

## Lesley Southwick-Trask's Projects

The following pages illustrate some of the many projects that Lesley has led:

### Strategic Positioning / Implementation

#### *Alberta Cabinet*

Designed and co-chaired the Roundtables on the Future of Alberta's Economy (a series of six regional public forums, seven roundtables and a conference) commissioned by the **Alberta Cabinet**. Roundtable topics/issues included the environment, economy, partnerships, diversity, and labour/management relations.

#### *Baan World Users*

Facilitated the development of the three-year strategy for the international user group for Baan. – the software and services company.

#### *Bell Mobility*

Facilitated the organizational realignment of **Bell Mobility**, involving the initiation of the *Pace Setter* program designed to strategically realign how business is done using an innovation driven model.

#### *Ben's Limited*

Designed and facilitated a 5 year strategic and operational change initiative to reposition **Ben's Limited**.

#### *Bowater Mersey Paper Company, Ltd.*

Developed and implemented a customized Strategic Management Process for **Bowater Mersey Paper Company, Ltd.**, designed to reposition Bowater Mersey in the international market.

#### *Canadian Breast Cancer Network*

Designed and facilitated the founding Workshop of the *Canadian Breast Cancer Network* and continue to be the strategists for this innovative organization.

#### *City of Saskatoon*

Developed a new strategic direction and framework for Corporate Information Services within the **City of Saskatoon**.

#### *Department of Fisheries and Oceans*

Conducted a series of workshops with representatives throughout the **Department of Fisheries and Oceans**. The purpose of this work was to establish a new strategic context for the fishery as the foundation for overall departmental re-engineering for the global new economy.

#### *Faculty of Continuing Medical Education - Dalhousie University Clinical Leaders Program*

Involved in the founding of this premiere clinical leaders program, STP has educated hundreds of clinical leaders in health reform and the strategic positioning of their medical units.

#### *Government of Nova Scotia*

Designed and installed a multi-stakeholder Vision Engagement Strategy for the *Government of Nova Scotia*.

#### *Hermes Electronics - a member of the Ultra Group*

Designed and facilitated the development of Hermes' new business line growth strategy required to secure their position in the global marketplace.

#### *Industry Canada*

Conducted on behalf of **Industry Canada** a manufacturing planning forum to move Nova Scotian manufacturers to world class standards of competitiveness.

### *InNOVACorp*

Designed and facilitated the development of InNOVACorp's high growth strategy geared at tripling the business in three years.

### *Keltic Lodge*

Facilitated a series of seasonal launches of this favorite Atlantic Canadian tourist attraction, the Keltic Lodge based on an extensive customer-intimate strategy.

### *White Point Beach Resort*

Designed and facilitated a number of strategic planning sessions for the hospitality industry throughout Nova Scotia including **White Point Beach Resort**.

### *Manitoba Health Organization*

Designed and facilitated a workshop for the *Manitoba Health Organization* to create a preferred future and to explore the changing socio-economic landscape.

### *Manulife Financial*

Created the corporate vision and strategic framework for the repositioning of **Manulife Financial-U.S. Individual Branch**.

### *MEDIAfusion*

Designed and facilitated the strategic planning activities for **MEDIAfusion**. Through qualitative research STP assessed the multimedia community to design a strategic plan of action to move the multimedia enterprise into an internationally competitive position.

### *National Sea Products*

Designed and facilitated the past two years strategic positioning of National Sea's Canadian and American operations.

### *NovaKnowledge*

Facilitated the development of **NovaKnowledge**, a new engine of technology involving stakeholders from three levels of government, software firms, telecommunications companies, information technology organizations, as well as business and citizen users.

### *Nova Scotia Oceans Initiative*

Strategically developed the **Nova Scotia Oceans Initiative** designed to consolidate, distribute and capitalize on all existing technologies and information within the industry and to create a foundation for the launch of the **Nova Scotia Oceans Sector** into the global market as a wealth generating community driven by its international competitive position in world class applied science, technology and services.

### *Ontario Deputy Minister's Committee*

Designed and facilitated the strategy session of the *Ontario Deputy Minister's Committee* to design the **new conceptual model of the health system for Ontario**.

### *Ontario Minister of Health's External Advisory Committee*

Developed and chaired a strategy session for the Ontario Minister of Health's External Advisory Committee for the **Community Health Framework Project**.

### *Prior Data Sciences*

Designed and facilitated the development of the New Business Opportunity Strategic Plan.

### *Provincial Council on Substance Abuse*

Designed and facilitated the initial strategy sessions of Ontario's newly formed **Provincial Council on Substance Abuse**.

