



# 10x Motivation + Inspiration

**UNICON's Team Development Conference 2022**

**Helping you apply the big ideas from this year's conference to your own challenges, innovation efforts, ESG and growth strategies.**

Presented by IEDP in partnership with UNICON  
and UBC Sauder School of Business

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# You can be a difference maker



*“We are in the business of training business leaders. This is a privileged position. It gives us the chance to shape the governance of corporations — the most influential institutions of our time.”*



Christie Stephenson, Executive Director  
Centre for Business Ethics

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# Massive opportunity



*“There is tension and uncertainty around ESG in the business world. For executive education providers, this means there is an opportunity.”*



Darren Dahl,  
Dean

**UBC SAUDER**  
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# In at the ground floor



*“We’re at the very beginning of a very sharp ‘S curve’ with sustainability. If this were the dot-com boom, it’s the 1980’s and we’re in our basements sending early versions of emails to each other.”*



Justin Bull, Leader  
Sustainability and Ethics Group

**UBC SAUDER**  
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# Growth boom forecast



*“You can’t think of creating value in today’s world without thinking about sustainability. Just as the software boom touched everything —so too will sustainability.”*



Justin Bull, Leader  
Sustainability and Ethics Group

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# Target the 'Intention— Doing Gap'



*“Positive intention toward ESG is increasing at a faster rate than real action. 83% of large organizations support SDGs, while only 40% set any measurable commitments, and far fewer than that are meeting them.”*



**Eric Unmacht,**  
Adjunct Professor and Former  
Managing Editor at Patagonia

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# People first



*“Moving from goals and commitments to action is all about changing the behaviour of the people connected with your organization—from citizens and consumers, to colleagues and investors.”*



Kate White, Senior Associate Dean,  
Equity, Diversity, Inclusion and Sustainability

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# Diversity for better decisions

*“Diversity brings  
legitimacy to your  
decision making.”*



Shona McGlashan,  
Governance and DEI expert





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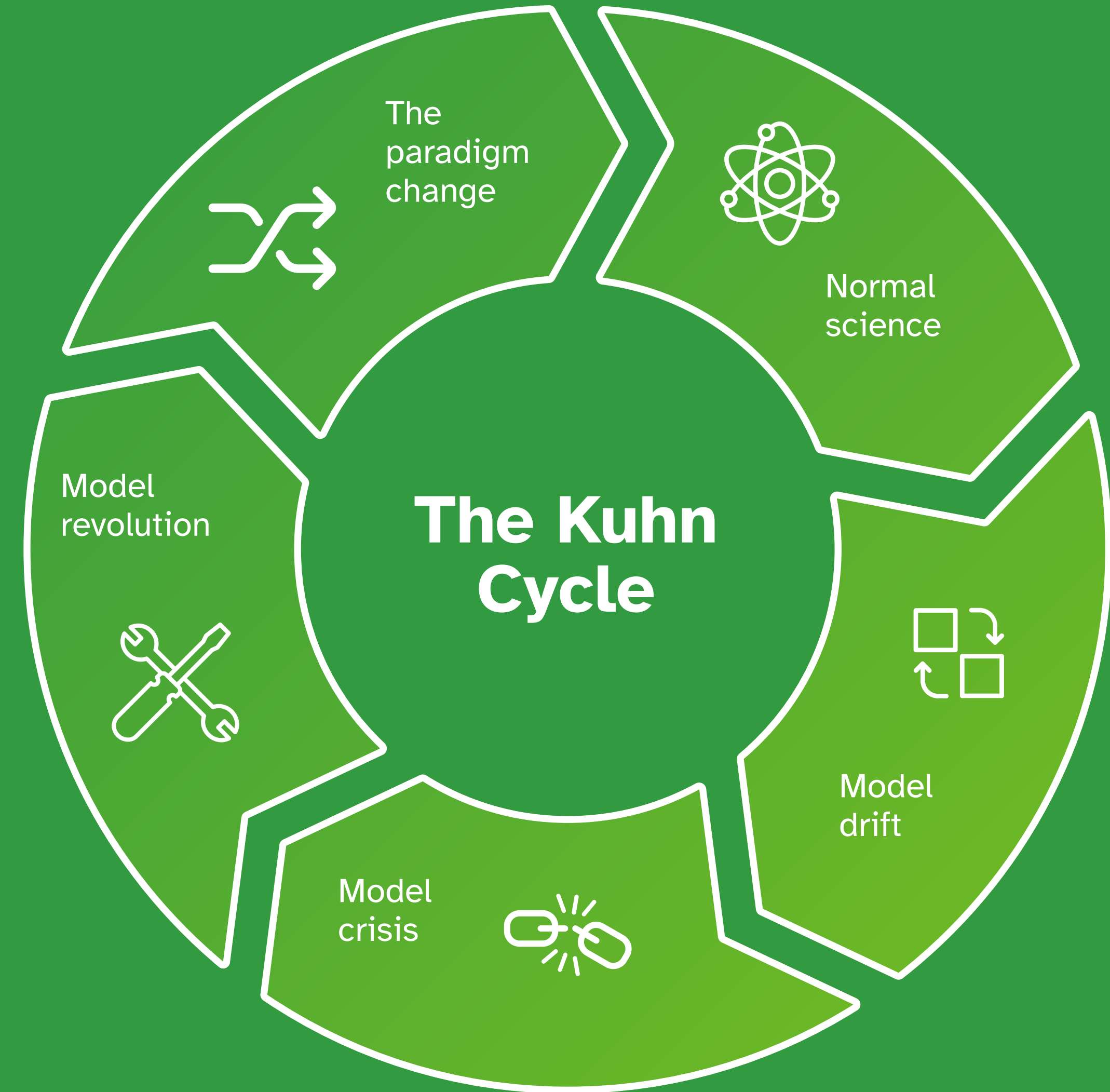
# Out of crisis, revolution

