



# FACE OF LEADERSHIP™

## Virtual Inclusive Leadership Forum

GENDER EQUALITY WEEK, SEPTEMBER 22 - 25, 2020

MINERA  A

# A MESSAGE FROM THE CEO



Thank you for joining us for the Inclusive Leadership Forum!

This is our second year hosting a public Forum although Minerva has been cultivating this community for the last five years through our Face of Leadership™ Scorecard and Gender Diversity Pledge. The purpose of the Forum is simple: to connect people and organizations who are committed to advancing women in leadership, and sharing best practices for creating inclusive workplace cultures where all employees can thrive.

Last year, the Women Deliver conference was hosted in Vancouver, and Melinda Gates pledged \$1B to advance gender equality. In Canada, the Equality Fund was initiated in order to “fund feminist futures.” On the heels of the #MeToo and #TimesUp movements, it felt like there was a turning point in the movement for gender equality and that real progress was being made.

This year, there is an added dimension to consider. The groundswell of support for the #BLM movement and the disproportionate impact of COVID-19 on Black, Indigenous and women of color, has laid bare the harsh reality of racial inequality.

As organizations in the private, public and social sector, we have a role to play in addressing equality in all of it's complexity. To support your work, we have created an agenda that blends practical strategies and case studies, along with presentations about what it means to take an intersectional approach to DEI.

We are grateful to our amazing speakers, and our sponsors: BCLC, KPMG and Vancity for their support of this event and the Best Practices Guide.

We are also grateful to all attendees – thank you for your ongoing commitment to change the face of leadership in BC.

Sincerely,

Tina Strehlke

MINERVA

# Program

**TUESDAY: 12.00PM - 3.00PM**

## **OPENING AND LAND ACKNOWLEDGEMENT**

*By Mary Jane Joe, Ntle'kepmx Nation*

Mary Jane Joe will open the Inclusive Leadership Forum with a land acknowledgement.

## **WELCOME FROM MINERVA BC**

*By Zahra Rasul, Board Chair, Minerva BC*

## **COVID-19 AND GENDER EQUALITY: THE CHALLENGES AND OPPORTUNITIES**

*By Tina Strehlke, CEO Minerva BC*

*Introduction by Mitzi Dean, MLA, Parliamentary Secretary for Gender Equality*

Tina will provide an overview of how the coronavirus pandemic has impacted women, the challenges and opportunities for employers, and what this means for advancing inclusion and gender-equity in the workplace.

## **10 MINUTE BREAK**

## **HOLDING LEADERS ACCOUNTABLE FOR DEI RESULTS**

*By Michele Mawhinney, Vice President, People and Sustainability, YVR*

Every organization faces challenges when advancing diversity and inclusion, but for businesses that are dominated by men the challenge is unique. Attracting and retaining women is critical step in harnessing the economic benefits of a diverse talent pool and greater innovation. Learn about promising practices that BC organizations are using to attract and retain women, and to engage men to create more inclusive workplace cultures.

## **Closing the Promotability Gap: How Organizations Can Accelerate Gender Balanced Leadership**

*By Lisa Martin + Jennifer Deane, PromoteHer*

Accelerating gender balanced leadership is more important than ever. This session will share highlights from the recently released PromoteHer Playbook, including three promotability decelerators for women and strategies for closing the Promotability Gap.



**WEDNESDAY: 12.00PM - 3.00PM**

## **OPENING AND INTRODUCTIONS**

### **WHAT HAPPENS AT THE INTERSECTION?**

*By Ruth Mojeed, CEO, The Inclusion Project*

The groundswell of anti-racism support has motivated organizations to revisit their approach to diversity, equity and inclusion. Join Ruth Mojeed, Founder and CEO of the Inclusion Project, as she shares some learnings, from lived experience, on the intersection of gender and race from an organizational point of view. This session will help you understand the multi-layered, systemic nature of inequalities, especially those that have been further exacerbated by the pandemic.

### **10 MINUTE BREAK**

## **BUILDING INCLUSIVE CULTURES**

*By Anna Klimbovskaia, COO & co-founder of Diversio*

Diversio brings together a team of social scientists, data engineers and machine learning experts to tackle diversity & inclusion from multiple perspectives. See how Diversio is helping companies accelerate diversity and inclusion through tailored data collection, reporting and recommendations.