### *Province of Nova Scotia*

Strategized and moderated the Roundtables on the Nova Scotia Economy (30-60-90) commissioned by the **Province of Nova Scotia**. Designed and installed a multi-stakeholder Vision Engagement Strategy for the Government of Nova Scotia.

### *QEII Health Sciences Centre*

Facilitated the development of the QEII's three-year Strategic Plan, designing an integrated plan that involves all key stakeholder groups, from the Board of Directors to patients.

### *Registered Nurses Association of Nova Scotia*

Facilitated the development of the Association's three-year Strategic Plan that incorporated the innovations of public involvement and constituent participation.

### *"Scouting Party on Health"*

Conducted the first session of an international *"Scouting Party on Health"*, using the broad definition of health to identify innovative ways of delivering and managing human services in the next century.

### *Stratos Global*

Facilitated the development of this satellite company's global strategy and implementation plan.

### *TecKnowledge Healthcare Systems, Inc.*

Developed the three-year market leadership strategy designed to sustain the market leadership position of TecKnowledge in a rapidly maturing marketplace.

### *Thyssen Mining Construction of Canada*

Designed and implemented a two-year 'Peak Performance Strategy' for **Thyssen Mining Construction of Canada**, created to outfit the organization for the changing market environments in Chile, the U.S. and Canada.

### *Tourist Industry Association of Nova Scotia*

Facilitated the strategic planning activities of **TIANS** (Tourist Industry Association of Nova Scotia).

### *William's Mine*

Developed a new strategic framework for **William's Mine**.

### *Windsor Health Reform Project*

Facilitated a community based forum for the **Windsor Health Reform Project**, Windsor, Ontario.

## Future Forecasting

### *Avco Financial Services Canada Limited*

Played an intricate role in the design, development and facilitation of a series of national roundtables conducted on behalf of **Avco Financial Services Canada Limited**. The process was designed to forecast future trends which would impact on the organizations ability to position itself in the new global economy. STP trained approximately 30 Avco employees to run working group sessions.

### *Canadian National Internet Show*

Directed the collaborative efforts of the learning, cultural and business communities to create the Enchanted Forest and various workshops and panels that explore the future of the Internet and Cyberspace at the **Canadian National Internet Show**.

### *Department of Agriculture*

Conducted on behalf of the **Department of Agriculture** an educational forum on the farming opportunities in the global knowledge-based economy.

### *Mobil Oil Canada*

Assessed the corporate culture of **Mobil Oil Canada** to uncover and develop innovative solutions to the most significant cultural characteristics affecting the company's productivity and profitability.

## 21st Century Leadership

### *Community of HIV Positive Women*

Designed and facilitated the founding Workshop of the *Community of HIV Positive Women* a national advocacy and support network.

### *Consumers Gas*

Facilitated the Senior Leadership Forum focused on creating the leadership required to transition the organization from the market discipline of Customer Intimacy to Operational Excellence.

### *Consumersfirst*

Conducted a series of workshops and surveys to assist the Senior Leadership in aligning the organization around its strategic and operational priorities.

### *Infomatics*

Presented STP's *knowledge worker profile* at *Infomatics*, the **Canadian Information Processing Society's** Annual Conference.

### *IWK Grace Health Care Centre*

Designed and facilitated an executive leadership retreat created to move the executive from vision to a collective action leadership role to assist them in organizational transformation.

### *London Investment Education Council*

Co-designed and facilitated the Roundtables on Education- "Learning into the 21st Century", for the **London Investment in Education Council**, London, Ontario. Community stakeholders involved public organizations, businesses, students and community leaders.

### *PanCanadian Petroleum - Offshore Operations*

Designed and facilitated a multiphase process for the senior management team focused on the implementation of their aggressive growth strategy, executive leadership and high performance team work.

### *Registered Nurses Association of Nova Scotia*

Determined the 21st Century requirements of nurse practitioners for the **Registered Nurses Association of Nova Scotia**.

### *Vancouver Hospital and Health Sciences Centre*

Developed and implemented a four year *21st Century Leadership Strategy* for the **Vancouver Hospital and Health Sciences Centre** dealing with the changing nature of the health care industry; the leadership assessment of all management staff - clinical and administrative; and the ongoing coaching and counseling of the Executive Team.

## Strategic Transformation

### *Canadian Occidental Petroleum Limited*

Designed and facilitated the development of a 21st Century People Strategy for this multinational oil, gas and chemical company. Designed and facilitated the strategic positioning of the corporate Human Resources function.

