

SALON SUR LES
MEILLEURES
PRATIQUES D'AFFAIRES

Palais des congrès de Montréal
Thursday, November 23, 2023

REGISTRATION

PLAYING FOR SUCCESS:

The recipe for transforming
your professional challenges

NEW!

Gamification
Zone

NEW!

Pavilion 5.0

IMPROVEMENT PROJECTS

PERFORMANCE QUÉBEC
AWARDS CEREMONY



Grand International
Conference

The Infinite Game
by Jerry Thompson III
Simon Sinek Group



Pierre-Olivier Zappa

TRAINING CAPSULES

LEADERS' FORUM

THE EXPERTS' ZONE

PLAYING FOR SUCCESS



PRESENTED BY



Avec la participation financière de



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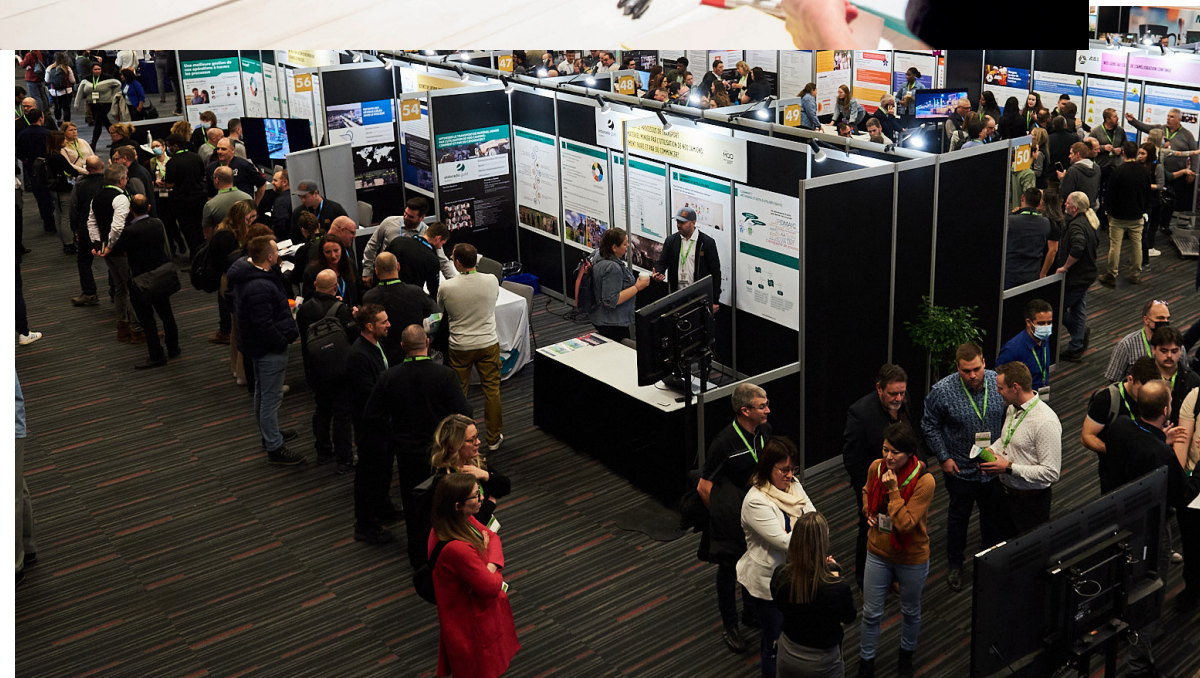


Développement
économique Canada
pour les régions du Québec

Canada Economic
Development
for Quebec Regions



The Salon is runs non-stop
from 8:30 a.m. to 5 p.m.