## **UPSTANDERS + BYSTANDERS**

*By Jake Stika, Exec Director, Next Gen Men*

Jake Stika is the Executive Director of Next Gen Men, a non-profit that creates space to engage, educate, and empower men and boys around gender. Through this workshop, you will understand the role of an upstander and strengthen practical skills for bystander intervention that can be applied within and outside of the workplace.

**THURSDAY: 12.00PM - 3.00PM**

## **OPENING AND INTRODUCTIONS**

### **EMPOWERING WORKPLACES TO COMBAT EMOTIONAL TAX FOR PEOPLE OF COLOUR IN CANADA**

*By Erin Davis, Director, Corporate Engagement, Western Canada and Makelé Saïdi, Director, Corporate Engagement, Central Canada, Catalyst*

*Introduction by Carol Chiang, Partner, KPMG*

In the report, Empowering Workplaces to Combat Emotional Tax for People of Colour in Canada, Catalyst found a worrisome story of Emotional Tax and consequent attrition. Emotional Tax is the combination of feeling different from peers at work because of gender, race, and/or ethnicity, being on guard against experiences of bias, and experiencing the associated effects on health, well-being, and ability to thrive at work. In this workshop, we will explore the way that employers can start to counter these feelings by creating empowering work environments for their employees.

\*NOTE: This session includes a breakout sessions

## **10 MINUTE BREAK**

### **INCLUSION + EQUALITY: MAKING SPACE FOR INDIGENOUS VOICES**

*By Nikki Fraser, Indigenous Advocate*

Nikki Fraser is a 29 year-old Indigenous advocate and a proud mom of two from the Secwépemc Nation located in the interior British Columbia. Named in 2018 as a Top 10 Indigenous Influencers by the Government of Canada, Nikki has used her platform to advocate for young Indigenous Women and Girls by participating in meetings, conferences, and gatherings in communities across Canada, United States of America and Central America. Her dedication to Indigenous inclusion and experience with advocacy work has helped her with the understanding that Indigenous voices are vital to all conversations. During this session, Nikki will share her knowledge about making space for Indigenous voices.

**FRIDAY: 12.00PM - 3.00PM**

## **OPENING AND INTRODUCTIONS**

### **ENGAGING LEADERS AT ALL LEVELS**

*Panelists: Rishi Sharma, Project Manager, Builder's Code; Ted Ockenden, Corporate Services & Facilities, BCLC; Kara Biles, Director, Learning and Leadership, Canfor*

It's no secret that engaging employees in DEI efforts can be a challenge. Even though leaders may realize its importance, there is a struggle to appreciate its relevance to the business. During this session, panelists from leading BC companies will share key actions they have taken to advance equality in their organization, and share the promising practices they are using to create more inclusive workplace cultures. Short presentations will be followed by a moderated Q&A period.

### **10 MINUTE BREAK**

### **INTENTIONAL HIRING: HOW CLIO USED QUOTAS TO INCREASE THE REPRESENTATION OF WOMEN**

*By Ainsley Robertson, Manager of Development Experience, Clio*

In June 2018, Clio was preparing to kick off a big hiring push that would nearly double the size of its 61-person software engineering team. Recognizing that hiring so many people in a short period of time could result in further homogenizing the engineering team, Clio took the opportunity to meaningfully change the makeup of the team by using a gender quota. The result? Women represent 27% of Clio's software engineers and that number is climbing. In this session, Ainsley will share successes and lessons learned.

### **PAY UP FOR PROGRESS: TACKLING THE GENDER WAGE GAP**

*By Leslie Collin, Vice President, People & Culture, Unbounce*

According to Statistics Canada a woman earns \$0.92 for every \$1 made by a man in Canada, even after adjusting for differences in industries, occupations, and rate of part-time work. The gap is worse for different groups of women, including racialized women, trans women, and women living with disabilities. While most companies know about the gender pay gap—and want to minimize it—it can be hard to know how or where to start. In this session you will learn how Unbounce is tackling the wage gap internally and externally with their Pay Up for Progress toolkit and campaign.

