

Introduction

- Personal
- Community
- Etraffic is an international provider of Internet-based elearning services and products with expertise in K-12 online resources, online corporate learning, strategic consulting, workplace learning, online video & web design expertise
- Etraffic was established in 1999 and has grown to house over 50 fulltime staff and numerous consultants across North America.

For more information please contact John Juricic at
250.812.8827 or john@etrafficsolutions.com



A dialogue about Business and Societal Leadership Principles -
How the Mother of all Recessions has forced an unprecedented Paradigm Shift for
Business Practises

Seminar Summary

- What just happened?
- Green Stewardship & Leadership
- What is the state of Leadership these days?
 - Community Building Leadership
 - Accountability Leadership
 - Communications Leadership
- Paradigm shift amongst business
- Generational Dialogue
- Relevancy to Procurement Practises where appropriate

For more information please contact John Juricic at
250.812.8827 or john@etrafficsolutions.com



Sept – 08 – Sept 09

What the heck?

- Sept – Dec 08 – Govt confused / lack of direction
- Jan – March 09 – Dialogue / Budget Prep
 - 3rd party money collapsed / Business Credit Availability Program
- April – May 09 – Budgets / Electioneering / Stock Market turns
- June – Summer 09 – BC Govt stops spending / infrastructure spending non-existent
 - Anger / frustration – is the government really on their game?
- Now??

For more information please contact John Juricic at
250.812.8827 or john@etrafficsolutions.com



Green & Environmental Stewardship

- Pre-recession
 - Political Competition
- Stewardship
 - VITP – University
 - Joe Van Bellingham / Esquimalt Military Base – Dockside Green – Land Developers
 - Vancouver Green Strategy - Municipal
 - Vancouver Green City Home Page - Municipal
 - Etraffic Green Game – Government Client
 - Buy Smart BC - Government
- Current Status
 - Pacific Carbon Trust – Carbon Exchange / Climate Action Secretariat / City's Sustainability Office
 - What about other industries? Can the Procurement Industry help with defining protocols?
 - Sector based responses
- Summary
 - Generational Differences
 - Economic Realities
 - Is it really being embraced?

For more information please contact John Juricic at
250.812.8827 or john@etrafficsolutions.com



Community Building Leadership

- Non-profits (GVCC) / Community organizations / arts & culture
 - Mixers / Events / Events based networking
 - Funding disappeared – how to finance?
 - Not yet embraced Social Media – very generational
- Social Media
 - Twitter / Facebook / LinkedIn – Generational Perspectives
- Politicians have struggled to a new generation who doesn't care what colors you represent
 - Society based Community Leadership (get the job done)

For more information please contact John Juricic at
250.812.8827 or john@etrafficsolutions.com



Accountability Leadership

- My personal philosophy
 - Social Problems – Business Approach / Micro Lending Initiative (circle based thinking is over)
 - Limited Resources – must get more with less
- Recession
 - Financing Accountability
 - New Business Paradigm
 - Cooperation
 - Bottom Line
- Infrastructure Spending – failure, so far
 - More money does not fix problems
 - Health / Education / Social Programs
- A re-evaluation of the Govt equation?

For more information please contact John Juricic at
250.812.8827 or john@etrafficsolutions.com



Communication Leadership

- My personal favourite / lacking between generations
 - 1994 – how I got involved
- Social Media – review
 - Enhance relationship rather than replace
 - Collapse of old school media / TV / Newspaper
 - Fundamental shift or utility? One can now access the world
 - Up to us to help a younger generation define business protocols
 - We must provide leadership
 - Ethics / morality
 - Respect
 - Business & HR Leadership
 - Do not forget the human component

For more information please contact John Juricic at
250.812.8827 or john@etrafficsolutions.com



Business & Societal Trending / Summary

- Angry
- Anxious
- Bottom line
- Clarity of vision & purpose
- Partnering / Cooperation (Hunting Packs)
- Thinner margins
- Recession good?
- Non-profits struggling / corporate donations disappeared
- Dramatic lack of leadership

For more information please contact John Juricic at
250.812.8827 or john@etrafficsolutions.com



Concequences / Visioning

- Social Commerce
- Political Concequences – Community & solutions orientated thinking paramount
- Generational Conflict ongoing
 - Privacy
 - Respect
 - **We must show the leadership!**

For more information please contact John Juricic at
250.812.8827 or john@etrafficsolutions.com



*The
“if you only remember one thing from my
presentation slide”*

- Transparency, competition, economy, efficiency, fairness, consistency, integrity & accountability (all fundamental precepts of public procurement practises) are being re-evaluated thru a societal re-definition of community, communication & accountability leadership protocols - continue to demonstrate leadership thru your industry actions!

For more information please contact John Juricic at
250.812.8827 or john@etrafficsolutions.com



Etraffic Procurement Projects

- **2004-2005: PCMP** (Online learning portal for BC Provincial Government Procurement and Contract Management Program) - <http://www.procurementlearning.gov.bc.ca/>
- **2008-2009: FMCCP** (Online learning portal for BC Provincial Government Financial Management Curriculum and Certification Program) - <http://www.financialtraining.gov.bc.ca/>
- Development of learning portal / resource library / online assessments /
- Development of online communication centre for delivery of blended learning courses
- Development of online learning module
- Participation in instructional design and competency review (member of consortium)
- Online user-customizable organizer for content related to curriculum, financial management and risk management

For more information please contact John Juricic at
250.812.8827 or john@etrafficsolutions.com



Contact Information

For more information on Etraffic Solutions Inc.

- K-12 products and services @ www.etrafficsolutions.com
- Corporate Learning Services @ <http://corporate.etrafficsolutions.com>

For more information on this presentation
please contact John Juricic at john@etrafficsolutions.com

100- 710 Redbrick Street
Victoria, British Columbia
Canada

Telephone: 1-250-812-8827 or 1-866-658-8238

Fax: 1-250-658-5936

For more information please contact John Juricic at
250.812.8827 or john@etrafficsolutions.com

