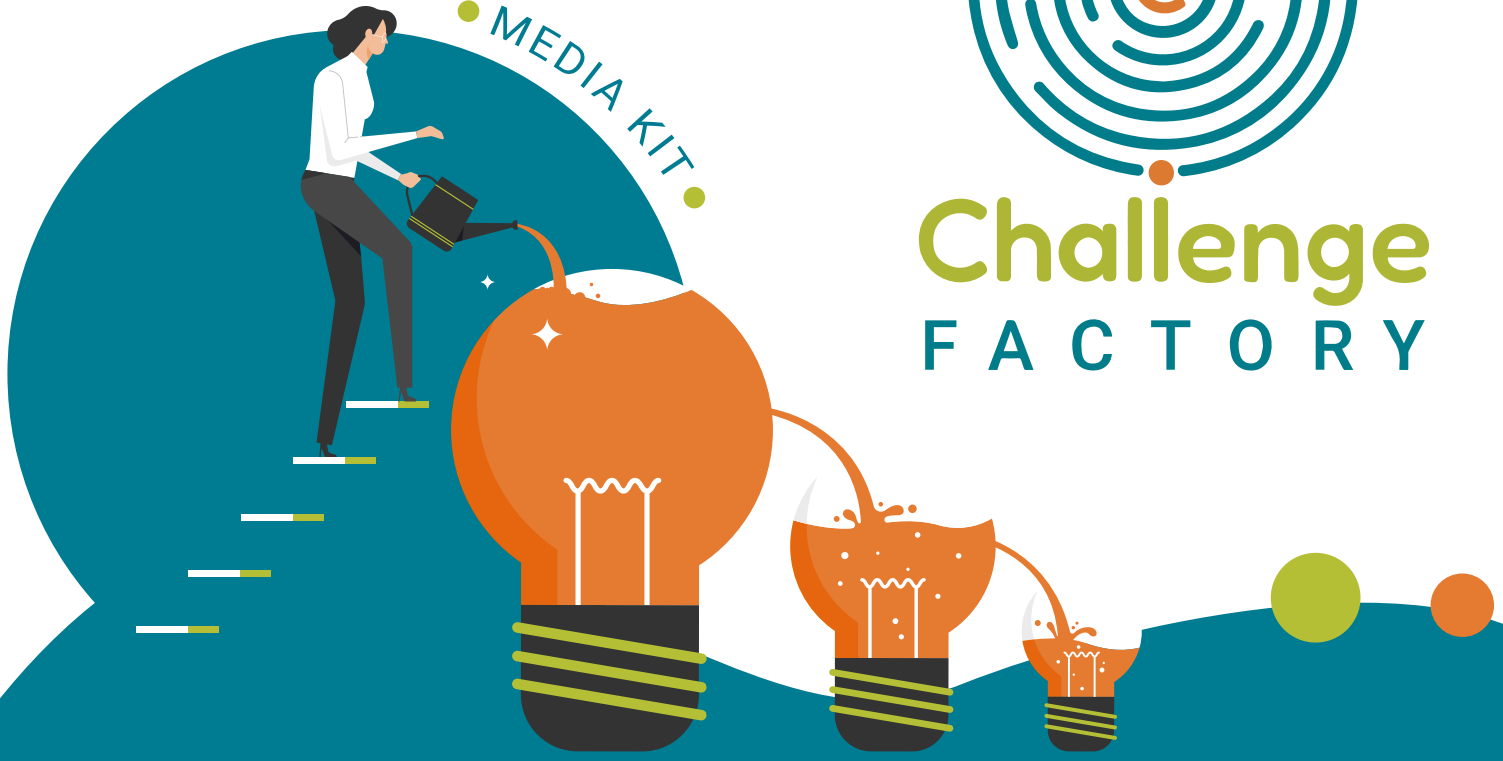




Challenge
FACTORY

MEDIA KIT



About us



Challenge Factory is a Future of Work research agency and consultancy. We help purpose-driven organizations and communities ignite transformative, measurable change for people and workplaces. We are policy and systems influencers, conveners, and thought leaders. As a certified B Corporation, we focus on using business as a force for good and advancing the United Nations Sustainable Development Goals.



You need the Future of Work to be different. We're different.

