

| **Grow** your career.
| **Level up** for the future.

Schulich Masterclass Certificate in Venture Talent

Level Up with JENNY DO FORNO, Chief People
Officer at TouchBistro.



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Agency for Southern Ontario

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de développement économique
pour le Sud de l'Ontario

Canada 



Schulich Masterclass Certificate in **Venture Talent**

So, you want to be a people person—to grow your people skills and move up in your career? Sure, you'll have to nail the basics, attracting, retaining, and developing talent, but you must also meet the right people. Why not do both at the same time?

Join this convenient online program and learn directly from Jenny do Forno, Chief People Officer at TouchBistro. Get exclusive access to recorded or live content from Jenny about the nooks and crannies of the industry and how to not only join but thrive in venture-backed organizations.

Grow your career.
Level up for the future.



30 hours of study over 6 weeks



Book this program [online](#)



Schulich Masterclass Certificate in **Venture Talent**

Come along and learn all the need-to-know skills and strategies from an industry star. Master the art of retaining and attracting top talent; develop a kick-butt talent management process; dive into high-performance cultures; create a culture of accountability and performance; and learn to consider the right legal and ethical questions.

But we're not just about the technical stuff. To make your mark in this industry, you need to know the right people. Get a backstage pass to meet and speak with Jenny do Forno, a renowned leader in the industry with 20 years of experience and connections under her belt. Work with peers that share your interests.

Unlock the secrets to success in Talent Management, meet all the right people, and score a goal on that project, role or promotion.



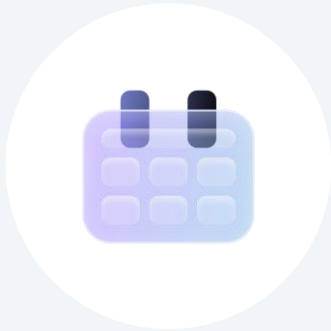
30 hours of study over 6 weeks



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Program Highlights



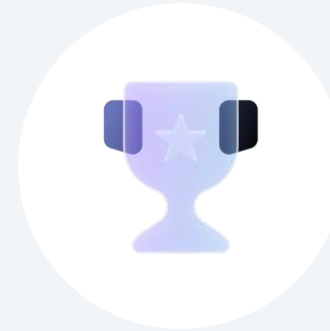
30 Hours of Study

Rich learning in just
30 hours of study over
6 weeks



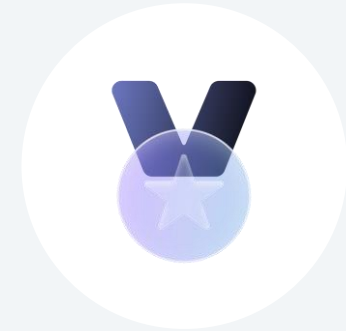
Amazing Education for Busy Professionals

Learn from a Chief People Officer in
conveniently online format, either
asynchronously or live.



Learn from the Pros

Gain private access to pre-recorded
or live lessons with Jenny do Forno,
Chief People Officer at TouchBistro.
Get a leg up in the industry by
connecting with one of its stars.



Masterclass Certificate

After completing the program,
receive an authentic digital
badge from the #1 business
school in Canada that
employers will recognize.



Program Faculty



Jenny do Forno

Chief People Officer
TouchBistro

Jenny do Forno has over 20 years of experience creating talent strategies and programs that build award-winning cultures. She is currently the Chief People Officer at TouchBistro, a startup that has raised \$319.6M in total.

Jenny brings a depth and breadth of experience, which covers both large enterprise organizations and startups – supporting throughout multiple funding rounds, debt financings, mergers and acquisitions, and beyond. Prior to joining TouchBistro, Jenny worked in several HR leadership roles at top executive search firms, as well as companies like Moneris Solutions and Info-Tech Research Group. Previously, Jenny spent the last several years as part of the founding team at Canadian fintech startup Nest Wealth and continues to work with startups to build their people, practices, and strategies to accelerate business.

Program Content



Module 1: Introduction to Talent Management in Startups

An overview of talent management and its importance in a startup environment. Talent management IS business strategy and is a critical element in the success of any organization.

- Consider the outsized impact of talent management in startups in optimizing for success
- Identify the unique challenges and opportunities of managing talent in a startup context
- Identify the key competencies and skills required for success in a startup environment
- Outline levers and tools available within organizational structures

Module 2: Attracting and Hiring Top Talent

Explore how to develop a recruitment strategy that aligns with your company's goals & values and helps supercharge your Talent pipeline. It will include insight and real examples of some of the best employment brands, creative sourcing techniques, and a focus on the fundamentals of the process, such as job descriptions, interviews, processes, and more.