PLAYING FOR SUCCESS:

The recipe for transforming
your professional challenges

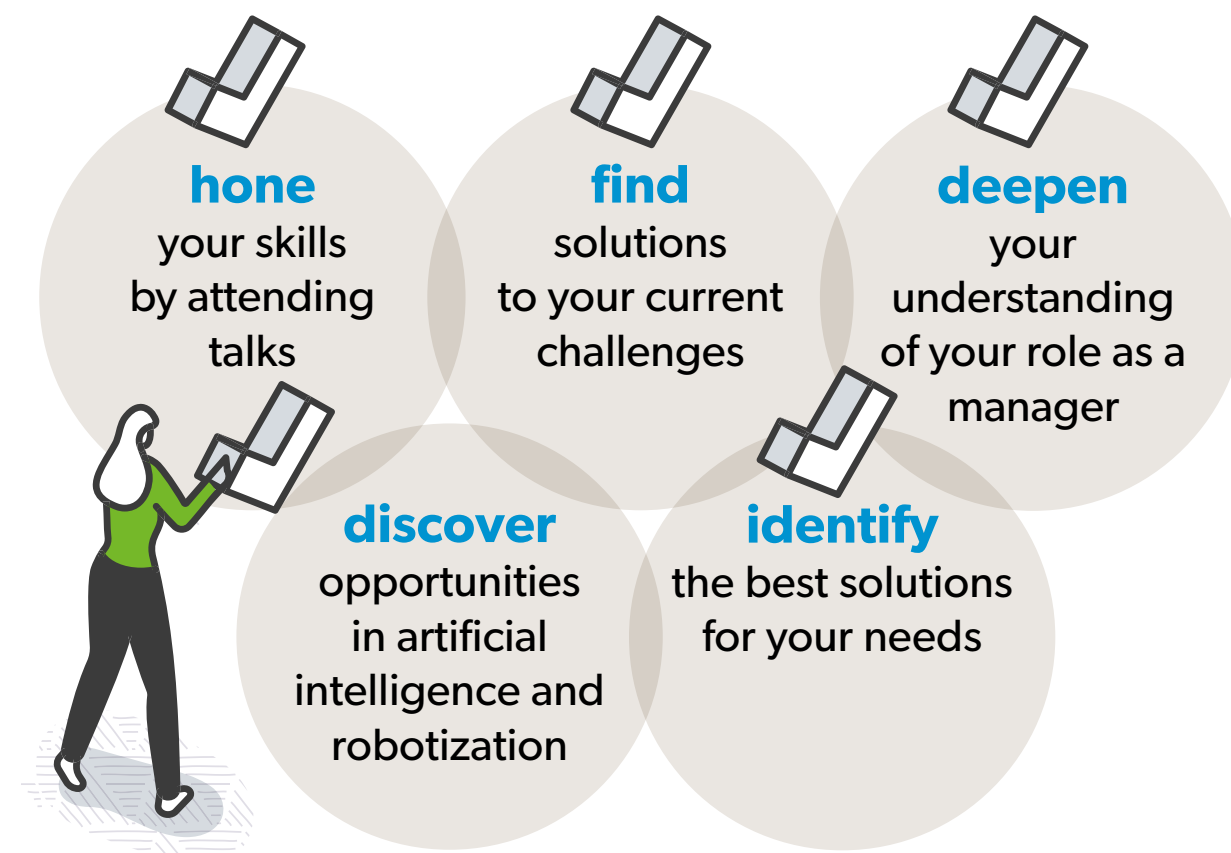
Every day is full of challenges. Your work is stimulating.
But you want to be inspired, get fresh ideas, adopt good
practices, and equip yourself to meet your challenges.

The 2023 Salon MPA program was designed for you. It will cover a wide
range of topics in tune with your ambitions:

- **Labour** management and retention
- Development of generic **skills**
- Adapting to **change**
- **Human-centred, digital** and **green transitions**
- **Productivity** and **competitiveness**

The Salon MPA is a veritable inspiration factory, with talks, conferences,
meetings with experts, a new pavilion, and even a gamification zone.

A visit to the 2023 Salon MPA
is also a chance to:



The Salon MPA was designed for those devoted to continuous
improvement and innovation: business leaders, specialists and students
alike. This is a rare opportunity to exchange ideas, learn about the
successes of Quebec companies and explore new trends.

« As a committed funding partner, we look forward to seeing you at this exciting event.
Discover the latest advances in the industry, create valuable connections and share your
innovative ideas.

Enjoy every moment and get inspired at this unforgettable event!

#MPA2023



REGISTRATION

Register now for the day’s activities!