Certified



Corporation

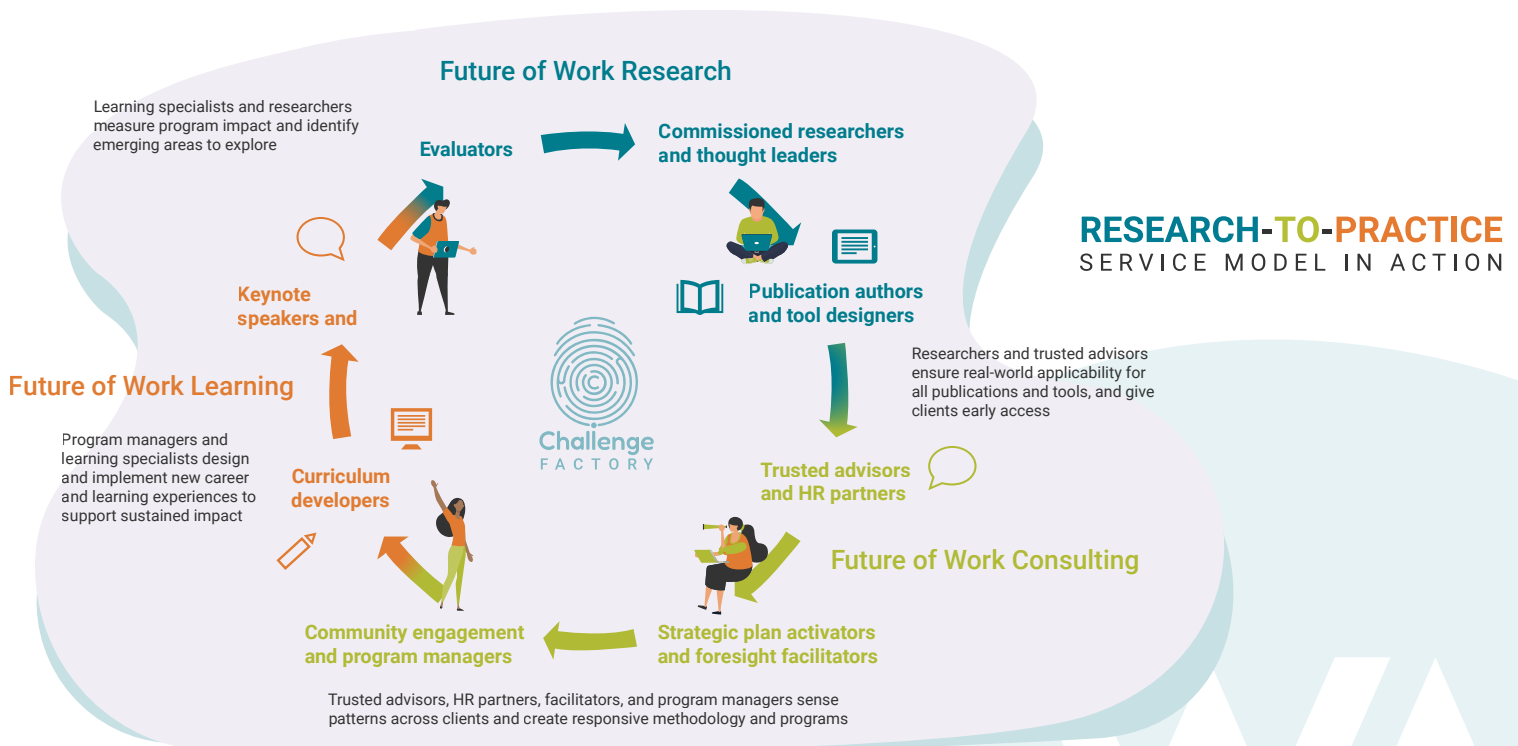
This company is committed to accountability, transparency, and continuous improvement.

Our Approach

Challenge Factory steps beyond the keynote with our research-to-practice model. We are more than a company of thought leaders with new (and sometimes surprising) research. We've field tested the ideas we speak about with leaders and organizations. Our facilitation combines research and practice with practical tools and takeaways for audiences ready to shape the Future of Work.

We don't just speak; we listen. We teach. We ask you questions. We invite you in. We build community and conversation using:

- Applied research
- Rituals like noticing circles
- Of-the-moment technology
- Surprise, humour, and story-based techniques

