

## Culture, Covid and the Board

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### **Navigate the Greatest Cultural Transformation Opportunity and Threat of Our Lifetime!**

If you're not leading your culture, your culture is leading you. There are a lot of things happening around us in our culture that will impact your homes, families, workplaces, corporations, cities, nations, and your world. You can either lead through that proactively, or you can let the culture overcome you.

Join the team at Governance Solutions LIVE, for this 8-session virtual governance program where we will discuss how to navigate the greatest cultural transformation opportunity and threat of our lifetime!

**Who Will Benefit From this Program:** If you are a Chair or Committee Chair, board member, CEO, C-Suite Executive or staff that supports your governance functions, you won't want to miss these live events!

**When and Where:** Online – From 3:00 to 4:00 pm EDT, Wednesdays for 8 weeks beginning June 17<sup>th</sup>. Registered participants will have access to the replay if they are not able to attend the live session.

**What:**

- Session 1: If You're Not Leading Your Culture, Your Culture is Leading You! (June 17)
- Session 2: Culture is Changing – What's My Job? (June 24)
- Session 3: Culture in Times of Disruption: What the Board Needs to Know (July 15)
- Session 4: Transformation and the People Journey in the New Normal (July 22)
- Session 5: The Link Between Culture, Strategy and Results! (July 29)
- Session 6: What You Need to Know About Your Own Boardroom Culture (Aug 5)
- Session 7: The 10 Markers of a High-Performance Board (Aug 12)
- Session 8: What Kind of Leader Will it Take to Transform Your Culture? (Aug 19)

**What Else:** Registered participants will receive a FREE gift to take away from every session! Total value of over \$1000!

Cost: \$149.99 plus HST - ALL sessions are included in one single price!

See the Full Program

# Agenda

<i>Date/Time</i>	<i>Sessions</i>
<b>Wednesday June 17<sup>th</sup></b> <b>3:00 – 4:00 pm</b> <b>Eastern</b>	<p><b><i>Session 1: If You're Not Leading Your Culture, Your Culture is Leading You!</i></b></p> <ul style="list-style-type: none"> <li>• Adapting to the macro culture shifts post COVID</li> <li>• The Role of the Board in Organizational Culture: Before &amp; After COVID</li> <li>• How has the global pandemic changed the role of the Board in Organizational Culture?</li> <li>• What are the 5 most important roles of the Board in Organizational Culture?</li> <li>• Leading with low hanging fruit!</li> </ul> <p>Participant Takeaway – TBD</p>
<b>Wednesday June 24<sup>th</sup></b> <b>3:00 – 4:00 pm</b> <b>Eastern</b>	<p><b><i>Session 2: Culture is Changing – What's My Job?</i></b></p> <ul style="list-style-type: none"> <li>• What every board member needs to know about culture</li> <li>• What is culture? What does it mean to have a “strong” culture?</li> <li>• Describe and define your culture: We have a culture of ...</li> <li>• Creating cultural alignment – board, management, the organization</li> <li>• What if your strategy and business model have shifted so much that you need a new culture?</li> </ul> <p>Participant Takeaway – TBD</p>
<b>Wednesday July 15<sup>th</sup></b> <b>3:00 – 4:00 pm</b> <b>Eastern</b>	<p><b><i>Session 3: Culture in Times of Disruption: What the Board Needs to Know</i></b></p> <ul style="list-style-type: none"> <li>• How to view COVID 19 as an enabler of a healthy culture</li> <li>• How to maintain the healthy culture you have</li> <li>• How to strengthen culture where it is weak</li> <li>• How to change culture where it is needed</li> </ul> <p>Participant Takeaway – TBD</p>
<b>Wednesday July 22<sup>nd</sup></b> <b>3:00 – 4:00 pm</b> <b>Eastern</b>	<p><b><i>Session 4: Transformation and The People Journey in the New Normal</i></b></p> <ul style="list-style-type: none"> <li>• What do hope, trust, compassion and stability have to do with transformation?</li> <li>• A caring culture will differentiate successful organizations</li> <li>• What are the 4 key elements of the people journey and what does that have to do with COVID?</li> <li>• Generational Approaches to Work Post COVID</li> </ul> <p>Participant Takeaway – TBD</p>
<b>Wednesday July 29<sup>th</sup></b> <b>3:00 – 4:00 pm</b> <b>Eastern</b>	<p><b><i>Session 5: The Link Between Culture, Strategy and Results!</i></b></p> <ul style="list-style-type: none"> <li>• How to Measure Culture Change Post COVID at the Board Level</li> <li>• The Case for Culture at the Board Level</li> <li>• How does the Board know the health status of the organizational culture?</li> <li>• Culture and accomplishment</li> </ul> <p>Participant Takeaway – TBD</p>

