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

Lisa Taylor helps leaders build the career infrastructure underneath.



LISA TAYLOR

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

- KEYNOTE SPEAKER
- AUTHOR (UOFT PRESS)
- STRATEGIC ADVISOR

TOPICS

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

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Lisa Taylor is a recognized expert on the forces reshaping how organizations attract, develop, and retain talent.

Global Advisory Work:
She has led workforce innovation and transformations across Canada, Singapore, Saudi Arabia, Norway, and Portugal and beyond, at organizational, sectoral, and national levels. Lisa advises founders, C-suite executives, governments, and multinational organizations in 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:

- Author, *The Talent Revolution: Longevity and the Future of Work* (University of Toronto Press), *Retain and Gain: Career Management for Small Businesses (CERIC), and more*
- Former Member, Team Canada — International Centre for Career Development & Public Policy (ICCDPP)
- Canada's Most Powerful Women: Top 100 Award
- Associate Fellow, National Institute on Ageing

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Building the workforce systems the future of work demands.



KEYNOTES AT-A-GLANCE



KEYNOTE 01

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 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

The Future is Intergenerational: Longevity, AI, and the New Workforce Advantage

Why longer lives are one of the most overlooked forces shaping work, and the intergenerational advantage leaders can build now.

KEYNOTE 04

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

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

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AS SEEN IN

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BOOKS BY LISA TAYLOR



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TESTIMONIALS

"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

"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

"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

Challenge FACTORY® — Building the workforce systems the future of work demands.



KEYNOTES IN DETAIL

Keynote 01

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 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

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Keynote 03

The Future Is Intergenerational: Longevity, AI, and the New Workforce Advantage

Longer lives are changing how we work, lead, and compete, yet longevity remains one of the most overlooked forces shaping the future, largely because age makes people uncomfortable. The cost is quiet but steep: wisdom gets cut off just when it's needed most, and people are counted out long before they should be. As AI reshapes work, the future can't be built by one generation alone.

In this keynote, Lisa will help you:

- **Confront the age assumptions we all carry:** Understand how beliefs about aging, retirement, relevance, and potential quietly shape personal choices, workplace decisions, and economic outcomes
- **See longevity as a business force:** Explore how longer lives are reshaping productivity, leadership continuity, workforce participation, and national competitiveness in an AI-enabled economy
- **Recognize broken talent escalators:** See where outdated career systems stall mobility, waste capability, and write off people prematurely, and how career infrastructure fixes it

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 can't 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