*“Business education is in a period of crisis and as Thomas Kuhn wrote, crisis is prerequisite to revolution.”*



Justin Bull, Leader  
Sustainability and Ethics Group

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# Prioritize inter- disciplinary work

Universities carry powerful potential to address complex interdisciplinary problems, if they collaborate across different areas of the institution, as well as with wider ecosystems.



*“Business schools have arbitrarily organized academic thinking into boxes. ‘Finance’, ‘strategy’, ‘marketing’. ESG does not care about these boundaries.”*



Justin Bull, Leader  
Sustainability and Ethics Group

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# 10 Get creative



*“Build, break,  
spark, imagine.”*



**Kari Marken,**  
Faculty member and creativity expert

**UBC SAUDER**  
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### **Creativity exercise**

In your next innovation meeting, try framing your challenge as a ‘How might we...’ statement, and brainstorm solutions as rapid-fire ‘What if we...?’ responses. This framing encourages free thinking.

# 11 Reframe for better outcomes



Vancouver is situated on the traditional territories of three Local First Nations: the Musqueam, Squamish, and Tsleil-Waututh. As part of an on-going process of reconciliation, before each session an acknowledgement was spoken in recognition of the unceded ancestral territories of Vancouver's indigenous peoples. For many decades, these indigenous peoples have been "invisible in our own land," said Chief Ian Campbell, a Hereditary Chief of the Squamish Nation.

And yet, through great efforts and a combination of negotiation, treatise, civil disobedience, and litigation they have, "held on to our own identity." For Chief Campbell a key step toward progress was to "move beyond blame, shame, and judgement," and "reframe for better outcomes."



**Chief Ian Campbell,  
Hereditary Chief of the Squamish Nation**

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# Think big and innovate at scale



*“Why is Silicon Valley such a successful environment for start-ups? Great ideas are plentiful elsewhere. Capital is plentiful elsewhere. The success of Silicon Valley is the fly-wheel effect that comes with sustained access to high-quality judgement.”*



**Darrell Kopke, Director of Creative  
Destruction Lab-Vancouver**

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Over 10 years, across all sites, CDL—an objectives based mentorship program for start-ups—has created CA\$27.54 billion in equity value.

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