<b><i>Date/Time</i></b>	<b><i>Sessions</i></b>
<b>Wednesday Aug 5<sup>th</sup></b> <b>3:00 – 4:00 pm</b> <b>Eastern</b>	<p><b><i>Session 6: What You Need to Know About Your Own Boardroom Culture</i></b></p> <ul style="list-style-type: none"> <li>• A Tool to Understand Why Your Board Does What it Does!</li> <li>• Boardroom Culture Types – What are They and Why Should I Know About Them?</li> </ul> <p>Participant Takeaway – TBD</p>
<b>Wednesday Aug 12<sup>th</sup></b> <b>3:00 – 4:00 pm</b> <b>Eastern</b>	<p><b><i>Session 7: The 10 Markers of a High-Performance Board</i></b></p> <ul style="list-style-type: none"> <li>• How to Assess the Health of Your Boardroom Culture</li> <li>• Should the Board Assess its Own Culture?</li> <li>• How Healthy Is Your Boardroom Culture?</li> <li>• The 10 Markers of a High-Performance Board</li> </ul> <p>Participant Takeaway – TBD</p>
<b>Wednesday Aug 19<sup>th</sup></b> <b>3:00 – 4:00 pm</b> <b>Eastern</b>	<p><b><i>Session 8: What Kind of Leader Will it Take to Transform Your Culture?</i></b></p> <ul style="list-style-type: none"> <li>• Capitalize on this Singular Opportunity to Use Governance as a Tool to Transform Organizational Culture</li> <li>• Leaders Who Transform</li> <li>• What are the main ways boards enhance oversight of culture?</li> <li>• What are the traits of leaders who are great at transformation?</li> <li>• How use governance as a tool to transform culture.</li> </ul> <p>Participant Takeaway – TBD</p>

## Faculty

*Dr. Debra L. Brown, D.Min., M.Div., Pro.Dir.*



Debra Brown is the founder, President and CEO of Governance Solutions Inc. Since founding GSI in 1991, Debra has developed it into a full-service firm providing governance consulting, research, training and tools on both a customized (organizational) and public basis (including on-line.)

Under Debra's leadership, GSI has developed and tested a comprehensive, principles-based governance system that has been adopted and adapted by award-winning, leading governance organizations including The Conference Board and BMO Financial Group (Bank of Montreal) in Canada's private sector, federal and provincial governments in the public sector, and numerous not-for-profit organizations and associations. It is also the foundation on which GSI created the program and curriculum for The Directors College, and [The Professional Director Certification Program™](#) and other governance education and university accredited certification programs for the Health, Colleges and Universities, School Board, Cooperative and

Indigenous sectors.

Comfortable and confident with both boards and executives, Debra's mix of experiential and conceptual insights uniquely qualify her to advise organizations on their governance. She has served twice as a CEO, reporting to boards, and as a board member of several organizations, including as Board Chair and Governance Committee Chair, and so she is able to see governance issues from both sides of the boardroom table.

Debra's doctoral thesis topic "Using Governance as a Tool to Transform Organizational Culture," enabled her to develop a proprietary, leading edge diagnostic tool by which boards and executive teams can identify their dominant culture, and work on steps to capitalize on cultural enablers and mitigate cultural challenges.

Currently, Debra serves on major international non-profit corporation boards, and has worked in corporate governance as far afield as Malaysia, Bahrain, Indonesia, Cuba and Guatemala.

Author of *Governance Solutions: The Ultimate Guide to Competence and Confidence in the Boardroom*, she is an acknowledged and sought-after thought leader in corporate governance, also authoring over two dozen major research articles published in Canada and internationally.

Prior to forming Governance Solutions, Debra spent several years in the Canadian financial sector, working most recently as CEO. Debra holds a Doctor of Ministry and a Master of Divinity from Gordon-Conwell Theological Seminary where she graduated magna cum laude.

