



Professional Engineers  
Ontario

## 2020 VIRTUAL VOLUNTEER LEADERSHIP CONFERENCE

Protecting the public interest: Staying aligned to our North  
Star during rapid change

Welcome to PEO's 2020 Volunteer Leaders Conference (VLC). We have gone virtual. We have quickly pivoted during the coronavirus pandemic and are providing you with the same opportunity to meet with your fellow leaders in a virtual environment. Here is why it is important that PEO volunteers see this technological challenge as an opportunity to stay focused on protecting the public interest.

### **CHANGE IS OUR NEW NORMAL**

The world around us is changing rapidly and the public expects that engineers are not just keeping up but leading the way. The impact of AI, smart devices and the intense pace of innovation has some of us questioning what kind of work needs to be regulated by PEO and the value of the P.Eng. licence. Between the tech trends of 2020 and COVID-19, PEO is facing immediate and systemic disruptions in how it operates and how it can become a better regulator for the future.

### **LEADERS LIKE YOU HAVE STARTED TO LEAN IN**

Over the past two years, we have made good progress together refocusing our priorities on PEO's core regulatory mandate to be a better regulator. The external regulatory performance review, the resulting report and subsequent Council-approved action plan are informing operational changes at PEO. Now is the time to build on this work and continue looking ahead.

### **PEO'S NORTH STAR IS RESOLUTE**

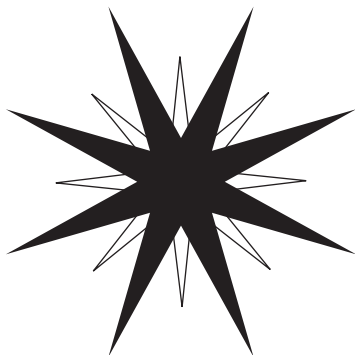
Our North Star remains our mandate to protect the public interest. As we innovate at a pace we have never prepared for or previously experienced, our efforts need to continue to align towards this singular goal. The VLC will bring leaders together to help PEO remain responsive to the rapid changes around us—an increasingly digital world in which engineers are being called upon to contribute in new ways. We will look ahead to identify which societal changes have and will continue to affect PEO.

### **A CLEAR VISION WILL MAKE US EVEN STRONGER**

PEO will benefit from a clear, shared vision for the next decade and a re-imagining of its volunteer resources to stay agile and responsive to the world around us. The VLC will be a key step in a process for building this vision together. We will start reimagining our organization in 10 years from now, laying the path to identify who and what we need to regulate to continue to protect the public interest.

### **WITH CHALLENGE COMES OPPORTUNITY**

In response to the current pandemic, we are seizing on the shift to virtual meetings and are excited to present the VLC in a fully digital and interactive format. This will provide PEO leaders from across Ontario with easy access to participate and help shape PEO's vision. This work needs you. Join us for four hours on the day that best suits your schedule. We will spend the majority of the time working in small online groups and virtual breakout rooms. Share with your colleagues which societal forces and tensions you observe that PEO needs to address. Reimagine PEO emerging from disruptive change, for the better. We are stronger, together.



## 2020 VIRTUAL VLC: AGENDA

<b>9:30 a.m. – 10:00 a.m.</b>	<b>Login/Virtual Breakfast/Technology Check/ Networking (join when you like)</b>
<b>10:00 a.m. – 10:10 a.m.</b>	<b>Welcome &amp; Opening Remarks</b> Márta Ecsedi, P.Eng., FEC Marisa Sterling, P.Eng., FEC
<b>10:10 a.m. – 11:00 a.m.</b>	<b>Session 1</b> Exploring the Public Interest in a Changing World
<b>11:00 a.m. – 11:05 a.m.</b>	<b>STRETCH BREAK</b>
<b>11:05 a.m. – 12:00 p.m.</b>	<b>Session 2</b> Engaging with a Case Study
<b>12:00 p.m. – 1:00 p.m.</b>	<b>LUNCH</b>
<b>1:00 p.m. – 1:55 p.m.</b>	<b>Session 3A</b> Moving Towards our North Star - Setting our Compass
<b>1:55 p.m. – 2:00 p.m.</b>	<b>STRETCH BREAK</b>
<b>2:00 p.m. - 2:50 p.m.</b>	<b>Session 3B</b> Moving Towards our North Star - Next Steps in the Journey
<b>2:50 p.m. - 3:00 p.m.</b>	<b>Wrap Up/Acknowledgements/Evaluations</b> Márta Ecsedi, P.Eng., FEC

## **SESSION 1**

Exploring Public Interest in a Changing World - While PEO's North Star of protecting the public interest remains fixed, along with our core mandate of self-regulation, the terrain that we must traverse has and continues to shift dramatically over time. In this session, we will look ahead to the major relevant forces in the future and what this could mean for PEO's contribution to protecting the public interest. What does the general public expect when it comes to protecting their interest in a rapidly changing world?

## **SESSION 2**

Engaging with a Case Study - As we look ahead to public interest issues associated with the work of engineers, two things are clear: first, that digital technologies are playing an increasing role; and second, that public interest issues associated with the work of engineers are increasingly complex and embedded in larger societal systems. In this session, we will use a case study of a digital technology that raises questions about the public interest to better understand challenges related to the work of engineers. The session will introduce a simple tool for grappling with these questions.

