

# CCCC Discovery Conference, 2011

Ottawa Canada, 27, 28 & 29<sup>th</sup> September 2011, Ottawa Convention Centre

8 July 2011



- *Visit one of the great capitals of the world - canals, gardens, museums, restaurants, rivers, parks, parkways - all sparkling clean*
- *Learn the 15 things that leaders should be doing (and most don't)*
- *Meet other leaders from different countries, embracing the same methodologies*
- *Discover the latest management ideas experienced by practitioners of CCCC's processes*
- *Participate in workshops with other CEOs to help improve your business*
- *Become aware of the latest business survey results from Canada, Germany, etc.*

Price: \$480 (€370) first person, \$245 (€189) per additional person.  
Spouse \$25 (€20) per event to a maximum of \$199 (€150)  
Not-for-profits or CCCC Associates: \$245 (€189)

## Who else will be there?

*The Discovery Conference allows users of the CCCC methodologies to meet one another and to exchange their experiences. Learn what other CEOs are doing and benefit from the knowledge of:*

- Business leaders from Germany, Mexico, Turkey and Canada (Ottawa, Montreal, Toronto & Alberta).....
- Dr.'s galore: Dr. Rafet Akunay, Dr. Georg Northoff, Dr. Cindy Gordon, Dr. Lisette Canton, Dr. Sorin Cohn....
- The work of many business sectors: manufacturer of plastic covers, fabricator of metal railings, a wine distributor, environmental company, a digital media specialist, healthcare, job matching companies, electronics components manufacturer, performing arts organization.....



## What else is on the agenda?

- A chance to visit Ottawa with its heritage Rideau Canal winding through the city
- An introductory cocktail event at Bill Caswell's home
- The latest developments at CCCC that allow companies to work better
- The results of a world-wide survey among companies, just commissioned by CCCC
- Workshops among participants on how to improve teamwork, cooperation, margins
- A round-table of female entrepreneurs
- A presentation by world-leading neuroscientists on brain behaviour
- A concert by French harpist, Caroline Leonardelli [www.caroline.leonardelli.com](http://www.caroline.leonardelli.com)
- A final dinner with awards for special achievements held at the Canal Ritz
- A souvenir jacket so that you will remember this event

*To register, contact Upkar Bilkhu at [ubilkhuc@caswellccc.com](mailto:ubilkhuc@caswellccc.com) or 001-613-513-4800*



## Discovery Conference 2011

“Discovering new and better ways to run your company”

(from what has succeeded with your peers)

4 July 2011

### Agenda

#### Opening evening, September 27<sup>th</sup>, 2011

- 4:00 p.m. For-out of town visitors, a tour of Ottawa is available in a limousine. It will go along the heritage Rideau Canal, the Ottawa River, parkways, state buildings and visit 3 waterfalls within the city boundaries. **Pickup will be at your hotel** at 4:00 pm; drop-off will be at Bill Caswell's home for the cocktail party event at 6:00 p.m.
- 6:00 p.m. -Introductory cocktail party at **Bill Caswell's home**<sup>1</sup> – getting to know your fellow conference participants. (Dress is casual.)  
-Passing out of souvenir Discovery Conference jackets.  
-Passing out a copy of “*How Humans Fight the Laws of Nature – and Lose*” (signed by the author, if you wish)  
-Recent issue of *Comment* magazine, featuring a regular monthly article by Bill
- 9:00 p.m. Transportation will be provided to return **people to their hotels**

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<sup>1</sup>Located in the Glebe, 550 Queen Elizabeth Driveway lies south of the Bank St. Bridge near Lansdowne Park. From the Bank St. Bridge, proceed 1 km southward along Queen Elizabeth Driveway till you spot a strongly-positioned number “550”, on a red-brick house with a turret. Since there is no parking on Queen Elizabeth Driveway, proceed to the first side street, Torrington St. and park on or near there. Walk back to 550 Queen Elizabeth Driveway. If you get lost, call 613-232-1243.



## Discovery Conference 2011

### Day 1, September 28<sup>th</sup>, 2011

- 8:00 a.m. Breakfast will be served at the **Ottawa Convention Centre**, Executive Board Room, on Level 1.  
Session A: During breakfast, Bill Caswell will explain the agenda booklet at each table.
- 8:30 a.m. Session B: An opening address by His Excellency, Dr. Rafet Akgunay, Ambassador to Canada from Turkey
- 9:00 a.m. Session C: The participants of Discovery 2011
- First, Bill Caswell will give a brief history of each person around the table
  - Next, each person, within 10 minutes, will describe:
    - Who they are
    - The nature of their business
    - What single advantageous point they have learned from the CCCC processes
    - What has been the largest or most pleasing success during the past year
    - The individual will explain the biggest 'disaster' faced this past year (problem, issue, etc.) - and perhaps, still facing the company - which will form part of Workshop #1
- 10:00 a.m. Coffee break
- 10:15 a.m. Continuation of each person's description
- 10:50 a.m. Reminder of the rules and roles for a Safe Environment
- 11:00 a.m. Workshop #1 How to Pick an Answer - a practical exercise of picking a problem for the workshop. Among all the company problems and issues discussed, above, the group will be guided to decide which one of them will be thrown onto tomorrow's problem-solving session (workshop #6) to be dealt with, as a group exercise.
- 11:30 a.m. Session D: "Applying 'Social' Technology to your Business", Alex Blom, Helix Commerce International Ltd.
- 12:00 p.m. Lunch in the **Executive Boardroom**
- 1:30 p.m. Workshop #2 - Bonuses, Incentives and Rewards. After Bill offers a brief presentation of the theory of rewards. Participants will discuss what reward systems they have introduced in their companies, what has worked and what has failed. At the conclusion, Upkar will summarize the resulting outcome.
- 3:00 p.m. Coffee break
- 3:15 p.m. Workshop #3 Getting off the Treadmill - Firing non-profitable customers. Bill will give a brief presentation and offer his paper, "*Getting Rid of Clients*". Participants will discuss their experiences with difficult and non-profitable clients.
- 4:30 p.m. Session E: CCCC News:
- A description of the latest developments at CCCC that allow companies to work better
  - The results of a world-wide survey
- 5:00 p.m. Wrap up
- 6:00 p.m. Dinner and concert at **Bill Caswell's home**, 550 Queen Elizabeth Driveway by award-winning harpist, Caroline Leonardelli<sup>2</sup>

