - b. James
 - c. Moritz - *you've seen change play out across a lot of different organizations. Can you share an example??*
2. Let's talk about navigating disruption in real time. When disruption hits — whether technology trends, market shifts, or workforce expectations — how do you decide what to prioritize first? What metrics, feedback, or indicators tell you that you are on the right track?
 - a. Moritz
 - b. Tricia
 - c. James
3. Priorities are one challenge; keeping people aligned through them is another. Culture is often tested during transformation. What specific practices or behaviours have helped your teams stay aligned and engaged through change? Have you ever had to retire a cultural value because it no longer served the organization?
 - a. Tricia
 - b. James
 - c. Moritz
4. That leads to the pace of change — something all leaders struggle with. How do you balance moving fast and innovating with maintaining stability? How do you choose which experiments are worth the effort or risk?
 - a. Moritz
 - b. Tricia
 - c. James
5. *[Time Permitting]* How do you communicate difficult decisions while maintaining trust when it might not be possible to be fully transparent?
 - a. James
 - b. Moritz
 - c. Tricia

AUDIENCE Q&A - ERIKA

6. Now the final question - for startups on the line, who are just starting out but have big ambitions, what key takeaways would you share with them?
 - a. Tricia
 - b. James
 - c. Moritz
 - d. Tara