



MacKay
CEO Forums

THE CEO EDGE



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Nancy MacKay, PhD | Founder & CEO

Being a Responsible Corporate Citizen

Interview with MacKay CEO Forums member [Ron Seftel](#), CEO, [Bullfrog Power Inc.](#) *Bullfrog Power's vision is to be Canada's source for smarter, greener energy solutions. Their mission is to inspire and empower people to lead the way to a renewably powered future.*

What is your definition of being a responsible corporate citizen?

There is a monumental shift underway in how corporations conduct business and it is being driven both internally, by their employees or Boards of Directors, and externally by their customers, partners and competitors. Corporations that are solely profit-driven or operating only in the best interest of providing short-term shareholder returns will not be sustainable over the long-term. Corporations that, in addition to their shareholders' interests, take into consideration the impact their business and their operating decisions have on their entire ecosystem, including their employees, suppliers, the local communities in which they operate, and their customers and put in place new operating procedures to address those needs are setting their businesses up for success.

How does Bullfrog Power help companies on their sustainability journey?

Bullfrog Power provides an environmental platform through a set of products and marketing tools for our commercial customers to leverage. By choosing to support 100% renewable energy for their facilities or operations through Bullfrog Power, they are sending a meaningful signal to all of their stakeholders that they understand the long-term impacts that climate change will have on our planet and our health and are willing to stand up and take action. By providing them with a high quality, ENGO-supported and transparent renewable energy option, they can effectively mitigate the impact their operations have on the environment and then leverage that to show leadership and create a valuable differentiator in the marketplace.

Why should companies develop a sustainability strategy?

A sustainability strategy is no longer a nice-to-have. To be effective, a sustainability strategy must be embedded within the core business strategy because it impacts every part of the business. Employees are placing more demands on their employers to exhibit their social values. Customers are demanding more transparent information about the products they purchase: how they are made, where they are made, what impacts does their production have on the environment and the local communities where they are being made. Markets are demanding more detailed assessments of environmental risk or opportunities in company reporting. I believe that all of these trends will continue to grow and that a comprehensive sustainability strategy is the best way to address them.

What is your favourite book pick on this topic?

There are a lot of great books on the topic, but for me there is one standout: [The Big Pivot, Radically Practical Strategies for a Hotter, Scarcer and More Open World](#), by Andrew Winston. Winston does a terrific job of laying out the new business environment in which we all must now operate and explaining how to redefine your company's strategies to build a more resilient and, ultimately, more sustainable organization.

CEO Leadership Tip



[Communicating Change](#)

CEO Health Tip



[Don't Ignore Those Subtle Early Warning](#)

[Michael H Howes](#), Forum Chair, Coach & Business Provocateur, finds that CEOs often have difficulty conveying change messages clearly. A framework that he uses with clients is 'the 5Ps'. Answering the questions under each 'P' ensures all aspects of a change plan are addressed.

PROBLEM: What is the problem that the change will solve? Why is not changing NOT an option?

PICTURE: What will things look like when change is implemented? What will we stop, start and keep doing?

PLAN: What are all the steps that are being taken to ensure change is fully implemented? What is the change plan?

PART: Who is responsible for doing what by when to ensure this change is implemented?

PROGRESS: How will we monitor the change and transition progress? Who will do the monitoring? How often will we receive a progress update?

Signs

Much like the squeak, rattle or clank in your vehicle that signals something is not right, our bodies inform us through physical or emotional pain that something is wrong. This motivates us to make a change. If we ignore the early warning signs and continue to drive our bodies hard with lack of sleep, lack of exercise, intense stress and poor meal choices we are causing further damage to our bodies, minds and therefore relationships.

Just as you regularly maintain your vehicle to keep it in top working order it is better to proactively service and maintain your body and mind rather than wait for the warning light to come on.

If you are feeling overly stressed, irritable or short of temper, talk to your care provider for tips on managing your emotions and keeping stress in check.

Contributed by [Copeman Healthcare](#)

New Forum Chair Opportunities

At MacKay CEO Forums, our vision is to populate the world with better leaders and we are currently inspiring over 600 CEOs/Executives across Canada to accelerate their performance. Our BHAG is to become the dominant player in Canada by 2017 (1000+ members) and then begin the global journey to 10,000+ members around the world.

