

PAM ROSS

SPEAKER | CONNECTOR | CULTURE CATALYST | DIGITAL FLUENCY TRAINER

After spending more than 15 years in the corporate world, Pam knows that the business world has changed and leaders need to reinvent how they manage work. Social media, globalization, remote work and economic pressures have made traditional ways of working obsolete. She started her own business with a mission to unleash talent and reinvent work.

As a speaker, Pam shares facts, stories and examples of how technology is impacting the workplace and what to do about it, and inspires audiences to use social media to create real connections with customers, colleagues and each other. In her work as a culture catalyst, she helps leaders explore possibilities and provides real examples of businesses reinventing work. She leads organizational trailblazers to develop the two core elements of a high performing culture: Trust and Agility.

Pam has built her personal and business network through the use of social media. The connections she has developed have led her to co-produce Canada's innovative HR Summit, Impact99; to co-create the Blueprint for Workplace Reinvention; and to contribute as a blogger to the Huffington Post. Her recent LinkedIn post about networking garnered hundreds of comments and shares and over 150,000 reads.

Pam's genuine demeanor, contagious enthusiasm, and focus on actionable outcomes inspires people to try something new and to realize their potential.

WHAT PEOPLE ARE SAYING ABOUT PAM:

"Awesome presentation today! I can't believe I've been missing out on all this social media for so long! Thank you!"

- Karis Sylvester,
HR Professional,
Audience member

"Pam... is engaging and energetic, on target with her material and invites participation. She sparked my ideas and provoked thought about how to make social media work more effectively for the benefit of a business."

- Lisa Klaehn,
Consultant,
Audience member

"I am consistently impressed how Pam can make technical topics engaging and accessible for everyone, business and non-business people."

- Jagoda Mirceta,
CMA



CONNECT WITH PAM:

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KEYNOTE AND WORKSHOP TOPICS

Pam specializes in customized training and speaking engagements. She and her team will work with you to understand your audience's specific needs, and her content will be tailored exclusively for your group. Her presentations are fun, interactive, and filled with stories and examples. People leave with action steps for their own development. Pam's most popular topics are:

How Social Media is Changing Business (& what to do about it)

The facts, figures and stories behind the greatest social media disasters and successes, and what every business can learn from them. Participants leave with a new understanding of the importance of social technology in their business and steps to get started.

The Digital Fluency Learning Lab

Digital Fluency is the business literacy of the 21st century. In this hands-on workshop, Pam and her team of social media coaches create a safe space where participants learn to navigate social sites to develop authentic connections. Develop a strategy for building Digital Fluency for your business and life.

Trust: The New Currency in the Workplace

Why is trust in CEOs, government, and traditional media on a decline? Pam makes the case for Organizational Trust as the foundation of a high performing workplace and discusses how to build trust, why it matters, and what the best organizations are doing.

Pam co-created the **Blueprint for Workplace Reinvention**, which is available as a handbook to download or order in print. Learn how to build **Trust** and **Agility**, the two core elements of a high performing and sustainable workplace.
pamross.ca/blueprint



Pam is developing an eBook based on her most popular keynote topic. Members of Pam's eCommunity will receive it for free. Learn from businesses winning the social media game. Join and receive the eBook FREE at:
pamross.ca/my-1-keynote