# SPEAKERS

## Mary Jane Joe



Mary Jane Joe, (B.Ed, M.Ed), is from the Ntli'kepmx Nation and is a survivor of the Kamloops Indian Residential School. Mary is an educator who shares history, knowledge and storytelling with teachers and students through the Vancouver School Board. She serves as Elder-in-Residence at Langara College, where she taught Indigenous Studies for ten years. Mary also continues on in arts and crafts such as quilting and considers her best work to be sharing song, drumming and dance with her three grandchildren. She is married and lives in Musqueam.

## Mitzi Dean

### MLA, Parliamentary Secretary for Gender Equity



Mitzi Dean was elected as MLA for Esquimalt-Metchosin in 2017. Mitzi is the Parliamentary Secretary for Gender Equity. Mitzi Dean served as a national development manager for children's services with the National Society for the Prevention of Cruelty to Children, the U.K.'s largest child protection charity. Mitzi has spent the last 30 years helping the most vulnerable people in our community. As executive director of the Pacific Centre Family Services Association, Mitzi oversaw a team that every year helped 1,600 women, children, families, seniors and men impacted by trauma, violence and mental health challenges. Her leadership helped launch a 15,000 sq. ft. Centre for Wellbeing – part of a development which includes about 100 units of new affordable housing.

## Zahra Rasul

### Board Chair, Minerva BC



Zahra Rasul is owner of Rasul Learning Group Inc., an educational consulting firm that specializes in delivering high-quality educational services to private clients and schools. In 2016, Zahra also co-founded another education company focusing on STEM for young children, with a unique "Girls in STEM" program.

Passionate about women's issues, Zahra is the Board Chair for Minerva BC, and also served as VP the Alumnae Association at York House School, worked with teen mothers at the YWCA, and co-founded M.A.R.K.E.D., an anti-racist feminist organization in Toronto. She has spoken at a number of high profile women and girls events, such as the UNIFEM conference on violence against women and the Lilith 400 conference on girls leadership, amongst others.

# Michele Mawhinney

**Vice President, People and Sustainability,  
Vancouver Airport Authority (YVR)**



Michele Mawhinney has spent almost three decades at Vancouver Airport Authority championing best practices in human resources. Her ongoing efforts have been integral to the organization's success as one of BC's Top Employers—for 13 consecutive years—and its reputation as a diverse and inclusive workplace. As Vice President, People and Sustainability, Michele is responsible for employee and industrial relations, health and safety, employee training, environment and supply management. She oversees the organization's strong focus on employment equity, with the goal to have a workforce that reflects the communities it serves, and her efforts have led to Vancouver Airport Authority being named one of Canada's Best Diversity Employers. In addition to her ongoing work to improve employment practices, she has been involved in a number of transformational initiatives including the implementation of the historic 30-year Musqueam Indian Band – YVR Friendship and Sustainability Agreement, which launched in 2017. Under the agreement, she is involved in the Relationship Committee and works with Musqueam to address employment and contract opportunities.

# Lisa Martin and Jennifer Dean

**PromoteHer**



Lisa Martin has managed teams, been a partner in a national firm, owned her own companies – even written 5 books on leadership, including the bestseller Briefcase Moms. Lisa has coached 1000's of individuals 1:1 and in peer groups; designed and delivered 100's of leadership development programs for world-class organizations in-person and online; and licensed her programs to local and global organizations.

Jennifer Deane has 20 years of experience helping people and teams accelerate results through coaching, targeted training and development. In recent years, Jennifer has focussed her work in Gender EDI (Equality, Diversity and Inclusion) helping organizations assess and shape their cultures to support gender balance. Jennifer coaches senior executive leaders globally and is an expert in coaching women to become visionary, confident, and inspirational leaders.