## **SESSION 3**

Moving Towards our North Star - Having set the stage in the previous sessions, this will be an opportunity to begin directly informing key elements of PEO's 10-year vision. In this session, we will engage with a framework that will facilitate and capture initial brainstorming to help us shape the process.

### **A. SETTING OUR COMPASS**

First, we will reimagine a future where the engineering profession is living up to its full potential in ensuring public interest with respect to the full range of engineering practices and issues that we explored in the earlier sessions. Then we will reimagine what PEO's contribution to this looks like.

### **B. NEXT STEPS IN THE JOURNEY**

Building from where we are right now, what would it look like to begin navigating towards the future we reimagined in the previous step? What next steps might you take personally?

### ENGINEERING CHANGE LAB

#### Engineering Change Lab

The Engineering Change Lab is a collaborative platform for individuals and organizations from across the engineering community to share perspectives, deepen understanding, and take action to address systemic challenges holding back the profession's full potential. The core Lab Team consists of senior leaders from workplaces, universities, government agencies, associations, and non-profit organizations that together form a microcosm of the Canadian engineering community. The group comes together in workshops several times each year. In between Workshops, the team works to forward initiatives and seek participation and support of other individuals and organizations.



#### Mark Abbott, P.Eng., MBA

Mark currently serves as the Managing Director of the Engineering Change Lab, which is as a catalyst for evolving the engineering community to reach its full potential as stewards of technology for the benefit of all. Over the past 5 years, over 130 organizations and 350+ individual leaders (CEOs, VPs, Deans, Directors) have collaborated using the Lab's platform, advancing understanding and action to evolve engineering. Previously, Mark served as a member of the Executive Team at Engineers Without Borders for several years. Before that, Mark spent fourteen years working for a heavy industrial consulting engineering firm based in Vancouver.



#### Arlene Williams, MA

Arlene is the Director of Strategic Communications and Engagement for the Engineering Change Lab, a social change lab working to catalyze culture change in the engineering community in Canada and help ensure technology is beneficial for all. She has over 20 years of experience working in the education sector, and brings a strong background in strategic action, communications, and learning facilitation. She believes that good intentions, honest conversations and vulnerability are crucial to making progress and to living a good life. Also, red wine, chocolate and poetry. She holds an undergraduate degree in English from the University of Alberta and a Master's degree in Communication and Culture from York University/Ryerson University, is a certified leadership coach, and thinks work is fun.



**MaRS Discovery District** is North America's largest innovation hub. On a mission to help innovators make a better work, we are an engine for Canada's innovation economy.

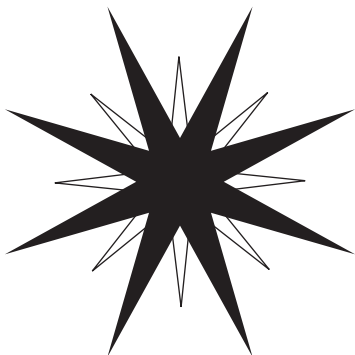
- Delivering impactful innovation at scale
- 1.5 million sq. ft. of research labs and tech offices in downtown Toronto
- 1,300 high-growth ventures/startups focused on emerging and transformational technologies
- 150 tenants, including Facebook, Faurecia, Samsung, Uber Advanced Technology Group and Autodesk
- Convening startups, investors, researchers, tech talent, corporates and policy-makers for meaningful innovation



#### **Ariel Sim**

Ariel Sim is the design practice lead & director of design anthropology at MaRS Discovery District. She leads the design practice, grows design talent and develops new methods in an effort to move the design market from human-centred to systemic design. Before MaRS, Ariel worked at Doblin Deloitte as an insights manager, JustLabs, iHub UX Lab, UN OCHA, CyraCom

International, and the Bureau of Applied Research in Anthropology.



# 2020 VIRTUAL VLC: PLANNING COMMITTEE

## Chair

**Márta Ecsedi, P.Eng., FEC**  
Member, Advisory Committee  
on Volunteers

## Vice Chair

**Guy Boone, P.Eng., FEC**  
Eastern Region Councillor  
2019-2020  
Vice Chair, Regional Councillors  
Committee 2019-2020

## Members

**Marisa Sterling, P.Eng., FEC**  
President-elect 2019-2020  
Member, Executive Committee

**Eric Nejat, P.Eng., FEC**  
Member, Advisory Committee  
on Volunteers

**Arthur Sinclair, P.Eng.**  
East Central Region Councillor  
Member, Regional Councillors  
Committee

## Staff Support

**Viktoria Aleksandrova**  
Committee Coordinator

**Adeilton Ribeiro, P.Eng.**  
(Acting) Manager, Chapters

**Julie Hamilton**  
Chapters Coordinator

PEO has approximately 900 volunteers, including 500 who participate in the chapter system supporting the work of PEO in their local communities, as well as 400 who serve on committees and task forces to help guide PEO Council. PEO has 110 full-time staff who support this vast volunteer network. PEO's Volunteer Leadership Conference provides a valuable opportunity for all volunteers to share best practices and collaborate on how to assist the regulator in fulfilling its mandate.



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