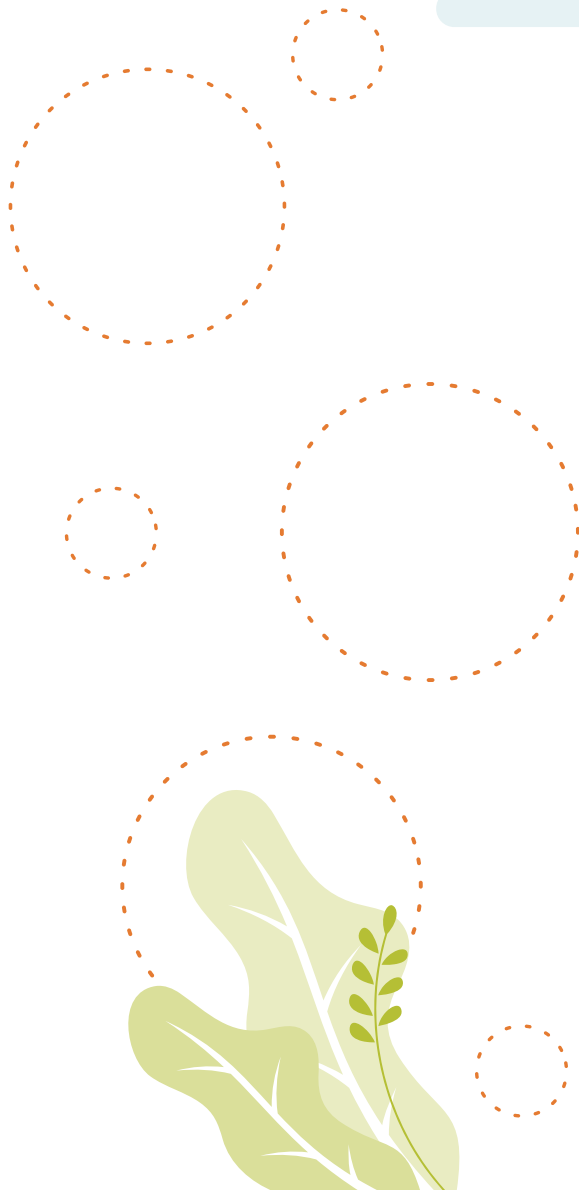


Our approach is rooted in evidence-based thinking, which begins with strong research processes to uncover major trends and shifts in the field. These insights become the cornerstone of *Workforce Architecture*, our digital magazine and research exchange, where we create innovative tools and explore upcoming trends.

Workforce Architecture then serves as a foundation to fuel our keynotes and presentations, ensuring they remain insightful and go beyond conventional ways of thinking. It is a tool that can be used as a teaser for the audience before a keynote, or as a tool for reflection after the presentation.

Our keynotes, workshops, and webinars are sought-after across the globe and remembered long after they finish.

We are a trusted keynote and facilitation partner for:



Career development organizations like:

CERIC, International Centre for Career Development and Public Policy (ICCDPP), National Career Development Association (USA), People and Career Development Association (Singapore)

Higher education institutions like:

McMaster University, National Institute on Ageing (Toronto Metropolitan University), Wilfred Laurier University, Rotman School of Management (University of Toronto)

Professional organizations like:

Canadian Electricity Association, Charity Village, Conference Board of Canada, Information and Communications Technology Council, Ontario Nursing Association, Ontario Securities Commission, Toronto Community Housing

Government departments and networks like:

Canadian Armed Forces, Crown-Indigenous Relations and Northern Affairs Canada, Government of Canada National Managers Community, Public Services and Procurement Canada, Veterans Affairs Canada

Translating a vision takes skill, but operationalizing it by 'bringing the ropes to the ground' is even more rare. Lisa and her team bring innovation, creativity and a brilliance to their work like none other. I would always want her on my team.

– Global Marketing Mngr. IT Services Company

It's an organization that's working far enough in advance on the major issues of the Future of Work that the rest of us are still catching up to them. Without sitting on their advisory board, my gaps in understanding labor force situations would be significantly bigger than they are right now.

– Executive Director, Government Relations, Lakehead University (former Executive Director of the National Institute on Ageing)

They bring rigour, creativity, and a commitment to deep partnership in order to work proactively to create a future that is more in line with what we collectively want. They refuse to limit anyone into a box. Working with Lisa and her team is a refreshing, fun experience.

– Sareena Hopkins, CCDF

We cover a wide range of topics with specific focus on current trends and what the Future of Work looks like. Explore some of our issue themes and article topics below:

Major themes:

The Talent Revolution ▶



(Work) Space Reimagined ▶

Flippin' Ageism ▶



Rules Reworked ▶



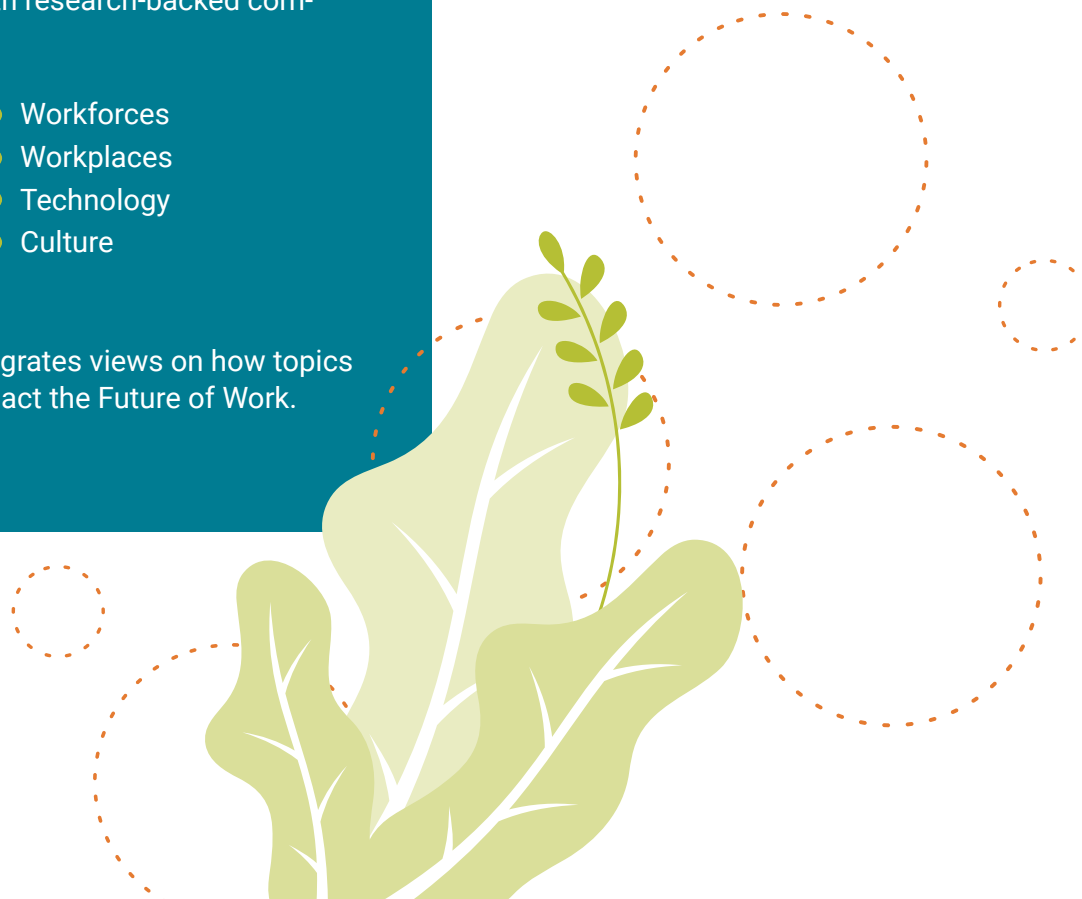
Article titles that form the foundation of bespoke Keynotes and workshops:

- The five drivers shaping the Future of Work
 - Demographics and Longevity
 - Career Ownership and Employee Relationships
 - Flexible and Emerging Work Models
 - Platform-Based Business Models
 - Technology and Animation
- Impact work in revolutionary times: How to know if we're succeeding
- The Legacy Careers® hidden in your organization
- Making space for your Future of Work – your dreads and dreams
- The Fall of hybrid work
- Growing pains and gains in the age of COVID-19
- Fostering intergenerational triads
- Can the Sustainable Development Goals revolutionize the career development sector?
- Is a 4-day work week smart strategy? Use the Sustainable Development Goals to find out
- We need to be intentional about changing social contracts in workplaces
- Generative AI like ChatGPT can make the Future of Work more human
- What to do when outdated career rules no longer apply – Finding your career sweet spot

For media requests, we are able to respond on short notice to issue of the day with research-backed commentary on topics related to:

- Employment
- Careers
- Ageism
- Career transitions
- Labour markets
- Workforces
- Workplaces
- Technology
- Culture

Our commentary always integrates views on how topics of the day reflect or may impact the Future of Work.



Speakers

www.ChallengeFactory.ca

ClientSupport@ChallengeFactory.ca 416 · 479 · 0083

● Lisa Taylor

Founder and President

“Lisa’s research-based, long-game perspective on the Future of Work has helped us avoid quick-fix traps and ‘everyone-is-the-same’ assumptions.”

– Kathleen Kilgour, Senior Leader with Prince’s Trust Canada

● Emree Siaroff

Vice President, Leadership and Consulting

“Emree enjoys supporting people to become stronger and better versions of themselves. This, combined with his knowledge and experience, makes him an individual that I would recommend for any organization that wants to make a difference.

– Trine Remin Ankjær, Chief People Officer at BDO Denmark

