



# IGNITE

## LEADERSHIP

### *SHERIDAN'S STUDENT LEADERSHIP CONFERENCE*

**MARCH 4, 2021**  
9:00AM-4:00PM • FREE  
*Register at [thessu.ca](https://thessu.ca)*

**POWERED BY RBC FUTURE LAUNCH**



RBC Future Launch



SHERIDAN ALUMNI  
STAY CONNECTED

Sheridan | Student  
Leadership

SSU

**WELCOME**

9:00 a.m. - 9:15 a.m.



**GABY MORYOUSSEF**

*SSU's Vice President of HMC*

Gaby will be your MC for the day, and guide you through the conference!



**OPENING REMARKS**

*TBC*



**WELCOME REMARKS FROM RBC**

*Tom Parisi | Regional Vice President, Mississauga Market | RBC*



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OPENING  
KEYNOTE

9:15 a.m. – 10:30 a.m.



## ORLANDO BOWEN

### *Game Changer and Motivational Speaker*

Ten years ago, Bowen thought he was about to die. Pinned to the ground while enduring a savage beating, the then-CFL linebacker had been jumped by two plainclothes police officers, an injustice which was the first of many laid against him at the hands of the police force. “In that moment, knowing my life was about to end, I’m thinking, ‘I didn’t give everything I had to make a difference. There’s more I could’ve done,’” he said. Bowen was ultimately exonerated of any wrongdoing, but—incredibly—he has publicly forgiven his perpetrators and dedicated his life to inspiring others to pursue excellence in all they do. Empowering others to overcome adversity, to find their passion, and to use their gifts is Bowen’s lifelong goal.

BREAK

10:30 a.m. – 10:45 a.m.



## DANCE (IN YOUR CHAIR) LIKE NO ONE’S WATCHING! IT’S TIME FOR A PERFORMANCE BY SHERIDAN STUDENT TRIO CZN!

### *CZN*

CZN is a singing group consisting of CJ Capital (from Ottawa), Seth Zosky (from Toronto), and Matthew Novary Joseph (from Hamilton). Currently studying voice and music at Sheridan, they each come from different musical backgrounds which creates an intriguing mix in their sound. Aiming to mesh RnB, Rap and Pop all into one, while delivering catchy hooks and verses that showcase more personal sounds, CZN is constantly writing new music for an ever-growing following. They have an energetic yet poised stage presence which causes audiences to always want more.



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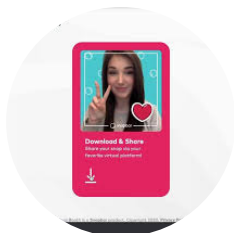
# IGNITE LEADERSHIP

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**BREAK  
CONT.**

10:30 a.m. – 10:45 a.m..



## VIRTUAL PHOTO BOOTH

*Say Cheese!*

Have fun at the virtual photo booth! Share your photo on social and tag #rbcfuturelaunch #IgniteLeadership for a chance to win a prize!



## PRIZES

*Are You In-It To Win-It?*

(Virtual) Door prizes will be given out at every break!

**ALUMNI  
SPEAKER**

10:45 a.m. – 11:30 a.m.



## INCLUSION AND DIVERSITY IN LEADERSHIP

*Speaker: Al Ramsay | Marketing '97  
AVP, Business Development Strategy and Sales | TD Wealth*

Join Al Ramsay for an interactive fireside chat to learn more about the importance of inclusion and diversity in leadership and how his time at Sheridan shaped him into the corporate and community leader he is today.



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**BREAK**

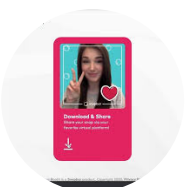
11:30 a.m. – 11:45 a.m..



## TRIVA CHALLENGE

*Are you a trivia buff?*

Join us on the main stage to test your knowledge!



## VIRTUAL PHOTO BOOTH

*Snap it. Share it. Hashtag it.*

All the fun is happening at the virtual photo booth! Share your photo on social, and tag #rbcfuturelaunch #IgniteLeadership for a chance to win a prize!



## PRIZES

*Knock-Knock. Who's There? Giveaways!*

Check to see if you are one of our winners!

**ALUMNI  
SPEAKER**

11:45 a.m. – 12:30 p.m.



## CHALLENGE = OPPORTUNITY CREATE LIMITLESS POSSIBILITIES BY REFRAMING YOUR PERSPECTIVE.

*Speaker: Keith Jones | Graphic Design '01  
Principal + Design Director | & Good Company*

In a world where anything and everything can change instantly — it's our perspective of the situation that determines the outcome. Through his visually stunning talk, Keith shares his journey from the corporate world to a life dedicated towards designing a better future. Highlighted with social experiments in life and business, living out of a van, driving across Canada helping people, and becoming a father during the pandemic — his inspiring story shows how by simply flipping one little thing around, we start to see endless possibilities.



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**BREAK**

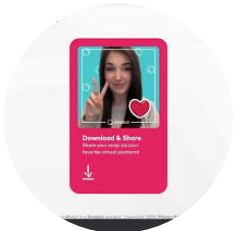
12:30 p.m. - 12:45 p.m.