# Ruth Mojeed

**Founder & Chief Equity Officer of The Inclusion Project**



Ruth Mojeed is the Founder & Chief Equity Officer of The Inclusion Project. She brings extensive lived experience and grounded expertise to her work in equity, diversity and inclusion across public and private sectors. Her research, stakeholder engagement and solutions design focus on an intersectional and inter-generational approach to addressing complex issues of decolonization (race) and gender equity. Indigenous to the Yoruba tribe in western Nigeria, Ruth migrated to Canada in 2015 to pursue a master's degree in intercultural & international communication at Royal Roads University. She also holds certificates in community organizing & leadership from Harvard University and community-based participatory research from the University of Victoria. She is a director on the national board of the Canadian International Council where she leads efforts on inclusive policy development, and co-chair of the Inclusive Economic Recovery where she champions regional efforts toward inclusive and sustainable economic development.



# Anna Klimbovskaia

## COO & co-founder of Diversio



Anna Klimbovskaia is the COO & co-founder of Diversio, a technology company that leverages data to analyze, improve, and track diversity and inclusion in the workplace. She was formerly Director of Research for the Office of the CEO at the Royal Bank of Canada, where she led RBC's thought leadership on the Future of Work and developed RBC UpSkill, a digital tool helping Canadians build resiliency in an age of AI and workplace automation. Anna is and Advisor for the Pan-Canadian K-12 Computer Science Education Framework, a joint initiative between Canada Learning Code, Amazon and the Government of Canada.

# Jake Stika

## Executive Director, Next Gen Men



As Next Gen Men's Executive Director, Jake is a passionate speaker and facilitator focused on gender-based issues related to the social and emotional development of young men, the health and well-being of men in communities, and gender equity in workplaces. Jake was named one of Avenue Magazine's Top 40 Under 40, as well as having earned recognition from Ashoka, the British Council, and the Canadian Centre for Diversity and Inclusion. He has spoken at the United Nations as part of the Canadian Delegation, and participated in the UN Women Safe Cities Initiative Global Forum. He is also a proud advisor to the Calgary Immigrant Women's Association, Canadian Women & Sport, as well as the Calgary Women's Emergency Shelter

# Carol Chiang

## Partner, KPMG



Carol is an Audit Partner and the industry lead for KPMG's Not-for-Profit practice in the Greater Vancouver Area. She brings over 25 years of experience serving not-for-profit organizations, the public sector and private companies. Carol has a proven track record of providing expert proactive advice and best practice industry insights to clients on operational and financial reporting matters unique to not-for-profit organizations. Carol has been involved with Minerva BC for over 15 years and is currently on the Board of Directors.

# Erin Davis

## Director, Corporate Engagement, Western Canada, Catalyst



Erin is a connector, change maker, and builder of inclusive workplace cultures. She continues to follow her passion on building workplaces that work for women and recently accepted the role of Director, Corporate Engagement, Western Canada with Catalyst. Previously, Erin was the Director, Global Total Engagement at Stantec and lead their global inclusion strategy. Erin was honoured to receive both the Canadian Centre for Diversity and Inclusion award as D&I Practitioner of the Year in Western Canada, as well as the Catalyst Canada Honours award in the Emerging Leader category for her work in the diversity and inclusion space in 2018. Outside her organization, she is the chair of the Edmonton Business Diversity Network (EBDN), a director with the Edmonton Economic Development Corporation and a founding member of Works for Women, a group that is committed to sparking dialogue, building awareness, and inspiring action when it comes to women in leadership. Erin currently lives in Edmonton with her two amazing children and also works to teach them about a world where inclusion truly matters.

# Makelé Saïdi

## Director, Corporate Engagement, Central Canada, Catalyst



As Director of Corporate Engagement (Central Canada), Makelé works with leading global organizations to create more diverse and inclusive workplaces. Prior to joining Catalyst, Makelé worked as a lawyer and international affairs specialist covering varying socio-economic issues in emerging markets. Her experiences in multinational institutions includes working at the United Nations in New York as an Analyst in the Social, Cultural, and Humanitarian Committee; the World Trade Organization in Geneva advising the Deputy-Director General on trade and global governance, and most recently at the African Development Bank in Abidjan where she led partnerships development for the Education and Skills Development division. Makelé received her BA in Political Science and History from the University of British Columbia, and a Juris Doctorate from Osgoode Hall Law School, and has practiced in the areas of corporate and international law. She has lived and worked in 12 cities across Africa, Asia, Europe and America. These experiences shaped her global perspective and passion for multilateral diplomacy and cultural sensitivity.

