



SPONSORSHIP PROSPECTUS

2020 LEADS Exchange Series

Bold Innovations in Leadership During Disorienting Times

LEADS Canada and the Canadian College of Health Leaders (CCHL) believes that strong leadership in healthcare will make a difference in the way healthcare in Canada is planned, designed and delivered, especially during times of crisis. We help organizations be deliberate and strategic in their leadership development and our annual LEADS Exchange Day brings together those individuals and organizations who are actively working on their leadership programs. It is an opportunity to exchange ideas and develop new tools and initiatives together that will move leadership forward across the country. We support the growing interest in the adoption, integration and sustainability of the LEADS in a Caring Environment (LEADS) leadership capabilities framework across Canada. This Canadian innovation has been endorsed and integrated in health organizations, authorities and systems across Canada and is drawing international attention as nothing similar exists or has been accomplished in health leadership globally.

During this global COVID-19 pandemic, we are excited to announce that the 2020 LEADS Exchange Series is going virtual and your organization is invited to be part of this inaugural series. This means that all healthcare organizations from across Canada are able to participate – the offering is open to all organizations intentional about leadership development.

This year has brought many changes to how we work, deliver care, lead teams and connect with each other. It has been a time of unprecedented change that has brought its share of suffering, anxiety and loss. It has also been a time of bold innovations and opportunities for new ways of thinking. The series ***Bold Innovations in Leadership During Disorienting Times***, happening in four parts, from late August to November, will be informative and engaging and leave our participants with new tools and valuable connections.

Each session topic will be presented in two (2) webinars:

- **Main Webinar:** Focus on presenting innovative practices and tools (1.5 to 2 hrs)
- **Exchange Opportunity:** Small group discussions and sharing of tools and ideas (1.5 to 2 hrs)

SESSION 1: LEADING TEAMS VIRTUALLY

Webinar 1: August 25, 2020 - Webinar 2: August 26, 2020

Many of us have started and will continue to lead teams where some or all members are not in the same office or work from home. This exchange topic explores how leading teams virtually is different, with a focus on the challenge of building relationships for effective collaboration through the very real challenges of working from home. It explores supporting teams directly, fostering peer support and ensuring the team is resilient and agile **as well as** able to deliver work on time. This topic will focus on what shifts in the virtual space and will include tools that have helped organizations strengthen their teams.

SESSION 2: ADDRESSING RACISM

Webinar 1: September 29, 2020 - Webinar 2: September 30, 2020

We each have a role to play in actively opposing racism and advocating for changes in our social, organizational and political life. This 2-part session is about deepening our understanding of the many ways racism impacts health, health care organizations and service delivery and ways to address it at the individual, team, organizational, system and community level. The first webinar will focus on exploring how racism plays a role in health care in Canada and its impact on the patients and families we serve as well as healthcare professionals, learners and leaders. Tools that can be used to address racism in a variety of contexts will be shared. The second webinar is an interactive exchange where individuals in small groups will share their own experiences, tools and questions, that aim to make healthcare a more inclusive space free of racism.

SESSION 3: PSYCHOLOGICAL SAFETY IN DISORIENTING TIMES - INNOVATIONS TO SUPPORT STAFF

Webinar 1: October 13, 2020 - Webinar 2: October 14, 2020

The COVID pandemic is disorienting for everyone, and for some has been extremely distressing. This topic is about providing psychological first aid, ongoing support and fostering resilience in practical and innovative ways that speak to the wide range of reactions and feelings people can have. Discussions will be anchored in the National Standard of Canada for Psychological Health and Safety in the Workplace and will explore strategies for individuals, teams and organizations.

SESSION 4: HOW DO WE FUTURE NOW?

Webinar 1: November 09, 2020 - Webinar 2: November 10, 2020

Throughout the world, healthcare is in the midst of a global transformation that is creating an age of hyperchange. What this really looks like varies depending on who you are talking to. We can never be sure of what will happen, but we have a greater chance of success if we prepare ourselves as much as possible. Using lessons from the past and imagining potential futures enables healthcare leaders to make better long-term decisions. One way to accomplish this is developing a futuristic mindset. Futuring is a strategic, systematic process for identifying possible futures and developing action plans to respond to those scenarios. The first webinar will focus on understanding and trying futuring frameworks and tools. The second webinar moves us from trying futuring concepts to discussing how to sustain an innovative and future mindset through a virtual World Café experience.

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The LEADS Exchange Series is offering multiple sponsorship opportunities. Each sponsorship package provides a significant list of benefits and opportunities. Flexibility is available at each level and we would be pleased to tailor a benefit package for you.

PREMIER PLATFORM & SERIES HOST- \$7,500

- Prime Visibility.
 - Three (3) complimentary registration to the full LEADS Exchange Series.
 - Dedicated Sponsorship for part of agenda.
 - Prime logo placement on the LEADS Canada website event and registration pages with hyperlink to your website.
 - Acknowledgement on the LEADS Exchange Series promotional materials and program, distributed virtually and social media platforms.
 - Prime recognition on sponsor slides during all the Exchange Series sessions.
 - Acknowledgement by LEADS Exchange Day Lead.
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SINGLE SESSION SPONSOR - \$2,500

- Two (2) complimentary registration to the LEADS Exchange Series.
 - Logo placement on the LEADS Canada website and registration pages with hyperlink to your website.
 - Acknowledgement on the LEADS Exchange Series promotional materials and program, distributed virtually and social media platforms.
 - Recognition on sponsor slides during your sponsored LEADS Exchange Series session.
 - Acknowledgement by LEADS Exchange Day Lead.
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CONTRIBUTOR - \$500

- One (1) complimentary registration to the LEADS Exchange Series.
- Acknowledgement and logo on the LEADS Exchange Series promotional materials and program, distributed virtually, social media platforms and website.
- Recognition on sponsor slides during your sponsored LEADS Exchange Series session.
 - Acknowledgement by LEADS Exchange Day Lead.

LEADS Exchange Series – 2020 Sponsorship Application Form

Name of Company: _____

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Address: _____

City / Prov: _____ Postal Code: _____ Telephone: _____

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I am an authorized representative of the above-named company with the full power and authority to sign and deliver this application.

Name of Authorized officer _____ Title _____

Signature of Authorized Officer _____ Date _____

Logo Artwork

Please provide organization's logo in high resolution JPG and in EPS format.

Contact for logo:

Name: _____

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We would like to acknowledge your support on Twitter? Please provide your organization's Twitter handle:

Send completed form with payment to:

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DESCRIPTION OF EXCHANGE SERIES SUPPORT

\$ AMOUNT

Series Host	\$7,500	
Session Sponsor	\$2,500	
Contributor	\$ 500	

Please indicate selected session for either session sponsor or contributor

Total Sponsorship Confirmed		\$
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Payment We accept payment by:

Cheque Money Order VISA Master Card American Express

Card #: _____ Expiry Date _____

Name on the card (please print): _____ Signature: _____

Please make cheques/money orders payable the **Canadian College of Health Leaders**.
Payment must be made in full prior to the event.

Indicate name of the individual to reserve complimentary conference registration.
 Please submit additional registration information separately.

Company name:

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For More Information on Sponsorship Opportunities:

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