SALONMPA.COM



PACKAGES	MEMBER PRICE	REGULAR PRICE
SALON ENTRY + LEADERS’ FORUM + GRAND INTERNATIONAL CONFERENCE	\$420	\$525
SALON ENTRY + LEADERS’ FORUM + GRAND INTERNATIONAL CONFERENCE + GALA LUNCH	\$535	\$695
SALON ENTRY + LEADERS’ FORUM <u>or</u> INTERNATIONAL CONFERENCE	\$315	\$365

Are you a student who would like to come to the Salon?
Contact us for the preferential rate!

Taxes not included.

À LA CARTE	MEMBER PRICE	REGULAR PRICE
SALON ENTRY	\$155	\$175
LEADERS’ FORUM	\$175	\$205
GRAND INTERNATIONAL CONFERENCE	\$175	\$205
GALA LUNCH	\$165	\$185
GAMIFICATION ZONE*	\$20	\$25
GALA LUNCH (Table for 10)	\$1,315	\$1,600

* Register online starting in November.
You must show your Salon entry pass to enter the gamification zone. Check our website for details:
salonmpa.com

Taxes not included.

« The entire CCTT Network team is thrilled to share the significant resources and expertise offered by organizations participating in this inspiring event. Explore practical and easy-to-implement solutions. Engage with multidisciplinary experts offering industry-leading knowledge. Launch into innovation with total confidence.

Representing 59 applied research centres across Quebec, the CCTT Network has several avenues for meeting current challenges. Our digital squad supports hundreds of companies in their transformation process through the “Mon succès numérique” (My digital success) program, which offers tailored solutions in robotics, artificial intelligence, production data, maintenance, transport, handling, and more.

This annual event brings together organizations that take great care in perfecting their business practices. It is the perfect opportunity to create valuable connections, empower your teams and reach your organization’s full potential.

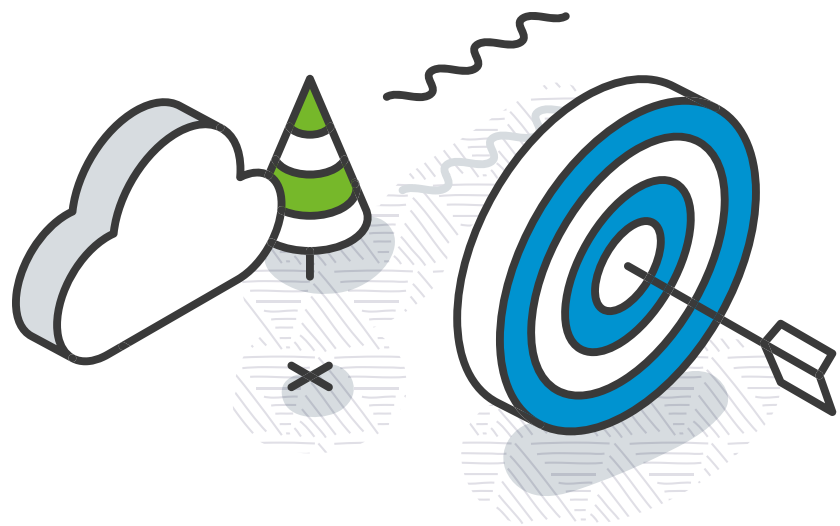
Make the most of this extraordinary experience! »



INFORMATION

514-874-9933, ext. 236
Toll Free: 1-888-874-9933, ext. 236
salonmpa.com
salonmpa@qualite.qc.ca

IMPROVEMENT PROJECTS



presented at the 2023 Salon MPA

The Salon MPA is an opportunity to discover what real teams in real organizations have accomplished in improving their work practices. Dedicated business professionals will be on site to present their approaches and answer your questions in person!

Visit the Salon MPA website to discover improvement projects presented by dynamic and committed teams from across all economic sectors.