## TURN YOUR VOLUME UP! IT'S TIME FOR A MUSICAL PERFORMANCE FROM SHANAAZ!

### *Shanaaz*

Toronto born recording artist Shanaaz, creates smooth R&B that combines classic elements of the 90's as well as Trap. She's released five singles to date including "Your Eyes" and "ADDICTED" in 2019. Shanaaz is actively working on the writing and recording of her debut album, expected to be released in 2021. Some of you may know Shanaaz, as she attended John Cabot Catholic Secondary School in Mississauga.



## VIRTUAL PHOTO BOOTH

### *Strike a pose at the virtual photo booth!*

Share your picture on social, and tag #rbcfuturelaunch #IgniteLeadership for a chance to win a prize!



## PRIZES

### *Did someone say giveaway?*

Are you a winner???



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**BREAKOUT  
SESSIONS**

12:45 p.m. – 1:45 p.m.

Each student will choose **ONE** breakout session to attend. These breakout sessions are designed to be more intimate and interactive as they will be in smaller groups. Participants will have the opportunity to turn on their cameras and microphones to interact and engage with the speaker.



## **BREAKOUT SESSION #1: LEADING WITH EMOTIONAL INTELLIGENCE (EQ)**

*Speaker: Lori Stephenson | Adult Education '11  
Speaker | Coach | Facilitator |*

“EQ is so critical to success that it accounts for 58% of performance in all types of jobs. It’s the single biggest predictor of performance in the workplace and the strongest driver of leadership and personal excellence.” — Travis Bradberry  
No matter where you are in your academic or career journey, Emotional Intelligence is a differentiator. In this session we will explore the EQ connection to leadership and identify a few ways you can tap into and leverage your emotional intelligence.



## **BREAKOUT SESSION #2: THE IMPORTANCE OF MENTAL WELLBEING IN LEADERSHIP**

*Speaker: Aanchal Vash | Digital Communication '13  
Founder and Chief Executive Officer | Reach Out Together*

What is Wellness? What is the difference between mental health vs. mental illness? In this session, not only will those important questions be answered but you will also learn, tips on becoming an effective leader, the 3 secrets to ongoing success, and how to stay in control, and better manage your emotional wellbeing.





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## BREAKOUT SESSIONS



### **BREAKOUT SESSION #3: LEADERSHIP SKILLS THAT WORK IN THE REAL WORLD**

*Speaker: Gaby Mammone | Retail Management '95  
Founder | Kind Projects*

It's a fact that purposeful kindness will make you a better leader. Being kind takes personal confidence and self-awareness. Learn how to apply this mindset in your leadership style and enhance your ability to achieve your goals, advance your career and earn respect. Humanity, empathy, and compassion will help navigate through difficult conversations and turn you into a life-long learner of implementing effective leadership skills. Everyone has the capacity to lead effectively - let's do this together.



### **BREAKOUT SESSION #4: YOUR BRAND MATTERS**

*Speaker: Haley Daniels  
RBC Olympian | Canoe-Kayak*

The Your Brand Matters Workshop is a 1-hour session to help young people build awareness of their brand and learn how to use their brand effectively throughout their career and in their leadership style. Young people will learn the essentials of what makes a great personal brand, first impression, professional presence, and elevator pitch.



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**BREAK**

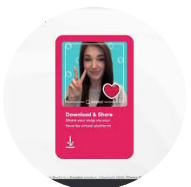
1:45 p.m. – 2:00 p.m.



## TRIVA CHALLENGE

*Are you a trivia buff?*

Join us on the main stage to test your knowledge!



## VIRTUAL PHOTO BOOTH

*Selfie Station!*

Snap a pic at the virtual photo booth, and then share it on social and tag #rbcfuturelaunch #IgniteLeadership for a chance to win a prize!



## PRIZES

*We don't have a crystal ball...*

...but know for certain giveaways are happening! Prizes, prizes and more prizes!

**LINKEDIN  
WEBINAR**

2:00 p.m. – 3:00 p.m.



## HOW TO USE LINKEDIN TO LAND AN AMAZING JOB

*Speaker: Jeremy Schifeling from The LinkedIn Guys*

We wanted to end the conference on a high note, so we are bringing in Jeremy Schifeling and Omar Garriott all the way from California. Jeremy and Omar led education marketing at LinkedIn, so they are uniquely qualified to teach us the importance of LinkedIn and how to connect and network with all of the alumni you will meet at the conference! Join us for this interactive session and learn how powerful LinkedIn can be for students and alumni in pursuing the world's most competitive jobs. Jeremy and Omar have compiled all the most advanced techniques they learned inside LinkedIn to help Sheridan students and alumni do the same in their own careers. From understanding how recruiters use the platform, to finding alumni referrals at just about any job in the world, you don't want to miss this crash course in LinkedIn's essential techniques!



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EXPO

3:00 p.m. – 4:00 p.m.



## CLOSING REMARKS AND EXPO

*Gaby Moryoussef*

Before you leave for the day, you will be able to explore our Leadership Expo, which will provide students with the ability to connect directly with representatives from various Sheridan community members, internally and externally. During the Leadership Expo, students will have the chance to learn about leadership opportunities available to them, as well as gain additional resources that will help ignite their own skills. Students will also have the opportunity to network with representatives from our conference sponsor, RBC, to discuss specific positions available and future opportunities.

