

THURSDAY WORKSHOPS

THE ONE PAGE SALES STRATEGY WORKSHOP

Shannon Ward, OnTrack Sales

You know how to sell and you've proven you can close a deal. So, why does it seem like you're working harder than ever to win new business? The solution to unreliable, "feast and famine" income is to stop approaching sales with a "shot-gun" approach and start working with a plan to ensure you meet your revenue targets every time. This workshop will give you the framework and knowledge you need to build a simple, effective plan so you know exactly what you need to do each month and quarter to achieve your revenue goals, and motivate yourself to take action!

BETTER ADVISORS, BETTER BUSINESS

Mike Rowlands, Junxion Strategy

So you've taken the courageous plunge into entrepreneurship, turning a great idea into a social purpose business. As your enterprise grows, there will be more questions than answers: What's your strategy? How do you know when to refine it? Who should you hire? How should you market? How do you bring in an investor? Find the right support by building an advisory board for your enterprise. This workshop will share insights into the differences between mentors, advisors and directors; a clear structure you can use to convene and manage an Advisory Board; and plenty of space for Q&A with senior social entrepreneurs and advisors.

THE ART OF GROWTH: ATTRACT, HIRE & ENGAGE

Nicole Davidson, Beacon HR

You need great people to help you achieve your goals, let me show you how to find them. Companies are applying the same approach to HR and recruitment that worked 20 years ago, but does not work today. In this workshop, we'll show you how to unlock the tools you need to successfully build a world-class team in 2019, and beyond, so you can scale and impact more lives faster!

GROW YOUR BUSINESS WITH SOCIAL MEDIA THE SMART WAY

Mhairi Petrovic, Out-Smarts

Social Media can be a great tool to grow your business community, to reach more people, and it can even impact the bottom line, but it can also be a major timesuck. This session provides an overview of social media from a business perspective. It offers up vital factors that will help make your social media more effective and give you common sense tips to help you succeed.

FRIDAY WORKSHOPS

SMART TOOLS FOR BETTER PLANNING

Rachel Flood, Alignment Ops

Learn how to best choose and use project management software to support your strategic planning and project management. This hands-on workshop will dive deep into project management best practices, will provide tips, tricks and hacks to help you better leverage your project management software, and will leave you with the start of a plan for any projects, or strategic planning you are looking to manage or implement.

THE CHANGING LANDSCAPE OF CONSUMER MARKETING

Annalea Krebs, Social Nature & Véronik Campbell, UBC Centre for Sustainable Food Systems

People trust friends, not ads. Everyday consumers have influence. Promote good stuff, not junk. The landscape of consumer marketing is changing, and it's changing fast. As progressive businesses attempt to secure prized portions of the market, creative, out-of-the-box marketing strategies are proving invaluable. Annalea & Véronik will walk us through case studies and proven practical guidelines that will equip you with the tools needed to truly understand your customers, so that you can earn customers for life.

LEADING WITH COMPASSION

Lorie Corcuera, Spark Creations & Company Inc.

When we think of the best leaders we have worked with and

that have inspired us, we always remember how they made us feel. When we lead with compassion, we have the ability to listen to what's most important, we understand what it feels like to be in someone else's shoes, and we have taken the extra step to ensure others feel seen, heard, and cared for.

CASE STUDIES

RPM.FM

Presented by Jarrett Martineau

How do you build an ethical model for success that supports the diverse needs of cultural communities? Revolutions Per Minute is a global new music platform, record label, and boutique agency for Indigenous music culture. As RPM has transitioned into becoming a full-service independent music company, there has been a rapid surge of interest in Indigenous music. This has created new opportunities, but it has also highlighted systemic barriers to access, gaps in infrastructure and resources for the company and for Indigenous artists. In an environment where non-Indigenous competitors are looking to exploit the cultural value of indigeneity, RPM is considering how to protect the needs of the artists and communities it serves, while increasing its capacity to meet an exponential growth in demand for Indigenous cultural content.

MODO COOPERATIVE

Presented by Patrick Nangle

Modo Co-operative was the first carshare operator in BC and the second in North America. Since that humble beginning over 20 years ago, Zipcar (Avis Budget), Car2Go (Daimler) and Evo (BCAA), have entered the market and carsharing in Metro Vancouver has flourished. With ride-hailing about to arrive in BC and autonomous vehicles somewhere just over the horizon, Modo is challenged to remain relevant in a shared mobility space that is attracting virtually every auto manufacturer and the largest techcos, and all with significantly deeper pockets to market themselves and experiment with new business models. This case study will look at what it takes to grow the membership and increase the impact of Modo in these changing times.

BUSINESS PROBLEM SOLVING SESSIONS

These sessions take a more informal approach to the case study model. Come support and learn from a fellow attendee who is working through a challenge.

- **CMNGD: Presented by Dave Cree**
- **PetFam: Presented by Adrianna Hepper**

TRUE CONFESSIONS

These personal and intimate “confessions” are instrumental learning moments around the challenges and successes of leading businesses focused on a triple (double) bottom line.

- **Miyoko Schinner, Miyoko's Creamery**
- **Hamed Shahbazi, Well Health Technologies**

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1982 - 2017 **HOLLYHOCK**

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WELCOME TO SVI VANCOUVER

We gather on the traditional unceded territories of the Musqueam, Squamish and Tseil-Waututh Nations.

Our time together will take us on a journey of self exploration, professional skill building and connection with a community of changemakers. This conference offers an opportunity to think big with inspired change agents from across sectors and to grow in our own work as leaders.

Make sure this conference works for you. Ask for what you need. Offer what you can.