### *Government of Prince Edward Island*

Carried out a consecutive series of strategy sessions to develop the guidelines for reforming the **Government of Prince Edward Island** to enable them to master the global trends effecting their communities. This project took the form of 26 two day retreats conducted with over 800 government employees from all key sectors including health care and education.

### *Hibernia Management and Development Company*

Developed and facilitated workshops on the emerging knowledge economy resulting in the development of Strategic and Cultural Framework for Integration for **Hibernia Management and Development Company**.

### *National Capital Commission*

Determined the benchmarks for organizational effectiveness, the current practices and the high priority action solutions for the **National Capital Commission** (a department of the Government of Canada).

### *Sanofi Canada*

Designed and facilitated a multi-faceted series of events directed at repositioning this pharmaceutical firm through an integrated strategic and cultural transformation process. This included the innovative launch of their blockbuster product.

### *Seagull Pewter*

Designed facilitated and launched the company's concurrent turnaround and growth strategies.

## Cultural Transformation

### *Aliant Inc.*

Designed and facilitated the development of the Cultural Transformation Process with the mandate to align the merger of 4+ companies in the telecommunications and emerging industries sector

### *Department of National Defence / Canadian Forces*

Designed and facilitated a two-year multi-faceted cultural change strategy designed to realign the many cultures within the Canadian Armed Forces with the requirements of the 21st Century.

### *Youth Internet Crusade*

Co-creating and mentoring the *world-wide Youth Internet Crusade for World Peace, Social Justice, Environmental Vigilance and the End of Child Exploitation: A Salute to Pugwash*.

### *The Renaissance Project*

Designing, strategizing and leading an initiative entitled *The Renaissance Project* which is aimed at recognizing and developing Canadian Youth as our economic partners today. This project works with the emerging Renaissance trends which undertakes business development and the creation of new commercial enterprises by applying techniques, insights and methodologies found in music, arts, science, and technology.

### *Coalescing Canada: Reweaving the Tapestry*

Designing, strategizing and leading a series of Unity activities entitled *Coalescing Canada: Reweaving the Tapestry* which are aimed at creating new ways of living and working together in these turbulent times.

### *Sanofi Canada*

Designed and facilitated a year-long multi-faceted cultural change strategy to create a customer intimate culture within Sanofi Canada focused on repositioning the company into the 21<sup>st</sup> century market.

### *Workers' Compensation Board – Nova Scotia*

Designed and implemented the customer-led cultural change process associated with a reengineered Client Services Delivery Model.

## Issue Management

### *Domtar Canada*

Researched the executive of **Domtar Canada** to determine the most pressing issues facing the organization and the perceived level of capability to address them. This was followed by a problem solving workshop to determine the highest priority areas for action.

### *Human Resources Canada*

Conducted a series of educational forums on the knowledge economy for **Human Resources Canada** for the purposes of influencing federal employment policy and programs.

## Organizational Research

### *Canadian Advanced Technology Association*

Commissioned to poll conference delegates of the 1995 **CATA - Canadian Advanced Technology Association** annual general meeting. STP polled and presented key findings discovered at the conference.

### *CIO Summit*

Polled and presented the results of 450 conference delegates at the **CIO Summit** (Chief Information Officers) in regards to the high priority issues facing the information technology sector.

### *Department of National Defence*

Researched, prepared and presented documents outlining the current trends in terms of gender and diversity affecting Canadians in contrast to the members of DND/CF. STP assessed the trends effects on DND/CF and developed recommendations for change initiatives within the organization to master these trends.

### *Government of Nova Scotia*

Conducted on behalf of the **Government of Nova Scotia**, a province-wide poll of Nova Scotians on emergency medical services to ensure consistent, effective and compassionate service for all stakeholders.

*Information Technology Association of Canada* Polled and presented the results of 600 conference delegates at the **Information Technology Association of Canada's** launching of the Information Superhighway. The conference was entitled *Powering Up North America* and the research was focused on determining delegates' understanding and use of information technology as an economic lever.

### *Nova Scotians for Canadian Unity*

Conducted on behalf of the grass roots Nova Scotians for Canadian Unity, a province-wide poll of Nova Scotians on unity related issues.

### *Softworld*

Polled and presented the results of over 500 conference delegates of **Softworld** (the world's fair of software). STP assessed the key issues facing the information technology industry world-wide.

## Trend Mapping and Analysis

### *Liberty Health*

Conducted a national research program designed to provide the strategic foundation for Vision 2001.