



*Nina Spencer*  
BUSINESS KEYNOTES AND WORKSHOPS

To reach Nina call 416-588-3334 or e-mail [nina@ninaspencer.com](mailto:nina@ninaspencer.com)

## A Closing Keynote Presentation For the 2019 Leadership Symposium of...



### Based on the National Bestseller, *Getting Passion Out of Your Profession: Tips, tricks, and techniques to keep loving your living come what may*

**1. Use Words That Influence and Persuade Self and Others to Stay Engaged, Energized, Hopeful, and Positively Focused, Despite the Challenges of Change:** Choose positive language and thinking in your communications with colleagues/fellow staff, and external clients, to protect and heighten your own passion for your work, and to persuasively communicate your ideas and perspectives to others (whether they be fellow staff, clients, or even family and friends when your work day is done!). Learn the difference between the “good” and the “bad” of words you choose to convey your messages. **For example:**

- I can't do anything about this until I've talked with my supervisor, manager, etc.
- Is this a bad time?
- Thank you for holding/thank you for waiting.
- If you have any questions, don't hesitate to ask/call.
- You've misunderstood me/you've missed my point/don't miss my point.
- I understand your point but... You're doing great work but.. I can help you with that but... Everything's okay but...

**Think: “No, No, No Tom”** (Excerpt from: *Getting Passion Out of Your Profession*, pages 21 – 32)

### **2. Acknowledge and Declare Your Professional Value and Contributions, Come What May:**

It's incumbent on you to find your inner fuel and energy to be *authentically* engaged and committed to the good work you perform, *no matter what's come down the pike of late*, for the sake of yourself, your colleagues and staff, and, ultimately, for the sake of all those you ultimately serve. To appreciate your fine professional contributions, and to inspire colleagues to do the same, remember to acknowledge how *well* you do *what* you do. **Know, and truly believe, your answers to these questions:**

- What are my professional strengths/my assets? • What do I do better than most in this position?
- How have I professionally grown this past year, despite it all?
- When it comes to my work, what's the most valuable professional lesson I've learned so far this year?
- How do I intend to apply that lesson in the balance of 2019?
- What are some of the most challenging things I've accomplished in this position?
- When it comes to my contributions, about what do I most like to receive compliments?
- When it comes to how I conduct myself with colleagues and clients, about what traits/qualities am I proudest?
- I am/we are doing “well/well enough”; *now, how do I/we go from “well/well enough” to “excellent,” despite it all?*
- How can I facilitate myself to actually *want* to go from “well” to “excellent,” no matter what? One way is.....

**Think: “Me Inc.”** (Excerpt from: *Getting Passion Out of Your Profession*, pages 34 – 35.)



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**3. Keep Your Balance Through Challenging Times/Protect Your Sense of Humour:** Despite possible workplace stress brought on by change and uncertainty, when it's tasteful, timely, and appropriate, be sure to fold-in some workplace humour *every* day. The bond of laughter can strengthen professional and personal relationships, and promote a workplace culture that's more conducive to the harmony, productivity, and positive energy required to get the job done well—especially through rough times. How can *you* help foster tasteful and appropriate humour at work? Remember, you can't make *them* into something *you* are *not*. Start a humour cycle, instead of one of anger or stress.

**Think: “Porcupines = People!”** (*Excerpt from: Getting Passion Out of Your Profession, pgs 47 – 63*)

**4. Practice Creativity—Practice Shifting Perspective:** Creativity and perspective have everything to do with "controlling" your thinking. Think of “control” like the weather: when you go outside, you get what's there. It's up to *you* to shift perspective (change your “clothes”), and encourage colleagues to do the same, to deal with all the "weather." Improved resourcefulness is a frequent byproduct of shifting perspective, and shifting perspective is a skill *anyone* can develop... it's the ability to see problems and solve them *creatively*. It's easy for most to *see* “problems,” but more artful to evolve and practice the skill of changing how you *think* about those problems. One who thinks “solutions” instead of “problems” can be a difference maker. And a team and *filled* with “difference makers” get things done, through times of change and any time.