- Develop your "Employment Brand" and build an authentic and attractive story to win the best talent
- Review the best practices for crafting compelling job descriptions, conducting interviews & assessments, and finding the right talent for you
- Apply effective sourcing techniques, such as leveraging passive candidates, networks, and social media
- Analyze the hiring considerations in making competitive offers, negotiating salaries, and talking equity

Program Content



Module 3: Retaining and Developing Talent

Hiring is only one side of the coin. The other side is how you keep, develop, and motivate your team. The cost of turnover or a bad hire is high, sometimes valued as high as 2-3X of a first-year salary. Learn the importance of company culture on employee engagement and how to make it your secret weapon in keeping your most important talent.

- Summarize the importance of developing a strong company culture and what that entails
- Explain the science behind employee motivation and engagement
- Apply motivation and engagement theory to maximize outcome
- Determine the role that career development, competitive compensation, and company benefits plays in retaining and developing your team

Module 4: Building a Performance Culture

A performance culture is crucial for any organization's success. Learn how to get the best out of your people and how to set performance expectations and goals, create a culture of feedback and communication, and do so in a way that helps build better teamwork, increased employee engagement, and improved business outcomes.

- Organize the way you set performance expectations and goals
- Conduct effective performance reviews
- Provide regular feedback and coaching
- Assess performance issues and manage underperformers inside the organization

Program Content



Module 5: Legal and Ethical Considerations in Talent Management

Now for the fine print: Learn how to navigate the many legal and ethical considerations involved in HR leadership roles in a startup. We will explore some employment law basics, as well as requirements around confidentiality and data privacy. We will also discuss the importance of Diversity, Equity, and Inclusion and how to weave it meaningfully and impactfully in your company.

- Integrate employment laws and regulations in your company
- Explain the importance of diversity, equity, and inclusion in building effective talent management programs
- Recognize and solve conflicts of interest and ethical dilemmas
- Organize a confidentiality and data privacy strategy

Module 6: The Future of Work

This final module will wrap up the major themes of the program and focus on the major trends and considerations for the future of work and how to successfully anticipate and build for the future.

- Describe and assess emerging workplace technologies and what they can do for you, such as HRIS, ChatGPT, and compliance software
- Estimate how the demographic trends and changing sentiments of employees shape how companies operate
- Review real-world cases of companies on the forefront of these changes
- Analyze how companies are turning disruption into a competitive advantage

Program Content



Project: Employment Brand Audit

The culminating project is the creation of an Employment Brand Audit that assesses the current Talent, People, and Culture practices, strategies, and programs in place. By applying the six pillars covered, integrate your Employment Brand in your internal and external materials, in order to attract, retain, and manage top talent. Discover the blind spots and internal levers in your organization and create a high-performing culture that maximizes business outcomes and creates a strong business culture for the organization's next stage of business.

Graduation Networking Event with **Industry Leaders**



Chris Carder

Executive Director, Office of
Innovation and Entrepreneurship at
Schulich School of Business



Cherry Rose Tan

Entrepreneur in Residence, Office of
Innovation and Entrepreneurship at
Schulich School of Business

Join Us in Celebrating **You.**

Celebrate your program graduation with Senior Leaders in the Venture Ecosystem and Leaders from the Schulich Startups Community. An opportunity to make in-person connections with top professionals and network for future job opportunities. Hosted in downtown Toronto at Schulich ExecEd.



Prashant Matta

General Partner
Panache Ventures



Jenny Do Forno

Chief People Officer
TouchBistro



Izabella Gabowitz

VP of Operations
Q2



Leen Li

CEO
Wealthsimple
Foundation



Josh Guttman

CEO
SELLIT9



Schulich
School of Business
Executive Education

YORK U

Who Will Benefit



Aspiring Talent, People, and Culture Leaders

Early Talent, People and Culture professionals can expand their knowledge and skills to break into the talent management industry. Gain a comprehensive understanding of the critical importance of talent management in startup and scaleup success.



Mid-Career Talent, People, and Culture Leaders

Mid-career professionals with 3-5 years of work experience in the innovation, startup or scaleup industry can prepare for their next project, role or job promotion and gain the knowledge and skills to transform their organization's Talent platform.

Completion **Benefits**

After completing the Schulich Masterclass Certificate in Venture Talent, you'll receive an authentic digital badge from the #1 business school in Canada that employers will recognize.

As more and more companies look for candidates with specific skills, this badge on your CV will be a credible assurance of your achievements and expertise, allowing the right roles to find you faster.



Masterclass Certificate

You've completed a series of unique, high-level modules, which constitute a Masterclass Certificate.

Why a Certificate at Schulich ExecEd?

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

We are #1 Business School in the Country

We have the privilege of being ranked #1 and teaching top students from around the world.

Our Program is Unique

Distinction from growing competition in the job market.

We Provide a Combination of Skill Specialization & Range

Deepen your current skills and acquire new ones.



About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

We Provide:

- Short programs building an individual business skill have industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





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