



Ken Cameron

Speaker Profile

March, 2020

CORPORATE CULTURE SHIFT

Ken Cameron

Author, Speaker, Actor,

Facilitator of Thinking Differently

One of Ken's clients gave him the title "Facilitator of Thinking Differently", and he's proudly hung onto it ever since. Other official titles have included "Artist in Corporate Residence" and "Citizen Raconteur". All of which tells a story about Ken's unique contributions to creating dialogues that matter, strategic planning that surprises and workplaces that don't suck. That same passion drove Ken to write his upcoming book *I Need To F***ing Talk To You: What We're Not Saying In Difficult Workplace Conversations And How We Can Say It Better* (co-authored with colleague Russell Stratton).

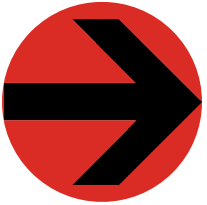
Ken comes to his creative approach as a Facilitator of Thinking Differently honestly. He is one of Canada's most successful playwrights, directors and Arts Administrators. Since 2012 Ken has used his creative background to design sessions that draw out all participants, especially the most introverted who rarely have the opportunity to share their thoughts. He uses his administrative experience and endless curiosity to fully understand your business so he can reframe your focus and increase your profitability. The unique combination leads to interactive and engaging sessions that result in key insights and eureka moments.

Ken is a certified LEGO® SERIOUS PLAY® facilitator and is the co-creator of several facilitation workshops including the Future Is Coming, the SHIFT facilitation card deck and the SHIFT Method. His work has been recognized with: Facilitation Impact Award (Platinum Award) by the International Association of Facilitators; and Organization of the Year by the International Association of Public Participation (Canada) for The Cultural Transformation Project/City of Calgary.

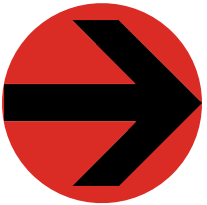


High Level Objectives

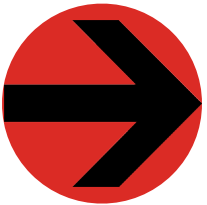
Just the good stuff



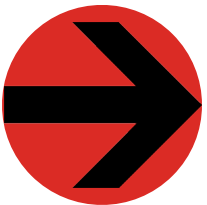
Ken focuses attention on the impending and very real changes that organizations face.



Ken's keynotes are field-tested and drawn from workshops delivered to hundreds of leaders.



Ken offers practical tools to allow leaders to re-shape the way they work everyday.



Using his 20 years of theatre experience Ken provides illustrative stories to make concepts real and concrete.



Keynote Topics

Ken offers three keynote speeches which draw on the collected wisdom of his series of highly successful workshops.

1) I need to F***ing Talk To You

WHAT WE'RE NOT SAYING IN
DIFFICULT WORKPLACE
CONVERSATIONS ...

AND HOW WE CAN SAY IT BETTER





Is your staff resilient enough to have the challenging conversations that you know are necessary?

Too often we fail to proactively tackle challenging work place issues either through a lack of capability or a lack of confidence in dealing effectively with perceived “difficult people”. If these issues aren't addressed proactively we run the risk of the situation getting worse, a loss of credibility, organizational reputation, staff turnover and potentially expensive litigation.

Are you ...

- avoiding conversations you know you ought to have?
- feeling anxious before a difficult conversation?
- thinking of what you "should have" said after the conversation is over?
- wishing you had managed a conversation or an individual differently?
- feeling that you could improve your communication skills and become a stronger communicator?

What if you had a set of proven tools and the confidence to apply these techniques in the workplace that would help you achieve positive outcomes and improve individual and team performance?



In partnership with Bluegem Learning, Ken Cameron has delivered his Managing The UnManageable workshop to hundreds of business leaders. The precepts shared in those workshops have been collected in his forthcoming book I need to F***ing Talk T You: What we're not saying in difficult workplace conversations ...and how we can say it better.

Like the book, this keynote provide practical tools that can be applied by leaders immediately. Audience remembers walk away from the talk empowered to have the conversations that they know they've been avoiding.

Objectives

Identify the four primary types of 'difficult' employee behaviour


Explain the four key steps in conducting a 'difficult' workplace conversation

Demonstrate the use of an effective model for “challenging” behaviours in the workplace to improve individual and team performance

Ken's energetic and honest approach has gained him the respect of an entire organization. He has made a series of challenging conversations easy due to his sincerity, curiosity and willingness to learn about our organization. Our project is the better for his leadership.