*(Excerpt from: Getting Passion Out of Your Profession, page 71)*

**a. The Paomnhehal Pweor of the Hmaun Mnid:** “I cduolt blveiee that I cluod aulacly uesdnatnrd what I was rdeniag. Aoccdnrig to a rscheearch study at Cmabrigde Uinervtisy, it deosn't Mttaer in what order the ltteers in a word are, the only iprmoatnt thing Is that the frist and lsat ltteer be in the rghit pclae. The rset can be a taotl mess and you can still raed it wouthit porbelm. This is bcuseae the human mind deos not raed ervey lteter by istlef, but the word as a wlohe. Amzanig huh?

(as originally appeared in the Cambridge On-line News, U.K., August 16, 2003)

**b. Draw a picture of a stick-figure boy giving a stick-figure girl flowers:**

**c. The Challenge of Ankles and 6's**

*(Excerpt from: Getting Passion Out of Your Profession, page 71)*



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## **5. Nurture Your Professional Relationships, and Inspire Colleagues and Others to Do the Same:**

Find creative, time efficient ways to stay in touch with your *professional* circles of influence and connections, *and expand those circles regularly*. Keep in touch with enthusiastic colleagues within OMSSA, and within your organization/within your local workplace family too, to sustain passion for your work. Nurturing your internal and external networks, and professional relationships, helps you go from doing what is expected “just because I’m required to,” to actually *wanting* to advance and champion your municipality’s/organization’s mandates, visions, values, and goals. And *always* attend OMSSA and employer-championed events yearly, to help sustain your proud profile and brand.

### **To help you positively network, answer these questions:**

- With whom, within my municipality, do I *enthusiastically* “talk shop?”
- With whom do I enthusiastically “talk shop,” or exchange ideas *beyond* my particular location/home offices?
- How many ways can I expand my network of people who have the same professional interests as I?
- With whom at work do I share my professional victories? Elsewhere/beyond the workplace?
- How big and diverse is my professional network?
- Do I *want* to continue to expand my network beyond the Social Services department within my municipality?
- If “Yes,” one thing I can still do today, while still here at the closing part of at this valued OMSA Conference is...

**Think: “Tipping rowboat”. Think: “We’re all in this boat together.”**

*(Excerpt from: Getting Passion Out of Your Profession, pages 113 – 114)*



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## Biography

**Bestselling author of *Getting Passion Out of Your Profession*, and *Time to Creep, A Time to Soar*, profiled by the National Post as “One of Canada’s leading motivational speakers,” periodic expert advisor on workplace leadership and communications to The Globe and Mail, recurring on Biz TV, Newstalk 1010, CBC, and Rogers TV as host of *Daytime*, \*Nina originally hails from OD within the OPS. Offering 20 years of speaker expertise. Nina’s clients regularly feedback:**

“Thanks for your keynote at our all-staff day. Evaluations were fabulous! One of our senior managers said, “Where have you been hiding Nina all these years?” This was our best staff event ever and your contribution was definitely a terrific part; much appreciation to you.”

*Judy Dunnington, Reg. Director’s Office, Ottawa, Ont. Ministry of Community and Social Services (6x)*

“Thanks for your words of wisdom. Staff really enjoyed hearing you. You rang lots of bells for them and created a very positive atmosphere, that will carry on over the coming year.” *Suzanne Gagnon, Reg. Director, Eastern Region/Ontario MC&SS (6x)*

“I thoroughly enjoyed your keynote and heard lots of positive comments. You offered exactly the right tone and message for our group, as they came from some stressful experiences during H1N1 and are in the process of revitalizing for the year ahead..”

*Cathy Jaynes, Director, Healthy Lifestyles Public Health Branch, Region of York (3x)*

“Great success! It was my first time hearing your keynote. Now I understand why your name comes up repeatedly when groups are looking for an inspiring, engaging speaker. You hit all the right notes, Nina! We all walked away motivated and energized and with new tips and techniques to bring out our inner power and passion.” *Thanks so much.* *Mary Reali, Deputy City Manager, City of Vaughan I Community Services (3x)*

“Nina, you were great! Your presentation was well laid out with a good combination of humour and information. I thoroughly enjoyed it. You immediately engaged our audience, formed a relationship with us by learning everyone’s name and your energy appears to be immeasurable.” *Chas Anselmo, Municipal Advisor, Ontario Ministry of Municipal Affairs and Housing (3x)*

“Thanks for your inspiring keynote. Despite the wide spectrum of our audience, your passion and high energy captivated each of us. You have motivated us all to incorporate your positive communication tips into our everyday lives. The feedback about your presentation has been fabulous!”