In order to achieve our BHAG, we will continue to add new forums, but we must first identify and partner with new Forum Chairs. Please consider your network and reach out to anyone you think may be interested in this dynamic opportunity.

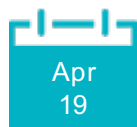
We are interested in partnering with Forum Chairs in: Toronto/GTA, South Western Ontario, Calgary, Edmonton, and Vancouver/Fraser Valley/Richmond/Surrey.

[Read More](#)

Events



Breakfast Events



Cambridge 7am-9am
Game Changing Growth Strategies

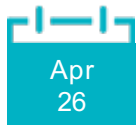
CEO PANELISTS:

Chantel Broten President & Chief Strategy Officer, Jan Kelley Marketing
Erin Dunham CEO, The Other Bird Inc.
Paul Keery COO, Flanagan Foodservice Inc.
Kevin Martin President, Martin's Family Fruit Farm

Note: this event is for CEOs + Executives

[Email Nancy for details](#)

Co-hosted with CIBC and Deloitte



Vancouver 7am-9am
Accelerating Change

EXECUTIVE PANELISTS:

Keith Cerny VP, Research & Development, ACL Services Ltd

Philip Edgell VP, Service Delivery, Long View Systems

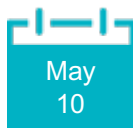
Chad Kalyk VP, BC Operations, Paladin Security

Anna-Maria Parente VP, Human Resources, JET Group

Note: this event is for Executives

[Email Nancy for details](#)

Co-hosted with Aon Hewitt



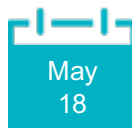
Vancouver 7am-9am
Economic Update: Navigating through Turbulent Economic Times

With **Jock Finlayson**, Executive Vice President and Chief Policy Officer, Business Council of BC

Note: this event is for CEOs only

[Email Nancy for details](#)

Co-hosted with Mogan Daniels Slager LLP and Nicola Wealth Management



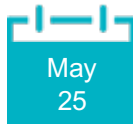
Toronto 7am-9am
Economic Update

With **David Rosenberg**, Chief Economist & Strategist, Gluskin Sheff

Note: this event is for CEOs + Executives

[Email Nancy for details](#)

Co-hosted with Talbot Marketing and Empresario Capital



Vancouver 7am-9am
What top CEO's do to Improve their Odds in Talent Development and Management Succession

PANELISTS:

Mary Jordan Chair: Vancouver Airport; Director: Coast Capital, Vancouver Opera, Timberwest

Joe Nemeth CEO, Catalyst Paper

Michael Rusch President, Jim Pattison Lease

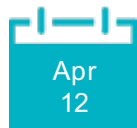
Phil Vanderpol President, Vitalus Nutrition

Note: this event is for CEOs only

[Email Nancy for details](#)

Co-hosted with Korn Ferry

CEO Summits



Topronto 7am-late

Canada's Best Managed Companies Symposium & Awards Gala

This is an exclusive opportunity for our members (CEOs & Executives). The CEO stream agenda includes:

Economic Update

CEO Forum panel (hosted by Nancy MacKay) - **What Best Managed CEOs know: How to be a Market Leader**

Panelists:

Terry Davis CEO, Home Hardware

Elaine Gerrie CEO Gerrie Electric

Jason Pincock CEO, DynalifeDX

Michael Sneyd former CEO, Skyline International Development

CEO networking luncheon

Best Managed Lab Experience

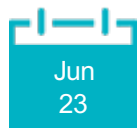
Keynote Speaker

Executive members will take part in the concurrent Management Stream. Session topics for the day will include: Analytics for Private Business, HR Trends, Design Thinking, Growth & Succession through M&A, Cyber Security, Exporting, Treasury Management

[Email Jane Matthews for details](#)

Mackay CEO Forums is a national sponsor of this event.

BC Networking Event



Vancouver 11am-3pm

2016 BCBusiness Top 100 - the provinces top networking event

Join Peter Legge as he continues his revealing and insightful interview series with British Columbia's business legends. This year's special guest is CEO extraordinaire Christine Day.

Registration & Information

Mackay CEO Forums is a Corporate Event Partner for this event.

CEO & Executive Forums

Mackay CEO Forums accelerates CEO performance through the highest impact, least time-intensive peer groups for

results-oriented CEOs and top executives in Canada. If you would like to explore a forum opportunity, or refer someone to us, please contact [Nancy](#).