

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

Poll 1 - What will be your primary hiring focus in the next 12 months?

- Hiring early-stage talent (co-ops / juniors)
- Investing in internal development & promotions
- Adding specialized senior contributors
- Expanding remote or global hiring
- Pausing headcount growth to focus on productivity

Poll 2 - How has AI most impacted your hiring strategy?

- Prioritizing more on skills-focused candidates
- Rethinking existing or future roles due to AI adoption
- Experimenting but haven't changed much yet
- No meaningful impact so far

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. Can you share a story about a time that your organization navigated through change and what leadership decision has made the biggest difference in how your teams adapted?
 - a. James
 - b. Tricia
 - c. *Mo - you've seen change play out across a lot of different organizations. Can you share an example?*

2. AI has made a big splash in the past few years and it feels like AI is dominating almost every conversation in tech. While disruption is nothing new, the speed and visibility of AI certainly presents some unique challenges. As leaders, how are you approaching AI inside your organization right now?
 - a. Mo
 - b. James
 - c. Tricia

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. Mo

4. That leads to the pace of change — something all leaders struggle with: finding the balance between agility and protecting your base. How do you balance moving fast and innovating with maintaining stability? How do you choose which experiments are worth the effort or risk?
 - a. Mo
 - 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? *How do you decide what*



to prioritize first? And what metrics, feedback, or indicators tell you that you are on the right track?

- 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. Mo
 - d. Tara