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<sup>2</sup> Carloine Leonardelli's Juno nominated CD will be available for purchase, \$20 each.



## Discovery Conference 2011

“Discovering new and better ways to run your company”

### Day 2, September 29<sup>th</sup>, 2011

- 8:00 a.m. Breakfast will be served at the **Ottawa Convention Centre**, Executive Board Room, on Level 1.
- 8:30 a.m. Workshop #4 Discovering your Niche – After eliminating non-profitable clients, begin to create a focus. Participants will share their experiences of how firing clients may have led to better margins or a business niche. Discussion will include how the benefit of obtaining client certification can separate you from competitors or how master specifications or being awarded right of first refusal by key clients can give an edge.
- 9:30 a.m. Session F: “How the Brain Shapes our Decisions” - Dr. Georg Northoff, M.D., Ph. D., a world-leading neuroscientist, psychiatrist and philosopher from Germany along with his associate Christine Weibking of the University of Ottawa Institute of Mental Health Research. They will talk about pathways in the brain and how they tie into the pathways that CCCC is actively pursuing: emotions trump logic, intrinsic motivators vs. extrinsic, etc.
- 10:30 a.m. Coffee
- 10:45 a.m. Workshop #5 – The Challenges of Woman Executives in the Workplace. Gaye, Lisette, Ana Maria, Kerry, Kristjana, Lan Chi Nguyen Weekes and Cindy will talk about the obstacles faced as a female leader in a mostly male world and how they overcame them. What still lies ahead for business society to resolve?
- 11:30 a.m. Session G: The Business Detox Project – a presentation by Tim Ragan, B.Sc., MBA
- 12:00 p.m. Lunch in the **Executive Boardroom**
- 1:00 p.m. Session H: “Why Hiring Mistakes Still Proliferate” – a presentation by Bill Caswell
- 2:00 p.m. Coffee break
- 2:15 p.m. Workshop #6 - Solving the Thorniest Problem – a forum based on the choice from the previous Workshop #1 of yesterday
- 3:30 p.m. What more would you like to see from CCCC?
- 3:45 p.m. What is your choice of city for Discovery 2013? Consider existing client locations: Ottawa, Montreal, Guadalajara, Calgary, Germany, Turkey, Russia, India?
- 4:00 p.m. Wrap-up by Bill Caswell
- 6:00 p.m. Awards dinner at the **Canal Ritz Restaurant**, 375 Queen Elizabeth Driveway at an Italian restaurant overlooking the Rideau Canal. Participants will receive a certificate of attendance and some will be presented with specific award trophies.

## Participating Individuals of Discovery Conference 2011

(alphabetical by last name)

- Dr. Rafet **Akunay**, Ambassador to Turkey
- From Chihuahua Mexico, Ambassador **Barrio Terrazas** and Hortensia
- From Ottawa, CCCC Associate, Upkar **Bilkhu**
- From Toronto Ontario, Alex **Blom**, Partner, Helix Commerce International Inc.
- Dr. Lisette **Canton**, founder of the Ottawa Bach Choir
- From Ottawa, CCCC Associate, Bill **Caswell**
- From Ottawa, CCCC Associate, Dr. Sorin **Cohn**
- From Ottawa, LASI World Skills, Magdalene **Cooman-Maxwell**
- From Montreal Quebec, Kristjana **Curry**, owner of DavidsDottir, a wine distributor
- From Ottawa, Jeannette **Fraser**, CLU, Lecturer, St. Paul University Ottawa, Universite du Quebec en Abitibi-Temiscamingue
- From Toronto Ontario, Dr. Cindy **Gordon**, CEO, Helix Commerce International Inc.
- From Ottawa, George **Henning**, Chief Operating Officer of OCM Manufacturing Ltd.
- From Ottawa via France, Caroline **Leonardelli** is a professional harpist
- From Ottawa, Gaye **Moffett**, founder of GEM Healthcare Services
- Lan Chi **Nguyen-Weekes**, CEO of the Ottawa-based InAIR Environmental
- From Magdeburg Germany, Dr. Georg **Northoff**
- From Guadalajara Mexico, Alfonso **Pohls**, owner Fragamex, manufacturer of plastics
- From Guadalajara Mexico, Ana Maria de **Pohls**, President, Fragamex manufacturing
- From Guadalajara Mexico, Mariana de **Pohls**, Administrative Manager, Fragamex manufacturing
- Tim **Ragan**, owner of C-View Strategies, and CCI, Ottawa
- Mr. Gavin **Schnobb**, CEO, GEM Healthcare Services, Ottawa
- Mr. Mengistab **Tsegaye**, Executive Director, LASI World Skills, Ottawa
- Kerry **Weiland**, co-owner of "Titan Tough", fabricator of metal railings, Wardlow Alberta
- Christine **Wiebking**, M.Sc., Magdeburg Germany