*Roz Greenberg, Executive Director, JIAS LINC Programme/Jewish Immigrant Aid Services*

“Nina’s contagious energy is a force so strong it vibrates! From the moment you contact Nina, her passion illuminates so effortlessly and her professionalism is a breath of fresh air. Just speaking with Nina is inspirational in itself. Thank you Nina for all of your kindness and hard work. As I have told you countless times, you have been an absolute pleasure to work with.” *Natasha Dailey, Durham Region Unemployed Help Centre*

“Great positive feedback on your keynote! As expected, folks are relaying that your keynote was engaging and full of great energy and great ideas. So thanks for ending our staff day on such a high note—not easy to do as the last presenter of a very full day! Kudos to you, Nina! I’ll definitely share your name, and recommend your services and books to my colleagues, as a great reference for motivational speaking events.” *LouAnn Micallef, Reg. Mgr., Ontario Ministry of Children and Youth Services (6x)*

“Overwhelmingly positive feedback!” *Sonia Bozzo, Probation Mgr., Ministry of C & YS/, Youth Justice Services (6x)*

“Thanks for your delightful keynote! We’ve had such a positive response from staff, as people have been reflecting on your pearls of wisdom. You have re-ignited a connection for many to the passion that led them to their respective fields within healthcare and your authentic and dynamic presentation skills are second to none. We’re so fortunate to have had the opportunity to hear you speak at our organization’s staff event.”

*Amanda Pike, B.A., M.Ed. Organizational Development Manager, Central West Community Care Access Centre*

“Our agency experienced Nina’s wonderful keynote. I encourage your organization to book her services for your convention or staff event. In turbulent times we need inspiring and practical knowledge that we can apply to our work and ‘get the passion’ back into our professional and personal-life. Nina truly put the enthusiasm back into our staff through her keynote address. As is evident by the feedback, Nina has a fresh and compelling message and learnings to share with audiences.” *Raymond P. Applebaum, C.E.O., Peel Senior Link*

“Thanks for your keynote at our Strategic Plan Launch. You did an excellent job of tying our strategic directions with your 8 key points. Staff feedback on your presentation was overwhelmingly positive.” *Wayne Orr, Director of Admin., Wellington-Dufferin-Guelph Public Health Unit*

“Your keynote was fun and inspirational—the perfect way to end our day. You’ve pumped us up for weeks!”

*Natasha Girard, Executive Director, Hospice Kingston*

“Another inspirational talk! Feedback has again been extremely positive! I’ll definitely recommend you to my colleagues.”

*Roberto Rossini, Deputy City Manager & Chief Financial Officer, City of Toronto (2x)*



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An Honours Psychology graduate of York University, long serving columnist with Canada's *Training Report*, publisher of the acclaimed newsletter *Working Wisdom*, former professional figure skater, and with her 2011 summit of Mt. Kilimanjaro—the world's tallest freestanding mountain—Nina brings 20 years of HR/Organizational Development, and professional speaker/workshop facilitator expertise to each of her presentations.

**Nina was a recurring radio personality of Bell Media's 1150 AM/CKOC radio in 2014 and 2015, and a 2016/17 host of the Rogers TV program DAYTIME TORONTO, as well as featured on TVO's THE AGENDA in 2016. She has also appeared on other radio and tv programs, such as:** CTV's Report on Business TV, CITY's Breakfast TV, Global TV, Biz TV Canada, CHEX, CHCH, CHUM, CFRB/Newstalk 1010 (3x) Zoomer Radio (3x), Classical 96.7 (3x) and CBC, and on Air Canada's In-flight Business TV channel. As well, she has been **profiled in publications such as** The Globe and Mail (repeatedly), National Post, Toronto Star, Huffington Post, Ottawa Citizen, Edmonton Journal, Calgary Herald, Hamilton Spectator, Oakland Tribune, New Brunswick Telegraph, Maclean's, Canadian Business, Profit, Canadian Manager, and Chatelaine Magazines, alongside numerous professional journals.

