

READY TO SCALE

Building Capacity, Sales Pipeline & Competitive Advantage

Date: October 27, 2026

Time: 7:30AM - 1:00PM

Location: 2935 Pembina Hwy
Four Points by Sheraton Winnipeg South
Manhattan Ballroom

MC: TBD

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Purpose:

Provide practical insights, peer learning, strategic discussion, and actionable takeaways that connect internal operational excellence with external market growth.

Format:

This is an interactive discussion to explore:

- Capacity building
- New market strategies
- Building a sales pipeline to fill newly gained capacity

Target Audience:

Senior leaders, executives, business owners, and decision-makers.

EVENT AGENDA

Time	Mins	Session	Who
7:30		Doors open	
8:00	30	Networking Breakfast Arrival, breakfast, networking, and introductions.	
8:30	35	Executive Panel Discussion How operational excellence and market strategy work together to drive growth and business performance.	Jeff, John and Guests
9:05	35	Operational Excellence Session Building a problem-solving culture, leadership alignment, continuous improvement, and practical examples of transformation.	John
9:40	20	Networking Break Coffee, conversation, and peer networking.	
10:00	50	Market Diversification Session Market positioning, customer value, sales alignment, and strategies to diversify into new markets and strengthen competitive advantage.	Jeff
10:50	40	Mark Humphrey: Keynote Leadership, growth, and thriving in times of change. Leave inspired and ready to act. - Includes ingress and egress	Mark
11:30	35	Networking Lunch Hot lunch, discussion, and relationship building with fellow leaders.	
12:05	40	Executive Action Planning Facilitated exercise to identify one key internal improvement opportunity, one market opportunity, and immediate next steps.	J&J
12:45	10	Q&A Open discussion, advice, sharing	
12:55	5	Closing	TBD
1:00		Adjourn	