

## *Human Resources and Transformation Projects*

### **Canadian Food Inspection Agency**

Judith was responsible for developing a discussion paper on the need for a Learning Framework within the organization which has been under tremendous risks and scrutiny in the past few years. The Learning Framework outlined a vision of how learning can help the Agency diminish these risks, developed a strategy on how to fulfill the vision and detailed a plan on how to implement that strategy. Working closely with the Director of Learning Initiatives and her team, Judith developed a clear framework that identified risks and learning priorities and outlined how learning throughout the Agency can help prepare staff to handle these fast-changing risks.

### **Council of Federal Libraries Consortium**

The Consortium is the business arm of the Council of Federal Libraries a division of Library and Archives Canada. The Consortium is responsible for negotiating group rates with information suppliers and handling business development aspects of the Council. Judith worked closely with the Consortium to assess a business plan which outlined the possibility of developing the GOC Electronic Resources to the Desktop initiative as well as a Federal Science E-library.

Her task was to provide an analysis of these initiatives and suggest how best the Consortium could move forward with these initiatives without jeopardizing the approval and funding for either initiative. The task also included providing recommendations on how best to position the Desktop Tools initiative, identifying clear key messages and suggested communications tools. During this process, a rich set of options were developed which were rigorously evaluated. As the client said, “Judith kept the process focused on practical, realistic outcomes and methods of becoming more client-centric”.

### **Council of Federal Libraries (CFL)**

Building on the success of the project with the CFL’s Consortium, Judith guided the Council of Federal Libraries, the body through which Library and Archives Canada fulfills its mandate to coordinate federal library services, in a transformation process to restructure and strengthen their organization.

The CFL was concerned that it was not aggressively driving the agenda to help the federal library community better serve its own clients and Canadians. Judith served as the guide to help them identify their strengths and weaknesses and developed a strategy and plan to implement the strategy. She acted as moderator at planning sessions, interviewed stakeholders, and suggested recommendations for improvement. The final deliverable was a clear strategy to help the CFL move forward, complete with messages to various stakeholder groups.

### **Treasury Board of Canada (Shared Services)**

Working with the executive director of Shared Services, Judith created a communications strategy to build employee buy-in and participation in a pilot shared services project that involved five departments/agencies. Working as part of a team to establish a business plan for the multi-departmental shared services initiative, Judith created the communications strategy component.

## Technology & Internet Projects

### Public Works and Government Services Canada

Judith has been involved in a variety of technology-related projects. In the past year she has laid the groundwork for communications efforts in two projects within the Finance Branch of Public Works and Government Services Canada: Internal Control over Financial Reporting and SAP SIGMA. In both projects she created a communications strategy, developed communications tools and created vehicles that helped managers better communicate both internally and with clients.

### Technology Launches

Several years ago, she helped launch various technology products in the United States. They include the *Hyperion*, at the time the world's most powerful, portable business computer, *Dynasty*, a local area network system, and *SoftwareLand*, a Phoenix-based chain of software retailers.

Judith helped SSRM Tek, a security-related technology that is a powerful psychological screening tool, get a foothold in the anti-terrorism industry. She wrote the majority of all new documents, re-wrote existing materials, coordinated the development of the web site, liaised with security and embassy personnel in Canada and the United States and coordinated marketing efforts. Those efforts are only now bearing fruit, with the technology being used by the US Defense Department in Afghanistan.

She also helped move forward the efforts of an Ottawa online technology company, [www.vdolife.com](http://www.vdolife.com). The main product is an interactive online communications tool that allows one to overlay a moving, borderless spokesperson over an existing website without having to make any adjustments to an existing site. As the company's vice president of marketing and sales, Judith was responsible for all phases of marketing, including media relations, web site development, creating a marketing guide for resellers, opening doors and getting a foothold in the federal government through projects with Service Canada and the Department of Canadian Heritage.

### Not-for Profit

Between 2000 and 2003, Judith was the driving force behind Sandrine's Gift of Life, a non-profit organization aimed at increasing awareness of organ transplantation. The major project was an online education project funded by the United States Department of Health and Human Services Division of Transplantation. Judith coordinated the efforts of Ottawa-based ePals.com to create an online education project that reached into 191 countries. Judith was the liaison between the Department, ePals.com and transplantation organizations throughout North America on this complicated and massive project, helping to design the site's content, ensuring that the writers were well briefed and coordinated efforts with the department.

## Strategies

Among Judith's communications strategies and plans of action over the years, here are but a few:

- Developing a strategy to build buy-in from within the Finance Department of Public Works and Government Services Canada for the Internal Control Over Financial Reporting initiative.
- Creating a strategy for SAP SIGMA, PWGSC's financial management system.
- Developing a communications audit and strategy for the CAA Northeast as this multi million dollar/year organization was transforming from a non-profit to a for-profit organization. This strategy provided a blueprint through which a large communications budget could be more cost effective and better targeted;
- Creating a proactive, politically sensitive communications strategy for the Government of Colombia at the height of its drug exports to increase the country's positive attributes in Canada;
- Developing a communications strategy and plan of action for Canada Revenue Agency to introduce the implementation of an innovative, energy efficient and renewable energy project at a B.C. port of entry;
- Developing a communications strategy for Treasury Board that addressed sensitive changes in public service pensions; and
- Developing communications strategies for the launch of several technology products in North America.

## Other Projects

- Synthesizing a new business plan in easy-to-understand formats that would provide a clear, concise picture to employees and stakeholders;
- Working with Citizenship and Immigration Canada to position the multi-million dollar Global Case Management System vis-a-vis its stakeholders;
- Developing a vision paper for the Government's On-line initiative - specifically how it could be positioned government-wide;
- Leading advisor in the restructuring of the Ottawa hospital system. Working closely with the CEOs of the local hospitals to develop strategies and positions on how each hospital should be restructured to meet the Ontario government deadlines; and,
- Being the driving force behind *Patients First*, an organization headed by three former mayors that successfully fought the relocation of all trauma services located to one hospital site.