

Dan Pontefract



Author, Speaker, Thinker, Leadership Strategist, Poet
CEO and Founder of Pontefract Group

Long Biography - Current as of March 15, 2020

Dan is the founder and CEO of Pontefract Group, a firm that improves the state of leadership and organizational culture. "Full potential is possible." He is an Adjunct Professor at the University of Victoria, Gustavson School of Business.

Dan is also the best-selling author of three books: *OPEN TO THINK: Slow Down, Think Creatively, and Make Better Decisions* (2018), *THE PURPOSE EFFECT: Building Meaning in Yourself, Your Role and Your Organization* (2016) and *FLAT ARMY: Creating a Connected and Engaged Organization* (2013).

On September 29, 2020, a new book will publish, *LEAD. CARE. WIN. How to Become a Leader Who Matters.*

His third book, *OPEN TO THINK* is the 2019 getAbstract International Book of the Year winner and the 2019 Axiom Business Book Award Silver Medal winner in the Leadership category.

Previously, as Chief Envisioner of TELUS he founded the Transformation Office in 2014 to help organizations enhance their corporate culture, leadership, learning, work styles & collaboration practices. While Chief Learning Officer at TELUS, Dan was responsible for the overarching leadership, collaboration & learning strategy for the company. Dan championed the introduction of the TELUS Leadership Philosophy (TLP), a collaborative-based leadership framework for 50,000+ team members. In parallel to these actions, he drove a philosophical and cultural shift in the way TELUS views and experiences learning called "Pervasive Learning" the shift to a social, informal and formal learning model. He further championed the use and deployment of collaborative technologies to complement both the leadership and learning frameworks. Between 2008 and 2018, employee engagement at TELUS soared from 53% to nearly 90%. Dan's innovation also led to the introduction of the TELUS MBA—run in partnership with the University of Victoria—which allows TELUS team members the opportunity to garner an MBA over two years. The program has won three international awards and delivered new revenues and savings in excess of \$300m.

His career is interwoven with corporate and academic experience, coupled with an MBA, B.Ed and multiple industry certifications. Dan is a renowned speaker, invited to deliver over 500 external keynotes and presentations, including four TED Talks. Dan also writes for *Forbes* and *Harvard Business Review*.

In 2010, Dan was acknowledged by CLO as a 'Vanguard Award' winner and was a 2-time winner by the Corporate University Best in Class Awards of the 'Leader of the Year' in both 2010 and 2011. In 2012, SkillsSoft awarded Dan the 'Learning Leader of the Year' for his work at TELUS and CLO Magazine bestowed the 'Learning in Practice Innovation Award' as well. He is also the recipient of the 2012 Brandon-Hall 'Gold Award in Strategy & Governance'. In 2015, TELUS became a 10-time winner of the prestigious 'ATD BEST' award under his leadership and was the first-ever recipient of the ATD Hall of Fame distinction. In 2013 and 2014, TELUS also placed in the top ten of the Learning! 100 Awards.

Previous to his ten years at TELUS, he held senior positions over twelve years with SAP, Business Objects, Crystal Decisions and the British Columbia Institute of Technology (BCIT).

Dan and his wife, Denise, have three children (aka goats) and live in Victoria, Canada.

Visit www.danpontefract.com for more information or email dp@danpontefract.com