Beth Cignac, City of Calgary

2) What the F*** Is Going On Around Here?

A close-up photograph of a hand reaching out to stop a falling domino. The hand is positioned over a line of dominoes that are falling in a chain reaction. The dominoes are made of wood and are arranged in a slightly curved line. The background is a light-colored wooden surface. The hand is wearing a dark blue sleeve.

**Take Control of Your
Culture and Transform
Your Results**

Changing Culture is hard

34% of employees have quit their jobs as a result of an unhealthy corporate culture.

The cost of replacing and training an employee is the equivalent of 6 to 9 months salary...

91% of executives view culture as very important at their firms, and 78% consider culture as one of the top 3 or 5 factors that affect their firms' value.

Yet most don't know what to do about it.

For many of us culture is an amorphous thing, a creature that has its own life, which seems completely beyond anyone's control. It seems to emerge of its own accord and, for better or worse, it shapes those who enter its sphere of influence.

If that culture is inefficient, or dysfunctional or, God forbid, even toxic then we resign ourselves to having to live through it or we voluntarily exit the organization.

This doesn't have to happen.

Changing Culture is ~~hard~~ ^{EASY}



Ken Cameron makes it easy to talk about culture.

If you start to think of your culture as a product then you start to ask all sorts of interesting questions. Is it easy to use? Does it do what you intend it to? Are people using it for purposes other than what you intended? Does it crash occasionally?

Most business leaders embrace product innovation. They know that if they want to make their product or service better, then they have to keep tweaking it; and re-tweaking, revising, reiterating. But they don't apply the same rigour to their culture. Instead, they let it develop by chance.

Why? Because they're afraid.

Author and culture consultant Ken Cameron says "I get it. I used to be afraid too. I used to think of culture as an amorphous entity that is difficult to describe and daunting to shift. Even thinking about embarking on a culture change program or wrapping my head around culture gave me a headache. So, like most leaders, I moved on to other, more easily digestible issues with more apparent solutions.

But that means you are leaving your most valuable business asset to chance. All because you feel powerless to change it."

But we're not powerless ... and Ken is ready to show you how to take command of the most powerful tool in your arsenal. Your culture.





In 2013 Ken developed a storytelling process for the City of Calgary's Cultural Transformation Project which was recognized as Organization of the Year by the International Association of Public Participation (Canada) and honoured with a Platinum-level Facilitation Impact Award by the International Association of Facilitators.

In 2019 this award-winning workshop was codified into the SHIFT facilitation deck which depicts 81 key cultural competencies. These cards enable anyone to talk about what factors make them excel in their work. And it allows Leadership to encourage employees, volunteers and stakeholders to take ownership of their culture.

Through seven years of field testing, this deck and its methodology has been proven to work with front line workers and strategic thinkers: from garbage collectors to urban planners, from social workers to financial planners and from economists to CEOs.

Best of all, when formulating a Keynote, it allows Ken to consult with the client so they can together customize a presentation to reinforce the core values of the organization. Ken will interview Leadership to identify five key cultural competencies that will help the organization develop resiliency.



Recognized With

Facilitation Impact Award (Platinum Award) by the International Association of Facilitators

Organization of the Year by the International

Objectives

Identify nine values to leverage high performance teams.


Provide a tool that will allow participants to analyze, talk about and transform their culture.

Provide case studies relevant to the client's industry in which the SHIFT methodology has facilitated culture change.

Ken made the day fabulous. Right from the start, his engaging style, positive demeanour, energetic presence as well as his validating responses were remarkable. I came away feeling empowered by his highly inclusive gestures and comments and I admired how he used various tools to communicate with the audience.

Din Ladak, University of Calgary

3) What the F*** Is Going To Happen Next?

A person's face is seen through the eyepieces of binoculars. The entire image has a strong purple/magenta color cast. The background is a dark space filled with white stars and nebulae. The binoculars are black, and the lenses show some reflections. The person's hair is visible at the top.

**Learning to wrap your head
around an uncertain future
and plan for what's coming.**

Is Your Organization Ready for the Future?

The future is coming whether we're ready or not. Like a steam engine railing down the tracks, you're either going to get on board with change or get crushed by it. And, if you're a business operating in the 21st century, the future usually consists of some sort of complicated change that is going to disrupt your entire industry.

So how do you prepare for what's coming?

