



J. ARMAND BOMBARDIER
FOUNDATION

THE 2019-2020 PHILAGORA PROGRAMMING LIST OF THIS YEAR'S ACTIVITIES

MAY 7 – STORYTELLING WORKSHOP

André Fortin animated the workshop on Storytelling for a fourth time. The goal of the activity is to learn how to develop strategies in order to captivate our audiences so that they have the desire to learn more about our organization and collaborate in reaching our mission's objective.

MAY 14 - STORYTELLING 2 WORKSHOP

In this more advanced follow-up to the first Storytelling workshop, André Fortin and Francis Jetté led participants to work on new forms of storytelling by exploring digital dissemination strategies to broaden the audience and the desired impact.

MAY 30 – PRODUCTIVE MEETINGS WORKSHOP

The director of GRIS Montréal, Marie Houzeau, helped participants prepare and conduct meetings by making efficient use of time and clearly stating objectives.

JUNE 11 – MORNING CHAT ABOUT DIVERSITY IN THE WORKPLACE

To see if it would be interesting to offer a comprehensive workshop in collaboration with the Centre for Community Organizations (COCO), we invited several members of our network to discuss the subject of diversity in the workplace by presenting a scenario put forth by the COCo.

19 JUIN – NETWORKING COCKTAIL

The most unifying event of the year brought together more than 125 participants. In collaboration with the Jeune chambre de commerce de Montréal, this event was intended to provide an opportunity for members of the business community and the social sector to meet and reflect on the biases, prejudices and privileges of each and everyone. We were fortunate to have the help of Fabrice Vil (co-founder and president of Pour 3 Points), Lia Grimanis (founder and executive director of Up with Woman) and La Tablée des chefs.

SEPTEMBER 19 AND 20 – WEEKEND WORKSHOP FOR THE 6TH COHORT

The participants of the sixth edition of the Philagora Cohort met at our traditional weekend workshop. The cohort proposes to build a meaningful and personalized experience through co-development and shared learning.

SEPTEMBER 26 – INTERCOHORT MEETING

New this year are the intercohort meetings, an experience that allows to continue the exchanges started during the cohort and to expand the learning circle. The first meeting focused on inclusive

organizational communications (equality, inclusion, different methods and types of writing, use of pictures and photos, speech input...).

OCTOBER 9 – SOCIAL IMPACT WORKSHOP

Facilitated by Christian Bélair and Yann Pezzini of Credo, a consulting firm specializing in impact strategy, this workshop allowed the 50 participants, mainly CEOs and board members, to work on their position as actors of change in order to clarify their role and their social impact strategy using practical tools.

OCTOBER 22 – COHORT MEETING

The October cohort meeting allowed three guests to share ways to facilitate the implementation of change or innovation at the organizational, sectoral and societal levels. These presentations allowed the cohort members to explore real-life cases and innovative projects/initiatives.

OCTOBER 24 – MEETING AND DISCUSSION WITH 10 ORGANIZATIONS

Ode, Maeva and Martine led a workshop at the Museum on capacity building for organizations present in the Eastern Townships that the Foundation supports. This was a pilot project aimed at bringing together organizations with similar philanthropic intentions.

NOVEMBER 19 - COHORT MEETING

André Fortin was the host for the day. The theme focused on organizational culture and the identification of different individual profiles in order to foster innovation within teams.

NOVEMBER 26 – DIVERSITY WORKSHOP

In collaboration with the COCo, some 30 participants reflected on human resource issues related to diversity and inclusion.

DECEMBER 5 – PRODUCTIVE MEETINGS WORKSHOP

Due to the high demand, the workshop led by Marie Houzeau on May 30th was offered again and welcomed about 30 new participants.

JANUARY 17 – SOCIAL MEDIA AND COMMUNITY MANAGEMENT

Led by Francis Jetté, coach and expert in social media strategy, the secrets of the algorithm have been unlocked to ensure more effective communication. 30 participants were present and 57 were on the waiting list!

FEBRUARY 5 – CHAT ABOUT THE MENTAL LOAD OF ORGANIZATION EXECUTIVES.

About 20 participants came to discuss the factors that trigger a feeling of overload, mitigation measures, good practices and share advice.

JANUARY 21 – COHORT MEETING

The topic of the day: how to diversify your financing. We shared the experience of two former cohort members, the J. Lapointe and Revivre Foundation, and the Tablée des chefs. Then, participants used 2 creative techniques to rethink the fundraising activities of two of their co-participants.

FEBRUARY 18 – COHORT MEETING

In the morning, participants were introduced to different storytelling techniques and invited to write their own story and elevator pitch. In the afternoon, they received feedback on their pitch

from the director of Atypique, a specialized communication agency for NPOs, who also presented trends in NPO communication.

COVID NOTE

It is to note that the activities planned for the months of March and April had to be cancelled due to the exceptional circumstances related to the Covid-19 crisis.