# Nikki Fraser

## Indigenous Advocate



Nikki Fraser is an Indigenous advocate from Kamloops, B.C. Canada. She started Uniting Our Voices, a platform working for and towards inclusion and equality by creating a space for more Indigenous voices to be heard, to build connections, and inspire more change makers through stories and her engagements. She is involved in Indigenous research and advocacy through a gender-sensitive lens. Nikki is apart of the United Nations Young Leader for the Sustainable Development Goals for the United Nations Youth Envoy, a Scholar at Thompson Rivers University and was one of Flare Magazines 50+ women #HowIMadeit 2019/2020 list.

# Ainsley Robertson

## Manager of Developer Experience, Clio



Ainsley Robertson is the Manager of Developer Experience at Clio, which means she's focused on anything to do with building a high performing engineering organization, a great place to work and a place where everyone in software engineering can succeed. This can include how Clio's engineering team recruits, increases their visibility in the community, interviews and onboards devs, and engages in dev growth and development. It's part project management, part human resources, part marketing and part human swiss army knife. In 2018, Ainsley helped increase women in engineering at Clio from 13% to 25% in less than six months. Ainsley also leads Clio's employee committee for diversity and inclusion and founded Vancouver's Women in Product chapter. Prior to Clio, Ainsley worked in product management, marketing, communications, sales, and more in the tech, venture capital and nonprofit sectors.

# Leslie Collin

## Vice President, People and Culture, Unbounce



As the Director of People and Culture at Unbounce, Leslie heads up people management strategies, social impact, and workplace culture. Since 2014, and as a member of the executive team, Leslie has navigated the challenges of rapid business growth at Unbounce and helped the business scale from 40 employees to nearly 200 across Canada and into Europe. Leslie is a creative visionary committed to championing inclusion and diversity across the Canadian technology sector. As a finalist for the 2018 YWCA's Women of Distinction Award, Leslie is an active advisor to the provincial and federal government and has contributed to shaping immigration policy and changing the face of the modern workplace. Leslie is passionate about supporting the empowerment and advancement of women leaders across industries and championing people-first organizational best practices. In her spare time, Leslie co-leads the Glass Ceiling Demolition Company, a not-for-profit committed to creating opportunities for young women to be mentored by career-minded women in their industry. Leslie is a graduate of UBC and SFU, with studies in Cultural Anthropology and HR Management. She has a keen interest in traveling the world, running long distances, and going on adventures with her dog.

# Rishi Sharma

## Project Manager, Builders Code



Rishi Sharma is currently the Project Manager for the Builders Code – a construction workforce equity project being spearheaded by the BC Construction Association. Rishi has been a public servant for close to 20 years. Currently on a secondment from the Ministry of Advanced Education, Skills and Training, his experience includes many years working directly for BC's Executive Council, including the Premier Office and most recently as Director of Corporate Services and Intergovernmental Relations, Ministry of Advanced Education, Skills and Training with a focus on cross/division corporate activities (i.e. business planning, HR, communications, records management), Intergovernmental/Indigenous relations and Stakeholder Relations. Rishi is also certified as an Appliance Repair Technician and is an experienced Ironworker. Rishi is married to his lovely wife Amy and has been blessed with three daughters.

# Ted Ockenden

**Director, Corporate Services & Facilities, BCLC**



Ted is passionate about providing for equity, diversity and inclusion. To that end, he has been involved with Big Brothers for decades and has participated on several Boards with oversight to Corrections equity, Specialized Populations Inclusion/Employment and PRIDE. In his lengthy career, Ted has sought opportunities to further foster equity and inclusion, championing Minerva's work and programs, ensuring for equitable employment access and accessibility and actively supporting and promoting employee resource groups in pursuit of the same, most recently supporting the addition of a PRIDE crosswalk and inclusive washrooms at BCLC.