Ken Cameron has delivered his workshop *The Future Is Coming* to hundreds of CEOs and Business Leaders across Canada. In the process Ken has helped them envision an uncomfortable future that they don't want to face, find ways to anticipate and measure the unexpected, and adopt a paradigm that helps them get comfortable with uncertainty.

The collected wisdom of these hundreds of consultations has been condensed into this keynote.



The way most of us think of the future is wrong.

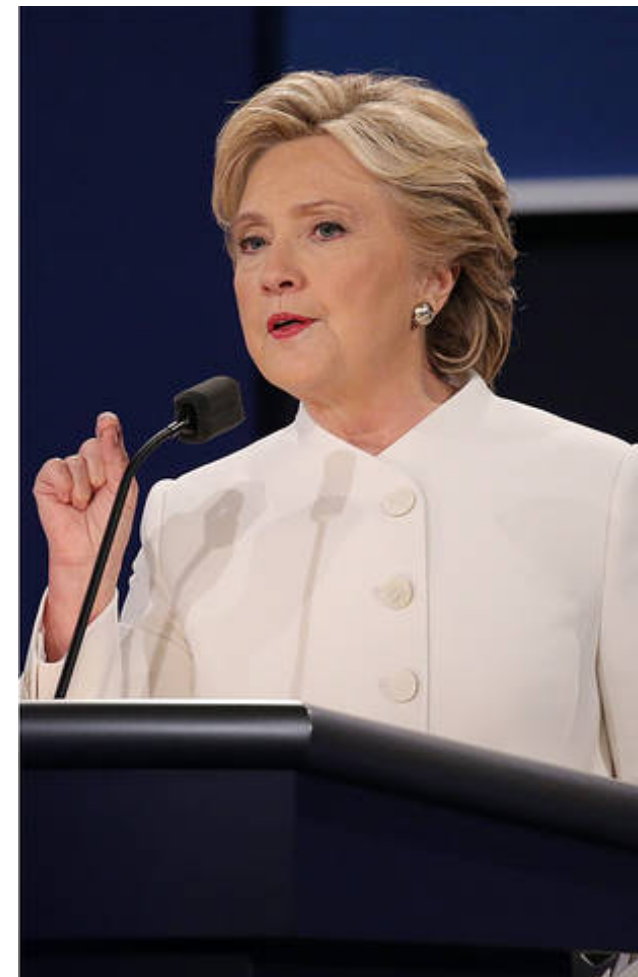
Most people prepare for the future by thinking of things that have happened to them or their industry in the past.

RIM thought their stranglehold on the smartphone was secure, because it always had been. As a result, they didn't even consider the iPhone a threat, because no other phone had ever been a threat in the past.

Kodak invented the first digital camera, but refused to market it because it threatened their already-doomed business model. Fujifilm, on the other hand, was willing to ask the hard questions. As a result Fujifilm is a leader in a new technology and Kodak is a distant memory.

Hillary Clinton prepared for an upcoming election campaign in the same manner in which she had prepared for the dozens of elections she had participated in for decades. None of which took into account the effect of “fake news”. And when it became evident that the world had changed, she found herself unable to adopt new tactics that could have had an impact on the new situation.

Your current thinking may result in the competition eating your lunch. Or worse, destroying your business.





If your team finds themselves consistently blind-sided by unexpected events, Ken will be able to help you widen their field of vision. Or, if your industry is experiencing a major disruption, Ken will give you the tools to help you become the disruptor instead of the disrupted.

Objectives

Identify a key mindset shift that leaders must adopt to become successful future forecasters.

Grasp the challenges in inherent forecasting.

Identify three conceptual tools that can help you identify what kind of risk you're facing and how to control uncertainty.

Provide case studies from parallel industries which make the compelling case for a consistent forecasting practice.

The Calgary Stampede's Board engaged in the Future Is Coming workshop shortly after its development, and we were thrilled with the results. The exercise allowed the Board to examine each element of our core business and test their appetite for risk in the face of volatile economic and political environments.

The workshop was directly applicable to the development of our three year strategic plan, which in turn allowed the organization to translate the strategy into a robust business plan... I would highly recommend the workshop for organizations that are engaging in strategic planning or are facing disruptions within their industry.

LaVonne Walt, Vice President - Volunteer Services, Communications & Corporate Secretary

4) What the H* Can Artists Teach Us?**

**Practical lessons for
business on adaptability,
innovation and mindfulness
from the arts**

What can we learn from a bunch of Bohemians and flakes?

It turns out that we can learn a lot.

