



A Must for  
Anyone working in  
today's changing  
work environment

## Revolution in the Workplace – A Series of Events

With Stephen Abram, Jon Wagner & Martin Cleaver. Facilitated by Russ Milland

### A TODN Workshop

On April 15th we invite you to engage in an exciting and insightful workshop designed for the Toronto Organization Development Network (“TODN”). This program, the April 15th workshop plus follow-on webinars, will explore the revolution that is unfolding before us in the world of work. Enterprises are evolving into new forms:

- ❑ Work has become a very mobile commodity
- ❑ Fluid and flexible outsourcing is becoming the norm
- ❑ Enterprises “virtualize” their teams with team members spread across the world
- ❑ Social media is shifting power from corporations to individuals
- ❑ A single social media site – Facebook – is now the world’s 7th largest “country” with 175,000,000 members and growing by 600,000 members each and every day.

Seasoned veterans on the forefront of this revolution will be on hand to guide our exploration. Consultants charged with helping enterprises change and adapt to the challenges and the opportunities of this new economy can start to understand **what is happening**. Leaders, people managers and other players will learn how to take advantage of this situation so that their own teams and work can be adapted.

### Program Design

- ❑ A breakfast workshop on April 15th from 8:30 a.m. to noon where our guests will present insights into the revolution, followed by group discussions to understand the implications of the revolution.
- ❑ A series of webinars (dates to be announced) after the workshop where our guest presenters will present deeper insights into specific aspects of this workplace revolution followed by a Question and Answer session.
- ❑ Note: Attendees at the workshop will be given priority for one of the 13 spots in each of the webinars.

### The Learning Objectives for the Program

- ❑ A deeper understanding of how the workplace is changing dramatically as enterprises and the economy continue to transform themselves
- ❑ An exploration of the impact of this revolution on our personal professional practices, our client environments and other organizations
- ❑ Develop personal next steps to enhance our knowledge and skill sets and our business practices to capitalize on the revolution

### Event Details & Logistics

**Date: Wednesday April 15th, 2009**

**Breakfast: 8:00AM**

**Sharp Start: 8:30AM**

**Wrap Up: 12:00 noon**

**Location: U of T Faculty Club  
(University of Toronto)**

**Main Dining Room,  
41 Willcocks Street,  
Toronto, Ontario**

**Phone: 416-978-6399**

*Seating is  
limited;  
please get  
your  
reservation  
in before  
April 8th*

Parking: On the street parking is available nearby. Purchase ticket and place on your dash.

### Who should attend?

- Executive coaches, Internal and External Consultants involved in supporting organizational change and effectiveness
- Leaders and People Managers committed to high performance in their teams and organizations
- Project Managers, Continuous Improvement Professionals, process consultants, project team members and other change agents involved in group processes
- Students of OD

### Fees:

- Members and Student Members are free
- Non-members advance purchase before April 8<sup>th</sup> - \$85.00, Groups of 3 or more \$75.00
- Non-members after February 8<sup>th</sup> or at the door \$95.00

Students with ID provided at the door \$35.00

### Other Important Information

- Register on-line at:  
<http://www.eventbrite.com/event/260437977>
- Or register by mailing cheque payable to:  
TODN Treasurer, 379 Parkridge Crescent,  
Oakville, ON L6M 1A8

For questions, contact us at: 905-330-1850, or go to our website at [www.todn.org](http://www.todn.org) to register!



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## Key Presenters & Catalysts

Our line up of guest participants includes:

- **Stephen Abrams** is Vice President of Innovation for Sirsi-Dynix of Atlanta, Georgia, the leading provider of Information Management Systems to the libraries of the world. Stephen spends most of his time as a “road warrior” understanding the momentous changes happening today, speaking and training at conferences and capitalizing heavily on the Internet to effect change in his community and help his customers. Stephen is also president of the 13,000 strong Special Libraries Association where is leading an aggressive effort to bring these professionals into the new web-based social media world.
- **Jon Wagner**, is a General Systems Engineer who has spent his career in the art and science of change management and organizational development. He was instrumental in enabling telecommuting remote management of virtual teams across HP’s business world. Currently, he is applying this knowledge to a major project at a leading Canadian food company to transform their supply chains in this new economy.
- **Martin Cleaver** originally trained in Computing Science in the U.K. and gained an MBA in Organizational Design in Australia. He has worked for Reuters and Arthur Andersen in Hong Kong, Spain, UK and has lived in Canada since 2005. His company, Blended Perspectives, helps organizations plan for, implement and acculturate Wikis and other social media knowledge management tools into their operations.
- **Russ Milland** originally trained as a Computer Systems Engineer. throughout his career, he developed himself into a General System Engineer with a passion for holistically bringing people, process and technology to bear on transformation of enterprises. His career has been devoted to helping enterprises large and small to capitalize on enabling technologies to accelerate their success. Russ is organizing this program and will also participate and present.

We also expect to attract others from beyond our TODN community who will bring experiences to share about the changing work environment.