# Kara Biles

**Director, Learning and Leadership, Canfor**



Kara (she/her) is an accomplished HR leader, speaker, and facilitator with over 13 years of experience in private, public and non-profit sectors. An Ojibway of the Batchewana First Nation, Kara values the importance of building relationships as strongly as she does a forward thinking and analytical approach to planning and overcoming business challenges. Her belief is that success is found through empowering teams and fostering a culture that encourages respect, collaboration, creativity, and belonging to attract and retain the best talent.



# At a Glance

## FACE OF LEADERSHIP™ VIRTUAL INCLUSIVE LEADERSHIP FORUM

Tuesday Sept 22 12:00-3:00pm	Wednesday Sept 23 12:00-3:00pm	Thursday Sept 24 12:00-3:00pm	Friday Sept 25 12:00-3:00pm
12:00pm Opening and Land Acknowledgement By Mary Jane Joe, <a href="#">Ntli'kepmx Nation</a>  Introductions + Remarks: Minerva BC	12:00pm Opening + Introductions	12:00pm Opening + Introductions	12:00pm Opening + Introductions
12:20-1:00pm <b>Presentation:</b> COVID-19 and Gender Equality: The Challenges and Opportunities <b>Presenter:</b> Tina Strehlke, CEO Minerva BC	12:15-1:00pm <b>Presentation:</b> What Happens at the Intersection? <b>Presenter:</b> Ruth Mojeed, The Inclusion Project	12:15-1:45pm <b>Workshop:</b> Empowering Workplaces to Combat Emotional Tax for People of Colour in Canada <b>Presenters:</b> Erin Davis, Catalyst + <a href="#">Makelé Saidi</a>	12:15-1:00pm <b>Panel:</b> Engaging Leaders at All Levels <b>Panelists:</b> Kara Biles, Canfor; <a href="#">Ted Ockenden</a> , BCLC; Rishi Sharma, Builder's Code
10 min break	10 min break	Workshop Con't	10 min break
1:15-2:10pm <b>Presentation:</b> Holding Leaders Accountable for DEI Results <b>Presenter:</b> Michele Mawhinney, YVR	1:15-1:55pm <b>Presentation:</b> Building Inclusive Cultures <b>Presenter:</b> Anna Klimbovskaia, <a href="#">Diversio</a>	10 min break	1:15-2:00pm <b>Presentation:</b> Intentional Hiring: How Clio Used Quotas to Increase the Representation of Women <b>Presenter:</b> Ainsley Robertson, Clio
2:15-2:55pm <b>Presentation:</b> Closing the Promotability Gap: How Organizations Can Accelerate Gender Balanced Leadership <b>Presenters:</b> Lisa Martin + Jennifer Deane, <a href="#">PromoteHer</a>	2:00-2:55pm <b>Workshop:</b> Upstanders + Bystanders <b>Presenter:</b> Jake Stika, Next Gen Men	2:00-2:55pm <b>Presentation:</b> Inclusion + Equality: Making Space for Indigenous Voices <b>Presenter:</b> Nikki Fraser, Indigenous Advocate	2:05-2:55pm <b>Presentation:</b> Pay up for Progress: Tackling the Gender Wage Gap <b>Presenter:</b> Leslie Collin, <a href="#">Unbounce</a>
Reflections and closing remarks	Reflections and closing remarks	Reflections and closing remarks	Reflections and closing remarks

\*Sessions start and end times might differ slightly from the scheduled time. If you are planning to attend a specific session, please be sure to join at least five minutes in advance.

## **PLATFORM: ZOOM**

The Forum will be held on the Zoom Meeting Platform. All registered attendees will be emailed a link each morning during the Forum to access the programming for that day.

## **ZOOM TIPS**

This link will help you get set-up: [Getting Started on Zoom](#)

A few key considerations:

- You do not need to pay for your Zoom account. As a participant entering into a meeting, it is free
- We suggest downloading the app
- Do a test run with zoom & test your audio and video
- Keep your microphone muted at all times unless you are in a breakout room
- Please turn on your video for breakout rooms
- We suggest that you use 'Speaker view' for each session

## **BEST PRACTICE GUIDE**

Following the Forum, attendees will receive a complimentary Event Summary Report and Best Practices Guide, which will include learnings from the Forum as well as additional resources.

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