In 2008 Google undertook a study to determine what made a great manager so that they could identify and replicate these traits. They analyzed hundreds of performance appraisals, employee surveys and nominations for top manager's awards. When they finished crunching the data they identified eight traits that became the source of their future management training programs.

This list reveals a surprising truth: the things that artists, particularly theatre artists, do to lead a cast and crew to a successful opening night align precisely with the eight traits that Google identified as essential for their management team.

By illustrating these traits with the work of some of Canada's great artists, Ken is able to provide a fresh perspective on traditional management. Audiences walk away with a clear understanding of what it takes to lead a twenty-first century team.



Innovate or Die

Leading in the twenty-first century means moving beyond managing and maintaining the status quo. High performance leaders who strive to make an impact in their organizations must learn to innovate in place at all levels.

It turns out that fostering innovation is the ninth trait that artists have to offer business leaders.

Artists excel at innovation but suck at iteration. Business on the other hand, tends to suck at innovation but excel at iteration. Once business has successfully innovated a new product, no one can beat them at making each step of their business model increasingly efficient. But once established a business can quickly find the well of creative innovation has dried up.

- What causes innovation to be stifled in a business environment?
- What techniques do artists regularly employ to keep the creative juices flowing?
- What elements can be drawn from different artistic disciplines to drive innovation in the corporate world?

In the second half of this Keynote Ken offers a key insight into why innovation in business is intimidating. Audience members walk away with practical exercises they can apply immediately upon their return to the office.