ENGAGING LEADERSHIP	
ORGANIZATION	PROJECT
Aluminerie Alouette	Improvement initiatives as a tool for engagement
Aluminerie de Bécancour	Putting our people at the heart of continuous improvement: one small project at a time
Bombardier – Centre of Excellence	Driving operational excellence through leadership development
Hydro-Québec	Learning by doing to improve performance

LEAN AND SIX SIGMA	
ORGANIZATION	PROJECT
ArcelorMittal Long Products Canada – Steel, Rolling & Drawing Mills	Using <i>LEAN</i> to reduce the rate of non-conformities in a complex wire drawing process
ArcelorMittal Wire Mill (St. Patrick Street)	Modernizing work culture through the mini-mill model
Desjardins	Analyzing processes to learn about and optimize the mortgage note referral process
Norbec	Optimizing indoor storage to eliminate production stoppages
Premier Tech	Increasing the manufacturing speed of assembled modules in a multi-unit production environment
Rio Tinto Aluminium Atlantique – Alma plant	Improving performance through a focus on safe on-site movement
Société de transport de Laval	Integrated document management (IDM): the art of successful implementation
Stûv America	Developing a procurement management tool
City of Sherbrooke	Implementing a centralized application management tool with M365 to improve services to the public
City of Trois-Rivières	5S after 15 years: how to sustain the gains and keep your team engaged

PAVILION 5.0	
ORGANIZATION	PROJECT
BENEVA	Using customer experience to guide our decisions and investments
CHU de Québec – Université Laval	A virtual strategic leadership experience with KATA-based goal tracking
CISSS de Laval	Team management of patient stays: a success story in streamlining processes and technological solutions
Distech Controls	EarthLIGHT: Reaction, Action, Transformation!
Expert Mobilier, RéUTILisONs and GLM Conseil	Optimizing the eco-socio-responsible disposal of unwanted office furniture
Hydro-Québec	Reducing waste and secure supplies through the circular economy
Intelligence Industrielle	Implementing an intelligent monitoring system
Lakhos	Maximizing sales network effectiveness using the latest digital tools
Resolute Forest Products	Innovating via cellulose filaments—a new biomaterial of the future

HEALTH	
ORGANIZATION	PROJECT
CISSS de la Montérégie-Est	Hybrid mode, staff turnover, diverse skills: promoting cohesion to avoid chaos
CISSS de Lanaudière	Aire ouverte Lanaudière: plan continuous improvement of a service from its inception with <i>LEAN Design</i>
CIUSSS de l’Estrie – CHUS	Implementing a <i>LEAN</i> management system for day-to-day operations in long-term care facilities
CIUSSS de l’Estrie – CHUS	Successfully deploying the collaborative scheduling tool AgiliT
Groupe Alerte Santé	Helping to unclog the healthcare network by coordinating pre-hospital requests
Héma-Québec	Simulation to the rescue when varying needs must be met
Synertek Industries	Building a culture of health and well-being in the workplace


TOURISM	
ORGANIZATION	PROJECT
Musée de la civilisation	Optimizing the newsletter production process
Pointe-à-Callière – Montréal Archaeology and History Complex	Organizing an eco-friendly event: re-enacting the 18 th century public market
Escapade Mauricie	Sustainable mobility: developing shuttle routes to nature tourism and adventure destinations
Délices du Lac-Saint-Jean	ÉCONOMUSÉE® of the jam maker: Wild blueberry

NEW!

THE GAMIFICATION ZONE



Innovative tools never before presented at the Salon MPA!



Available time slots:
10 a.m., 11 a.m., 1:30 p.m., 2:30 p.m.

Presented by 

The experiential zone has been completely reimagined to highlight the concept of gamification. It is becoming increasingly popular to combine our predisposition for play with a reward system to boost team motivation, help teams achieve their goals and improve the overall work atmosphere. This is one innovative management approach to try as soon as possible!

Just taking part in one of the Zone’s innovative workshops gets you a trophy that you can add to your avatar. Those able to complete the practical challenge laid down by the facilitator will also get their hands on the coveted “premium” versions of these trophies!

Make the most of these workshops led by passionate experts. You’ll be bringing practical, useful tools back to your organization.

IMPORTANT: Spots are limited.
Get your ticket online from November 2023.
You must register for the Salon to access the zone.

