

AI, TRUST, AND LONGER WORKING LIVES ARE REWRITING WORK.

Lisa Taylor redesigns the systems underneath.

Lisa Taylor is a global authority on workforce systems, career infrastructure, and the forces reshaping how organizations attract, develop, and retain talent. She advises governments, multinational organizations, and C-suite executives navigating workforces redefined by AI, longer working lives, and accelerating change. Her company's proprietary research and frameworks are used across industries and countries.

Credentials:

- Certified Career Development Practitioner (CCDP)
- Associate Fellow, National Institute on Ageing
- Member, Team Canada – International Centre for Career Development & Public Policy (ICDPP)
- Canada's Most Powerful Women: Top 100 Award
- Author, *The Talent Revolution: Longevity and the Future of Work* (University of Toronto Press)
- Co-author, *Career Development as Strategy: A Practical Guide to Creating Internal Career Centres* (CERIC)

Global Advisory Work:

Lisa has led workforce transformations across Canada, Singapore, Saudi Arabia, Norway, and Portugal at organizational, sectoral, and national levels.

Media Recognition:

Forbes THE WALL STREET JOURNAL.

THE GLOBE AND MAIL  CBC

 NEWS CHANNEL  TORONTO STAR

THE WALRUS CANADA'S CONVERSATION  OECD



LISA TAYLOR

GLOBAL AUTHORITY ON WORKFORCE SYSTEMS,
FOUNDER & CEO, CHALLENGE FACTORY

- KEYNOTE SPEAKER • AUTHOR •
- STRATEGIC ADVISOR •

TOPICS

- The Future of Work
- AI Adoption & Leadership
- Workforce Infrastructure & Systems Design
- Career Development as Organizational Strategy
- Trust, Culture, & Workplace Performance

CONTACT

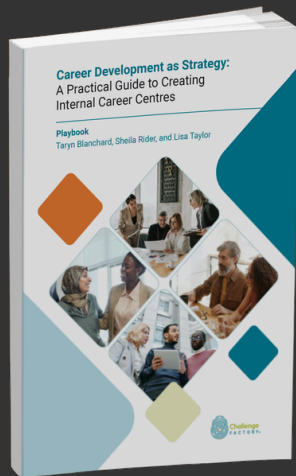
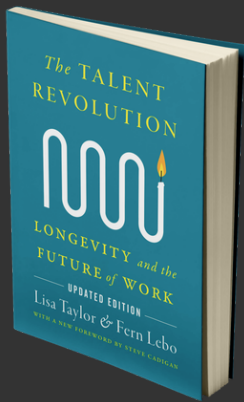
www.challengefactory.ca
JenniferStDenis@challengefactory.ca
416-217-0777

"We loved Lisa's combination of expertise and ability to relate. Like a trusted ally, she showed us how strong career management would boost our teams' satisfaction and our companies' ability to attract and maintain long-term relationships with them."

– Michael Ehling, Forum Chair, MacKay CEO Forums



Building the workforce systems the future of work demands.



CONTACT

www.challengefactory.ca
JenniferStDenis@challengefactory.ca
416-217-0777

“A thought-provoking exploration of key drivers shaping the Future of Work. The insights on the evolving social contract and the changing world of work were particularly enlightening.”

– Catherine Stace, Max Bell School of Public Policy, McGill University

KEYNOTE TOPICS:

Keynote 01

The Hidden Forces Draining Your Talent Strategy, and How to Stop Them

Why talent stalls even inside well-run organizations, and the structural redesign leaders need now.

Keynote 02

What Your People are Really Thinking About AI and What Great Leaders Need to Do About It

The human and identity dimensions of AI adoption that determine whether transformation succeeds or stalls.

Keynote 03

Playing the Bigger Game: How Leaders can Shape Workforce Systems that Drive Economic Growth

A systems-level framework for diagnosing the structural headwinds that limit even the best talent strategies.