*David A. H. Brown, B.Comm (Hons), C.Dir., Pro.Dir., Executive Vice President*



David Brown is Canada's leading thinker, speaker, writer and practitioner in corporate governance. Since 1995, David has co-founded over a dozen board governance education programs including university accredited certification programs, [The Professional Director Certification Program™](#), for the [Health](#), [Colleges and Universities](#), [School Board](#) and [Indigenous](#) sectors, as well as the International Corporate Governance Centre, the National Awards in Governance, the Public Enterprise (Crown Corporation) Governance Centre, and the Directors College. Having served both as a CEO and a Board member, David is well-positioned to help corporations deal with issues in the boardroom.

David is probably best known for articulating and championing principles-based governance, built on economic agency theory and deriving 18 core competencies of board members.

Principles-based governance underpins all of his work, and is foundational to corporations selecting the right governance model and board practices. This framework has been adopted by organizations as diverse as one of the GCC's leading telecom providers, one of Canada's big banks, two Canadian provinces' Crown sectors, universities, health authorities, pension funds and military commands.

Governance Solutions Inc. has worked at the board and CEO level with hundreds of major private, public and not-for-profit sector corporations in Canada and internationally in the field of governance, in countries ranging from Bahrain to Malaysia, Guatemala to South Africa. GSI helps organizations strengthen their governance practices through diagnostics, benchmarking, dialogue, seminars, workshops and hands-on custom work with boards. GSI stands for being accountable, right in the moral business sense, conservative in values, and in touch with new, socially responsible trends.

Prior to joining Governance Solutions Inc. in 1995, David had a distinguished 20 year career in Canada's financial services industry. He served a term in Inspection Division (Internal Audit) at the head office of one of the country's largest chartered banks. David then became an insolvency specialist with the bank's commercial credit group where he developed an expertise in workouts and turnarounds, diagnostics and remedies for corporate crises, and for a deposit insurance corporation on a small team tasked with resolving an accumulated deficit and ongoing losses of many deposit-taking institutions. David returned to the private sector as Chief Executive Officer of one of Ontario's largest community credit unions, where he brought several credit unions together through mergers, and gained extensive experience managing and optimizing interest rate, matching, market and liquidity risks. David augmented his undergraduate business degree from Queen's in accounting and finance with post-graduate courses at the University of Alberta's law school.

David is the author of the definitive Canadian chapter in the international handbook *Corporate Governance Around the World* (2008: Routledge.) He is on the faculty of governance education and certification programs for the Universities of Saskatchewan, Regina, Toronto and McMaster where he teaches governance, corporate social responsibility, finance and risk oversight. David was invited to serve on his first board in Montreal at age 17, and his second board in Toronto at age 22.

***Rob DeRooy, B.Comm, C.Dir., Pro.Dir., Vice-President, Governance & Strategy***



Having served both as a Chief Executive Officer, and as a Board member on several boards, Rob has walked in your shoes and is able to see governance and strategic issues from both sides of the boardroom table. Having been on both sides of the table has afforded Rob the opportunity to see where the “bright red line” between the Board and Management should be and how to best keep it in place.

Excellence in customer service has always been a hallmark of his commitment to organizations. He knows that having the right people, process and values matter and measuring results based on pre-established goals are the best way to keep things on track.

As an educator Rob is best known for his use of customized case studies that aid adult learning and help bring light and life to the sometimes complex issues of Corporate Governance. Combined with an in depth knowledge of governance best practices and practiced facilitation skills Rob’s development sessions are among the top rated sessions provided by Governance

Solutions.

Rob has held a number of executive positions including his appointment as President of Concord Elevator where he successfully engineered and implemented a strategic plan and restructuring, reducing overhead while increasing production and profitability.

Rob served on his first board at the age of 27 and has continued to answer the call on numerous occasions including terms on the board of the Accessibility Equipment Manufacturers Association where he chaired the membership committee, and the Brampton Curling Club, chairing the Advertising and Sponsorship committee, and is past president of the Orangeville Curling Club. As a dedicated fundraiser within his community he has chaired fundraising committees and organized events on numerous occasions, raising hundreds of thousands of dollars for local charities.

Rob earned his Bachelor of Commerce degree at McMaster University, majoring in finance and economics and obtained the Chartered Director (C.Dir.) designation from The Directors College (a joint venture of McMaster University and The Conference Board of Canada) in 2012.