GAMIFICATION ZONE	
WORKSHOP NAME	FACILITATOR
Choose your ERP without IT labour	Novipro
DKCP (future-oriented approach)	Coming soon
Gage R&R	Sergio D’Amico, Mouvement québécois de la qualité
Knowledge management	Matthieu Héroux, Isovision
The power of a well-designed operational dashboard	Syntell and Synerforce
The nitty-gritty of a 4.0 Audit	LEAN Expert
Agile wheel model	Mathieu Boisvert, GCM Consultants
Mura, muri, muda	Mylène Desrochers, Desjardins
Value proposition	CIM Conseil
Preparing an automation process	Stéphane Wagner, Desjardins
Wise Crowds	Levio Conseils
Kanban board	Mario Gaudreault, Ameliior
Team mapping	Happy Culture
Analyzing your psychosocial risks using the Karasek model	Léna Rossard, Mouvement québécois de la qualité
Fostering collective intelligence to optimize management	Patricia Girard, Plan Monark

Visit the Salon website find out more on each workshop and to register! salonmpa.com



Discover effective tools with seasoned members of the Mouvement training team.
Don't miss out!

TRAINING CAPSULES

Presented by: **CREATECH**
Une société Talan*



 **10:45 a.m.**

Power BI in 30 minutes:
creating a dashboard from data
extracted from a PDF file



Matthieu Lirette-Gélinas
President, Maverick-Analytik

Do you compile Excel files to track your performance indicators?
Do you find this task tedious? Don't worry, there is hope!

Learn how to import difficult data and how to manipulate and build an interactive dashboard that you can share with your colleagues. Power BI is the platform of choice to get this done. It is highly accessible and integrates seamlessly into all phases of your organization's digital maturity, whether it is in its infancy or you've mastered the art of supporting all business decisions with reliable information. We will use a PDF file to demonstrate how easy it is to transition from a common source of information to a report that speaks.

 **1:45 p.m.**

**Integrating empathy
in *design thinking*:**
building your solutions around
what your customers value



Magali Pelletier
Senior Advisor, Strategy, Product
Development and Marketing Management,
Institut de développement de produits

Solving complex problems or developing new product ideas to innovate differently is a real challenge for organizations. It is even more difficult to challenge personal biases and organizational problem-solving models. The *design thinking* approach can help you see things from a different angle: a human-centred perspective that you seek to serve.

Of the five steps in design thinking's iterative process (Empathize, Define, Ideate, Prototype, Test), the one with the most impact, the first, is also the one that is most difficult to achieve. Many people find it incredibly difficult to understand customers' realities and obtain the right information to know what they experience, feel and perceive before designing a solution. This short presentation will demystify this often poorly executed and overlooked step. You will learn a few tips to identify the right information and get a heads up on the pitfalls to avoid so you can start this process on the right foot!

SPECIAL TALK ON 5.0

 **2:45 p.m.**

**The future with Industry 5.0
begins now**



Louis J. Duhamel,
Strategic Advisor,
Deloitte

Still a little unclear on 5.0? Want to learn what it's all about? Wondering about the main challenges involved in this transformation?

This talk will present key statistics that demonstrate industry's relevance today and tomorrow. It will highlight relevant studies comparing Quebec to other major manufacturing nations, culminating with the outlook for Quebec.

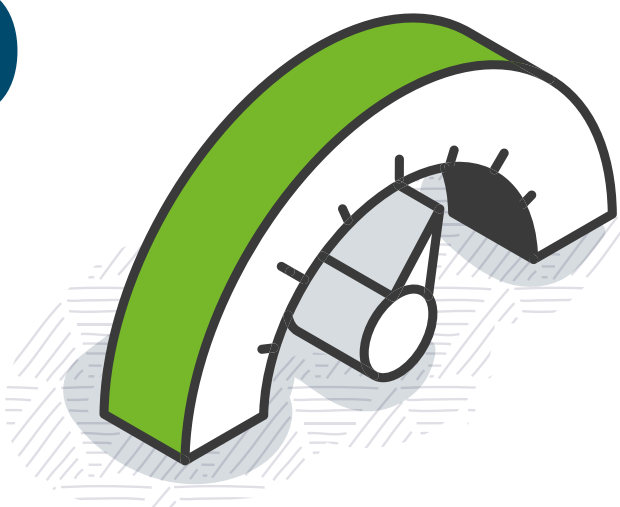
Louis J. Duhamel is a business strategist who has been sharing his expertise all over Quebec since 2011 with the "*Le point sur le Québec manufacturier Deloitte*" (The future of Quebec's manufacturing industry) roadshow. He helps the senior management and boards of directors of organizations implement winning strategies. He is also a seasoned strategic retreat facilitator. Mr. Duhamel is passionate about Quebec's economy. In addition to serving his clients, he leads research projects to publish studies that are valuable tools for the Quebec business community.