Keynote 04

Talent, Tech, and Trust: What Your People Know That Your Strategy Doesn't

How declining trust is unravelling workforce strategy and how system-design can rebuild it.



Building the workforce systems the future of work demands.

KEYNOTES IN DETAIL

Each session is grounded in Challenge Factory's proprietary research and global advisory practice.

Keynote 01

The Hidden Forces Draining Your Talent Strategy, and How to Stop Them

You're losing productivity, leadership velocity, and institutional knowledge, and the standard fixes aren't moving the needle. Turnover is expensive and stalled mobility is invisible. The structural reason behind both sits silently underneath your talent strategy, compounding with every quarter you don't address it.

In this keynote, Lisa will help you:

- **See what's invisible:** Identify exactly where the talent escalator is breaking down and what it's quietly costing in capability and succession readiness
- **Understand the structural shift:** Unpack how outdated assumptions collide with longer careers, shifting employment relationships, and rapid skills change
- **Start rebuilding:** Move from isolated initiatives to integrated career infrastructure with actionable starting points drawn from Challenge Factory's proprietary research

Keynote 02

What Your People are Really Thinking About AI and What Great Leaders Need to Do About It

Your most experienced people are nodding along in the AI townhall, yet privately wondering whether everything they've built is about to become irrelevant. This is the leadership challenge hiding inside every AI strategy.

In this keynote, Lisa will help you:

- **Reframe the real challenge:** Understand why AI adoption is fundamentally a career and leadership issue and why tech-first approaches consistently miss this
- **Lead through the identity shift:** Discover how AI is reshaping the way people see their value, role, and future inside your organization
- **Build career-literate leadership:** Apply a framework grounded in hope, trust, and career development, drawn from Challenge Factory's global advisory work and research data

"An incredibly poignant, inspiring address. You challenged the audience to consider a future they want for themselves and that really resonated."

– Interim Dean, Toronto Metropolitan University

CONTACT



www.challengefactory.ca
JenniferStDenis@challengefactory.ca
416-217-0777



Building the workforce systems the future of work demands.

Keynote 03

Playing the Bigger Game: How Leaders can Shape Workforce Systems that Drive Economic Growth

If your workforce strategy feels like it's constantly running into invisible ceilings that your own programs can't break through, you're seeing what many haven't named yet. The headwinds you're facing are structural – but so is the solution.

In this keynote, Lisa will help you discover:

- **What's working against you:** How fragmented career systems and misaligned public-private roles create invisible headwinds even the best internal strategies can't overcome alone
- **The infrastructure lens:** A practical framework for assessing whether investments in talent and workforce programs are building sustainable systems, or just adding activity
- **Where leadership goes next:** How to align internal strategies with labour market realities to build a lasting competitive advantage, drawing on frameworks from Challenge Factory's global practice

Keynote 04

Talent, Tech, and Trust: Closing the Gap Between the Workforce Story Leaders are Telling and the One Your People are Living

There's a gap growing inside many organizations between the story leaders share about opportunity and growth and the experience employees are actually having. The missing variable in that equation is trust, and most organizations aren't measuring it.

In this keynote, Lisa will help you:

- **Understand the gap:** Why the career opportunity inside your organization is far richer than the story being told, and why that disconnect is one of the most expensive problems executives aren't tracking
- **Trust as a systems issue:** How declining trust shapes decisions, stalls AI adoption, and undermines strategy from the inside, and why messaging alone will never fix what only system design can solve
- **Close the gap:** How leading organizations are rebuilding trust through workforce system redesign, drawing on real-world case studies and Challenge Factory's global research

"Lisa facilitated with so much grace. Her presence and the ability to capture a room of humans for a full day was pretty remarkable to experience."

– Donna Boyd, Executive Director, Agriculture Manufacturing Association of Canada

CONTACT

www.challengefactory.ca
JenniferStDenis@challengefactory.ca
416-217-0777

Client Experience:



Building the workforce systems the future of work demands.