

May 2021

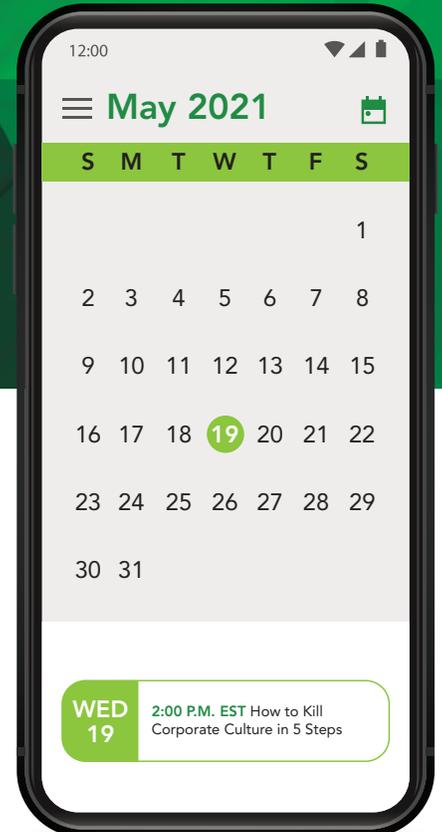
CAMA Professional Development 50th Anniversary Webinar Series

How to Kill Corporate Culture in 5 Steps

Hosted by: CAMA

Wednesday, May 19th, 2021 | 2:00 p.m. to 3:30 p.m. EST

Speaker: Pier-Luc Bordeleau, Co-Founder of Happy Culture



**Who Can Attend
this Webinar?**

CAMA Members and Their Employees.
Non-Members are also welcome to attend.



**Who Will Benefit
from this Webinar?**

CAOs, Senior Management and
All Municipal Staff



Registration Cost

FREE but registration is required
(see link below)

Come and learn the best of the worst in corporate culture. The pitfalls to avoid and the must-haves to apply to create the maximum impact in your organization. Learn how to use your corporate culture as a lever for growth, starting now. Find out:

- Simple concepts supported by proven actions.
- Easy to understand practices, inspired by entrepreneurs who not only “think” but also “act outside the box”.
- Implemented initiatives that have a real impact on engaging teams.

Topics covered:

- How to develop a corporate culture with a high level of impact on the engagement of all employees.
- The establishment of a shared responsibility between all employees towards a solid corporate culture.
- The fostering of a leadership style that reflects the company’s image and its ability to engage people at work.

Contact Jennifer Goodine, CAMA Executive Director at admin@camacam.ca if you have any questions about this opportunity.

[Click here to Register](#)

About the speakers

Pier-Luc Bordeleau
Co-Founder of Happy Culture



Originally a school dropout who became a teacher, Pier-Luc became a partner-entrepreneur by diving into the development of the Happy Culture project.

He has seen and experienced disengagement from all sides. Now, tools to energize teams, young or seasoned professionals, have become his passion. Give him a manager with arms crossed who doesn't want to change and he is up to the challenge.

Defining a strong corporate culture and aligning its management style to maximize the engagement of its teams is the mission of both Happy Culture and Pier-Luc when working with any organization.

What exactly is Happy Culture?

Far from abstract HR theories, we want to see firsthand what attracts, engages and retains top talent around the globe! In 2017, Happy Conquest allowed us to visit the largest organizations in Canada and Silicon Valley. Since then, it's been a continuous collection of data that fuels our knowledge! Our field research continues in Quebec, France and Scandinavia. These on-site immersions in companies are essential to our mission!

Happy Culture is based on practical examples and concrete initiatives. We have surrounded ourselves with a solid team: successful entrepreneurs, inspiring organizations with “out of the box” initiatives, research chairs, professional speakers and certified coaches forming our collective of international experts who contribute to the growth of our director of best practices. It is thanks to them that we collect, analyze and measure the impact of each initiative observed - in order to make them applicable to companies here!