NEW!

PAVILION 5.0

Fast-track your green, digital and human-centric transition!

Presented by: 



« As a proud financial partner, we are delighted to welcome you to this extraordinary event dedicated to innovation and growth, with a focus on human and sustainable values. Explore new opportunities, connect with experts and discover industry trends. Take full advantage of this inspiring activity. »



“In addition to its digital component, the 5th Industrial Revolution puts people at the heart of the transformation and involves companies quickly reducing their carbon footprint... At present, Industry 5.0 is primarily a European phenomenon, advocating sustainable and responsible reindustrialization.”










Louis J. Duhamel talks about this in his article, [“Il faut migrer vers l’industrie 5.0 maintenant !”](#) (The time to make the transition to Industry 5.0 is now!)

Companies in the Pavilion 5.0 will offer a distinctly digital style while promoting environmental and human values. Experts will share advice during short presentations on stage in the centre of the Pavilion.

Meet the Pavilion 5.0 experts

Beneva | BNQ | BSI Canada | Université de Sherbrooke School of Management | LE-COURS | Ministère de l’Économie, de l’Innovation et de l’Énergie | Chartered Professionals in Human Resources – Quebec (CHRA) | SimWell | Vooban

Check out the Green and Digital Transition Pavilion improvement projects on [page 4](#) of this program.

TALKS PRESENTED ON THE PAVILION STAGE				
	TITLE	FACILITATOR(S)		ORGANIZATION
 9 a.m.	Portfolio of progress initiatives: getting organized to “perform”		Tom Bélanger, P. Eng., Director of Operations – North America	Humanperf
10 a.m.	Support resources for effective digital transformation planning, with the participation of the RCEI and ITMI		Pierre Dessureault, Strategic Advisor, Direction de la compétitivité et de la transformation numérique des entreprises	Ministère de l’Économie de l’Innovation et de l’Énergie
11 a.m.	How can ESG factors create value for your company?	 	Sophie Robillard, Vice-President, Private Equity and Impact Investing Industries – Investing Business Support and Chief Sustainability Officer Thomas Martinuzzo, Manager, ESG and Value Creation	Fonds de solidarité FTQ
12 p.m.	The reliability of measurements: a productivity challenge for manufacturers		Yoann Donat, Business Development Manager	Deltamu Canada
1 p.m.	Humans at the heart of manufacturing transformation		Carl Fugère, General Manager	Grouping of Industrial Automation Companies (REAI)
2 p.m.	Intelligent organization of the future: the convergence of data, innovation, sustainability and people		Elaine Mosconi, Professor and Scientific Director of the Createch Research Center on Intelligent Organizations	Université de Sherbrooke School of Management
3 P.M.	How to improve operational control with standard management routines		Simon Rochette, Director of Sales	Tervene

MEET THE EXPERT

9 to 9:45 a.m.

How can humans survive artificial intelligence?



Claudelle Rochon-Matifat, partner and leader in change of management and organizational transformation at Levio, director at the Association of Change Management Professionals (ACMP Québec)



Froduald Kabanza, Chief Technical Advisor in AI at Levio, professor at the Université de Sherbrooke

We often hear that AI is the electricity of the 21st century, and that data is the new oil. During this talk, we will focus on the management of human issues and organizational mechanisms that raise questions about the shift to artificial intelligence.

AI is a transformative technology that relies on an unprecedented ability to understand and predict human behaviour. By combining it with advances in biotechnology, we are moving more and more to an AI that knows you better than you know yourself.

The social, ethical and economic implications of such a shift are huge, both technically and strategically. Automation risks undermining the usefulness of many individuals, forcing organizations to rethink their approaches. One of the success factors is iterative and scalable implementation. You can see why all leaders should be taking AI seriously now, whether you are directly involved or not!

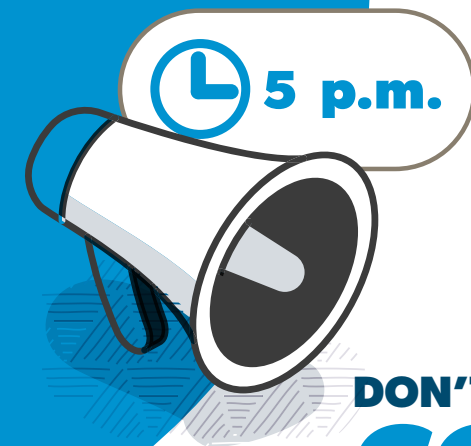


THE EXPERTS' ZONE

Knowledge at your disposal!