**Nina's corporate clients include:** BMW, Bombardier (2x), Desjardins Financial (3x), Whirlpool, State Farm (2x), Xerox (2x), Imperial Oil, Otis, Carrier (2x), Levis (2x), McDonalds, Korn/Ferry (2x), Mercer HR (2x), Torys, Yellow Pages, Pharmacists of Loblaw and Overwaitea Grocers (2x), Manulife, Mackenzie (6x), BMO, TD Bank (2x), ScotiaMcLeod (3x), RBC (3x), Royal LePage, Telus, Sprint (2x), AT&T (4x), Rogers (4x), Bell (2x), Maple Leaf Foods, Ellis Don (2x), Cadillac Fairview, Dufferin Constructions, CBC, Enbridge Gas (2x), and 407 ETR (6x).

**Nina's Healthcare and Wellness clients include:** IPAC (3x, Nova Scotia, London and National), Registered Practical Nurses Association of Ontario (2x), University Health Network (2x), Trillium Health Centre (5x), London HSC (2x), Sunnybrook HSC (3x), Ottawa Hospital William Osler HSC, Saskatoon HC, Samuel Lunenfeld Research Institute, Mt. Sinai Hospital, Thames Valley Hospitals (2x), Scarborough Hospital, Ontario Hospital Association (3x), Nurses of Renfrew County, Lunenburg Home Support Services Nova Scotia, PEI Health, **Trent Hills FHT, Markham FHT, Couchiching FHT, CCAC**, Atlantic Canada Clinical Engineering Society, Glaxo, Novartis, Roche, Lilly (2x), Amgen, Pfizer and Novopharm Pharmaceuticals, Ontario Association of Pharmacy Technicians, Association of Medical Radiation Technologists, Pharmaceutical Personal Care Logistics Association, Medical (Hospital) Pharmacies, **Ontario Association of Non-Profit Housing Services for Seniors, Ontario Long Term Care Association (2x)**, Caressant Nursing & Retirement Homes, Central Care Corporation/Central Park Lodges, Revera Retirement Residences, Bella Senior Care, GoldCare, Campana, **Warkworth Hospice (2x), Hospice Kingston**, Alberta College of Paramedics, Alberta Association of Optometrists, Canadian Blood Services, Central Services Association (hospital equipment), **York Health Region (2x), Peel Health Region, Wellington-Dufferin-Guelph Health Region, Saskatchewan Health Region, Ontario WSIB (multiple x), Ontario Ministries of Health & Long Term Care (6x), Community & Social Services (6x), Municipal Affairs & Housing (2x)**, Widex, **Parks and Recreation Ontario (3x)**, numerous municipalities, National Arthritis Society, National Diabetes Association, Easter Seal Society, Canadian Mental Health Association, LacLaronge Indian Band Health Services Saskatchewan, Associations of Workers' Compensation Boards of Canada, and Eastern ON Laboratory Association.

**Nina has addressed the HR Professionals Association/HRPA at annual conferences on four occasions, and served as a recurring guest management development workshop facilitator for the Canadian Management Centre for ten years. She keynotes on:** leadership from every seat, interpersonal communications, dealing with change and challenges, professional self-worth, employee motivation and self-motivation, service, team building, dealing with difficult people, presentation skills, goal-setting/achieving dreams (lessons learned from climbing Mt. Kilimanjaro—her most recent book) and, most of all, rebuilding workplace passion. *Nina's* passion is helping professionals reclaim *their* passion. If you are searching for excellence in a keynote speaker—an *Ontario-based presenter* who knows how to reach a diversity of audiences, *is particularly embraced by public service professionals, and knows firsthand the experience of employment in public service*—know that Nina is a rare homegrown find, indeed. With her energetic, informative style, and unique perspectives, you can trust Nina to help make your next annual conference or staff event an inspiring, interactive, informative and long-to-be-remembered *positive* experience.