



CUYLM   
CONFERENCE

April 25-26, 2024 | Norwood Hotel

# Find Your Why: Contextualizing Leadership



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[cuylm.com](http://cuylm.com)

# Speakers / Facilitators

Full bios at [cuylm.com/cuylm-conference](https://cuylm.com/cuylm-conference) ▶



## KEYNOTE SPEAKER

### Jennifer Barroll

CORPORATE LEADERSHIP AND COMMUNICATIONS CONSULTANT

Jennifer Barroll is a passionate communicator. With a background as an actor, media personality, and stand-up comedian, she uses her quick wit and energetic personality to deliver practical leadership training and communication tools. Having worked with some of the biggest brands, including NASCAR, Red Bull, and McDonald's, her engaging storytelling and practical lessons empower leaders, teams, and individuals to learn, grow, and evolve in order to reach their full potential.

Jenny B is a sought-after international speaker, host, and entertainer, who specializes in leadership training, communication, and change management.



## LEADING WHEN YOU AREN'T *THE* LEADER

### Brynden Devenny

MANAGER OF CLIENT EXPERIENCE, HOMEFIELD PEOPLE & STRATEGY

Brynden brings over a decade of organizational leadership experience after serving as COO in various non-profits across Manitoba, plus owning a strategic planning and organizational development business. Through these roles, he has gained significant experience in team and leadership development, strategy, and moving mission and vision from idea to reality.

Brynden is a Coach, a certified Working Genius, Everything DiSC® Certified Practitioner, and PXT Select™ Expert Practitioner.



## EQ > IQ

### Jody Milburn

GENERAL MANAGER, HOMEFIELD PEOPLE & STRATEGY

With over 15 years of experience as a management consultant, Jody has worked with organizations of all sizes on business strategy, leadership, and team development to achieve their objectives.

As a CPHR (Chartered Professional in Human Resources) and PXT Select™ Expert Practitioner, Jody is well-positioned to help your organization reach its full potential.



## STATE OF THE MANITOBA CREDIT UNION SYSTEM

### Curtis Wennberg

PRESIDENT & CEO, CREDIT UNION CENTRAL OF MANITOBA

Curtis Wennberg joined CUCM as President and CEO in 2021. He is chair of Celero Solutions, a technology organization owned by the credit union system, as well as a director at Prairie Payments Joint Venture, Credit Union Central of Canada and Everlink Payment Services Inc. He has spent a large part of his career in senior level positions in financial services with Manitoba Public Insurance, RBC, Toronto Stock Exchange, HSBC and GE Capital in Canada and Australia. He has held executive roles for businesses in credit cards, insurance, commercial finance, consumer finance, strategy, and marketing. Curtis is certified in Six Sigma and Agile Operational Development.

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THURSDAY, APRIL 25 **Day 1**

- 8:00 – 10:00 AM Professional Headshots *by appointment only*
- 10:00 – 10:30 AM Conference Registration
- 10:30 – 10:45 AM CUYLM Executive Committee: Opening Remarks
- 10:45 – 11:00 AM Networking Icebreaker *refreshments available*
- 11:00 AM – 12:00 PM CUCM Presentation: Curtis Wennberg
- 12:00 – 12:45 PM Lunch Break
- 12:45 – 2:15 PM Jenny B: Your Two Secret Superpowers
- 2:15 – 2:30 PM Health Break
- 2:30 – 4:15 PM Jenny B: Interactive Workshop – Strengths & Values
- 4:15 – 4:30 PM CUYLM Executive Committee: Closing Remarks
- 7:00 – 11:00 PM Networking Evening – Promenade Ballroom

FRIDAY, APRIL 26 **Day 2**

- 8:00 – 9:00 AM Networking Breakfast
- 9:00 – 10:15 AM Breakout Sessions *select one:*
  - Leading When You Aren't the Leader *or*
  - EQ > IQ
- 10:15 – 10:30 AM Health Break
- 10:30 AM – 12:00 PM Jenny B: What is Leadership?
- 12:00 – 12:45 PM Lunch Break
- 12:45 – 2:00 PM Jenny B: Directional Leadership
- 2:00 – 2:15 PM Health Break
- 2:15 – 3:45 PM Jenny B: Communication Tools
- 3:45 – 4:00 PM CUYLM Executive Committee: Closing Remarks

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## Find Your Why: Contextualizing Leadership



This year's conference revolves around interactive programming facilitated by sought-after international speaker, host, and entertainer, Jennifer Barroll. Jenny B uses a storytelling approach to teach practical lessons in empowerment and growth, encouraging individuals at every phase of their career to reach their full potential.

### Your Experience

The 2024 conference theme will focus on contextualizing leadership by diving into your individual strengths and values and how they correlate to your unique style.

We'll use a bit of psychology to dive into those core strengths and values and how you can use them in a practical way. We'll look at the deeper meaning of leadership using the anatomy of a leader, defining the key differences between being a boss and being a leader.

As an attendee, you will participate in interactive workshops, learning more about the different leadership mindsets, directional leadership, and leadership languages.

NEW IN 2024: Enhance your LinkedIn profile with professional headshots offered to registered attendees at no additional cost.

### Learning More

Our two unique breakout sessions will offer perspective on leading without being the leader and a look at the key differences between EQ and IQ.

We'll also welcome President & CEO of Credit Union Central of Manitoba, Curtis Wennberg, to discuss important themes and new developments within the credit union system.

### Networking Opportunities

The conference will provide plenty of opportunities to network with fellow young leaders and make new connections, including a special event on Thursday evening.



Sign up at [cuylm.com/newsletter](https://cuylm.com/newsletter)

### Join the CUYLM Newsletter

Be the first to know about opportunities to network with others who are passionate about the credit union system, provide feedback on relevant topics and issues that impact credit unions, and get information on workshops, events and resources that you may find helpful as you grow throughout your leadership journey. Sound good? Join our newsletter today!