These specialists will guide you in your quest for information on best business practices.

CIM Conseil | Createch - A Talan Company | Deltamu Canada | Desjardins | GCM Consultants | Gemba-Walk by Shift Group | Groupe entreprises en santé Happy Culture | Humanperf Software | Isovision | LEAN Expert | Levio Conseils | Maverick Analytik | Minitab | Ministère du Tourisme | Novipro Plan Monark | PME MTL | Proaction International | Grouping of Industrial Automation Companies (REAI) | CCTT Network – My digital success Réseau des centres d'expertise industrielle 4.0 au Québec (RCEI) | Syntell | TEMA Solutions | Tervene | VKS



DON'T MISS OUT!
COCKTAIL
SALON MPA AWARDS
AND TOP MOMENTS
AFTER THE GRAND CONFERENCE

You have until 3 p.m. to vote for your favourite improvement project on the Salon's online platform.

The votes from the public and the panel of experts each count for 50% of the final score awarded to the improvement projects.

Join us for the presentation of the gold, silver and bronze awards as well as the Salon 2023 "Coup de Cœur" awards presented by our guests of honour.



LEADERS' FORUM

Presented by: 

How to maintain growth in an uncertain environment

The Leaders' Forum brings together five business leaders who have managed to maintain growth despite an uncertain economic and geopolitical environment.

The pandemic, the war in Ukraine, supply chain failures, strong inflationary spikes, rapidly rising interest rates, tightening monetary policies, rising US protectionism, and a labour shortage are among the challenges facing organizations.

In this context, executives are asked to regularly review and adapt their business strategies to keep their companies on track and thriving. A recent article in the [Harvard Business Review](#) underlines the importance of leaders demonstrating a high degree of versatility in their management methods, particularly in a volatile environment like we are experiencing right now.

Our 5 panellists



Steve Bérard
CEO of SP



Serge Bohec
CEO and Founder
of La Petite Bretonne



Isabelle Côté
CEO of Coffrages
Synergy Formwork



Nicolas Duvernois
President and Founder
CEO of Duvernois
Creative Sprits



Hugue Meloche
President and CEO
Meloche Group



Photo credits
Bruno Petrozza

Hosted by
Pierre-Olivier Zappa,
presenter at LCN and TVA

 **10:30 a.m. to
11:45 a.m.**

**What are the innovative and
sometimes bold strategies that have proved effective?**

**What tools and indicators guide leaders
in their decision-making processes?**

**How can you stay agile and efficient
in a dynamic environment?**

What are the lessons learned?

**What are the special skills and human qualities that enable leaders
to better manage uncertainty?**

These are just some of the questions that will be addressed
at the forum hosted by Pierre-Olivier Zappa.

BREAKFAST GALA

 12 to 2 p.m.

AWARDS CEREMONY OF THE PRIX PERFORMANCE QUÉBEC



The government of Quebec and the Mouvement québécois de la qualité invite you to the awards ceremony of the 2023 Prix performance Québec.

The Prix performance Québec are awarded to the private businesses and public organizations that have exemplified the application of best business practices to achieve remarkable results.

Inspired by the Deming Prize (Japan), the Malcolm Baldrige National Quality Award (United States), and the European Quality Award, the Prix performance Québec is Quebec's world-class business recognition system!