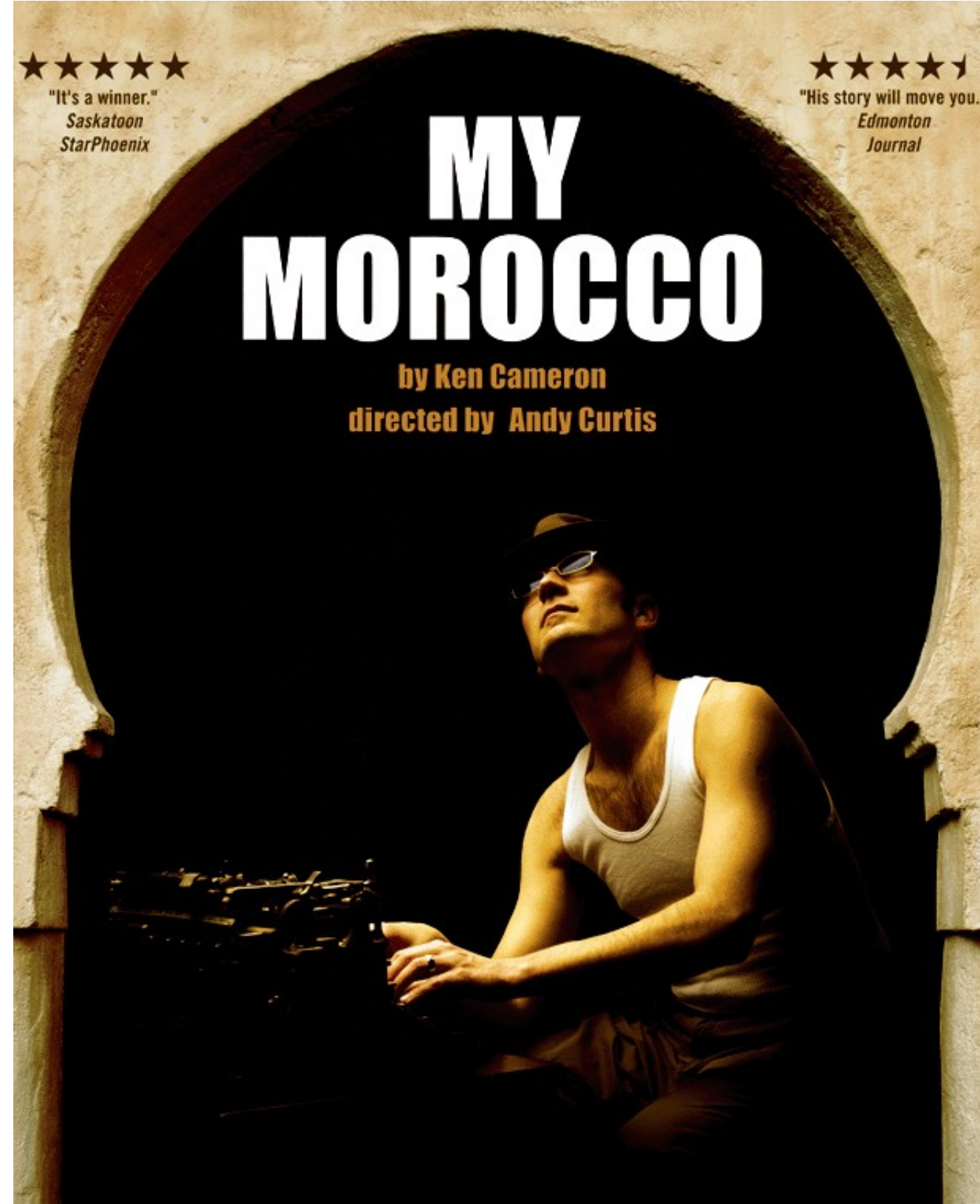


For twenty years Ken Cameron maintained a growing career as a playwright, theatre director, arts administrator and festival curator. He became one of Canada's most successful playwrights, and wrote one of the most produced Canadian plays of the 21st century. He rose to become the Artistic Director of Canada's national theatre festival, presenting work by some of the most innovative and renowned artists in Canada. He personally impacted the careers of hundreds of Canadian artists. Always a restless and curious artist Ken branched into a visual, video and performative art practice, exhibiting work across Canada and internationally.

And in 2013 he walked away from it all.

Ken transitioned to become one of Calgary's most imaginative corporate trainers and facilitators using his creative background to create an innovative training and consulting practice that attracted top clients from diverse fields. Through his company Corporate cultureSHIFT he co-developed workshops such as The Future Is Coming, Managing The UnManageable, Forum Theatre for Business and SHIFT that result in key insights and eureka moments.

In this Keynote Ken combines his unique double lens as an artist and entrepreneur to outline the essential traits that business can learn to create the effective high performance culture every corporation needs in their twenty-first century workplace.



If your team finds themselves feeling uncreative, uninspired or disengaged, Ken will be able to help develop practical tools for innovation that are rooted in cutting-edge research into innovation and neuroscience.



Objectives

Identify and provide illustrations of eight traits for leaders of successful teams.

Identify key qualities for innovation.

Provide practical exercises that audience members can apply immediately upon their return to the office.

It was impressive to see Ken facilitate very unique, creative and innovative workshops while keeping connected to our business strategies and end goals.

He broadened our perspective corporately by helping us see more possibilities and less barriers. Most importantly, he provoked thought and reflection on both an organizational and individual level.

Jackie Barber -VP, First Calgary Financial

**Click here to watch
Ken speak.**



This keynote was delivered in 2013 to the City of Calgary at the conclusion of the Cultural Transformation Project. It was only 4 months after the historic flood. Ken discusses how and why city staff rose to the occasion, transformed their culture and received international praise.

Ken's energetic and honest approach has gained him the respect of an entire organization. He has made a series of challenging conversations easy due to his sincerity, curiosity and willingness to learn about our organization. Our project is the better for his leadership.

Beth Cignac, City of Calgary

Ken's workshop on leadership through persuasive presentations was stimulating and incredibly informative. The strategies and lessons Ken shared have become cornerstones in how I communicate with both clients and co-workers. I recommend it to anyone looking to inspire action versus simply imparting information.

Tyler Chisholm, CEO, ClearMotive Marketing

It was impressive to see Ken facilitate very unique, creative and innovative workshops while keeping connected to our business strategies and end goals. He broadened our perspective corporately by helping us see more possibilities and less barriers. Most importantly, he provoked thought and reflection on both an organizational and individual level.

Jackie Barber -VP, First Calgary Financial

"Ken has a unique and highly creative approach which led to a thought provoking and innovative strategic planning session for the Stampede's Board of Directors. The combination of Ken's artistic background and business savvy afforded a unique and engaging experience that promoted strong interaction among participants and encouraged frank and forward-thinking discussion. Ken is a talented facilitator who prepares extremely well for his assignment and as a result is able to connect closely with his audiences to support them in effectively in achieving their goals. It was a pleasure working with him."

Bill Gray, Chair, Calgary Stampede

"Ken made the day fabulous. Right from the start, his engaging style, positive demeanour, energetic presence as well as his validating responses were remarkable. I came away feeling empowered by his highly inclusive gestures and comments and I admired how he used various tools to communicate with the audience. He was intuitively attentive to the group's needs and managed the day with patience and determination, as the day took a few turns and took us where none of us had earlier envisioned. It was an amazing and productive day and Ken had a lot to do with this."

Din Ladak, University of Calgary

WE PROUDLY
SERVE OUR
CLIENTS ...





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