Don't miss: the special presentation by **Ernst Stoeckl-Pukall**, Head of Unit Digitization and Industry 4.0, Federal Ministry for Economic Affairs and Climate Action, and **Anja Simon**, CEO for Labs Network Industrie 4.0 on the evolution of Industry 4.0 towards Manufacturing-X and the Quebec-Germany partnership as part of the Ministère de l'Économie, de l'Innovation et de l'Énergie's Offensive de transformation numérique (OTN) [digital transformation offensive]



PRIX PERFORMANCE QUEBEC 2024

[SUBMIT YOUR APPLICATION](#)

The application process will help you:

- boost your organization's productivity and competitiveness
- provide your employees with a source of mobilization
- identify clear-cut paths towards improvement
- evaluate the changes and efforts your organization has made
- develop a customized and complete assessment report

Award winners will:

- boost their reputation and visibility
- receive their prize at a prestigious ceremony
- have the privilege of adding the seal of recognition to their publications
- have the chance to appear in televised and media advertisements for the Prix

What if, like CMP, your organization shone
for its commitment to performance?
[Visit the Prix performance Québec website](#)



GRAND INTERNATIONAL CONFERENCE



Presented in English.
Simultaneous French translation
available on site.

 3:30 to 5 p.m.

The Infinite Game

Hosted by an enthusiastic collaborator
from the Simon Sinek Group,

Jerry Thompson III

WE CAN'T CHOOSE THE GAME. WE CAN'T CHOOSE THE RULES.
WE CAN ONLY CHOOSE HOW WE PLAY.

In finite games, like football or chess, the players are known, the rules are fixed, and the endpoint is clear. Winners and losers are easily identified.

In infinite games, like business or politics or life itself, the players come and go, the rules are changeable, and there is no defined endpoint. There are no winners or losers in an infinite game; there is only ahead and behind.

The more we begin to understand the difference between finite and infinite games, the more we can see that infinite games are all around us. We will realize that many of the struggles that organizations face exist because their leaders are playing an infinite game with a finite mindset. These organizations tend to lag in innovation, effort, morale, and overall performance. In stark contrast, the leaders who embrace an infinite mindset build stronger, more innovative, more inspiring organizations. Their people trust each other and their leaders. With an infinite mindset, leaders have the resilience to thrive in an ever-changing world while their competitors fall by the wayside.

So, are game for the infinite game?

If there's one word that best describes Jerry Thompson III, it's "adventurer." A curious autodidact, Jerry has spent the last decade plunging across the borders of art, culture, and business to evolve his understanding of the world—from theory to practice. Jerry's explorations have led him to develop a rare array of perspectives and skills keen for solving challenges and helping those around him find what fulfills them.

As a speaker and facilitator, Jerry excels in captivating audiences. Through levity, logic, and radiant storytelling, he repositions even the densest of subjects to serve listeners from all walks of life.

A believer that adventure brings out the greatest transformations in each of us, Jerry simply invites audiences to take their next step towards a more inspired tomorrow.



AFTER THE GRAND CONFERENCE
**COCKTAIL
SALON MPA AWARDS
AND COUPS DE COEUR**

SALON SUR LES MEILLEURES PRATIQUES D’AFFAIRES

PRESENTED BY



Avec la participation financière de



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- Ministère de l’Emploi et de la Solidarité sociale
- Ministère de l’Économie de l’Innovation et de l’Énergie
- Ministère du Tourisme
- Ministère du Travail

The Mouvement québécois de la qualité thanks its governors for their support for the success of Quebec businesses!

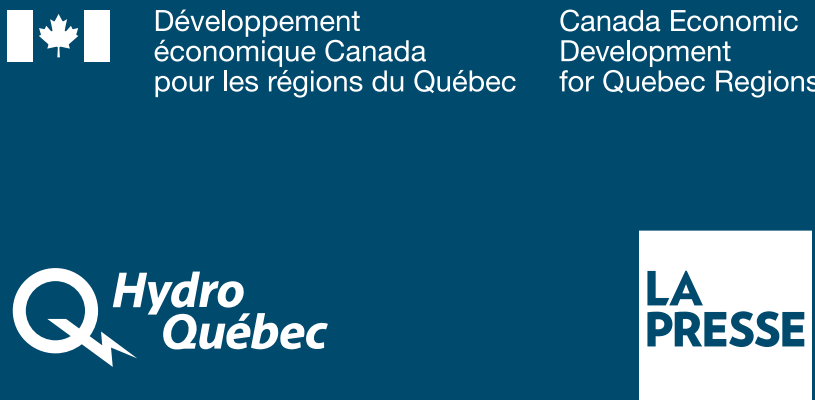
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- Ministère de l’Économie de l’Innovation et de l’Énergie

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- Ministère du Tourisme
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- Rio Tinto
- Société de transport de Laval
- Vooban

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