

2023

Year in Review



Presented To:

Mike Bayes

Director,
Epic

Presented By:

Anna Benson King

Consultant, Marketing
& Employee Services
Epic



epic
A BELL MTS
COMPANY

Objectives

2023 in Review.

Financial Targets



- ★ EBITDA
- ★ Revenue & Gross Margin
- ★ Churn

Employee Brand Experience



- ② Onboarding Plans
- ★ Launch SharePoint
- ★ Execute social strategy
- ★ Office upgrades

Customer Satisfaction



- ★ CSAT
- ② NPS Survey

Customer Brand Experience



- ★ Launch new website
- ★ Digital online presence
- ★ Thought leadership articles
- ★ Managed IT Campaign
- ★ MS Teams Product Launch

People Leader Initiatives



- ★ Enable staff objectives
- ★ Bell Workaways
- ★ Create safe & inclusive culture

Personal Development



- ② Meta & LinkedIn Training
- ★ Emotional Intelligence Course
- ★ Digital Marketing Course

Year End Highlights

Leading Impactful Change.

Sales Enablement

Key RFP Support:

- GoM, Blue Bombers, United Way

Product Strategy

- NPSI Process
- Product Support
- Service(s) Launch

Brand Identity

- Corporate Headshots
- Social Spotlights

Staff Experience

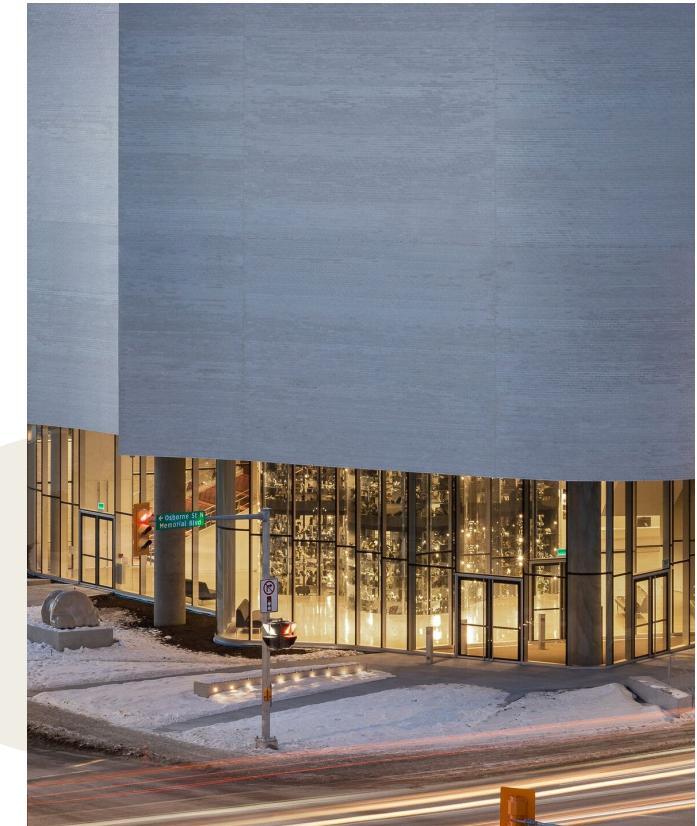
- Social Committee
- SharePoint Launch

Leader Initiative

- Strategy Planning
- Town Halls
- Meeting Administration

Ad Hoc Work

- Presentations
- PDF's



Accomplishments

Leading Impactful Change for Customers.

Service Strategy

Sales Aids & Collateral

Sales Campaign Execution

Revenue Generation

Brand Development

Business Strategy
Planning & Development

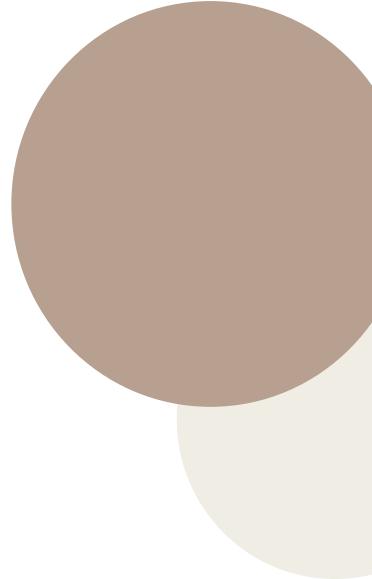
Digital Market Presence

Product Development

Sales Collateral

RFP Support

Ad Hoc Presentation
Material



Accomplishments

Leading Impactful Change for Employees.

Relationship Development

Transparency &
Respect

Workplace Culture

Student
Recruitment

Employee
Retention

Employee Satisfaction

Communication

Staff Engagement

Team Motivation

Organizational Updates

Team Collaboration

Bottom Line

Contributing to Profitable Success.



Lower
Hiring Costs



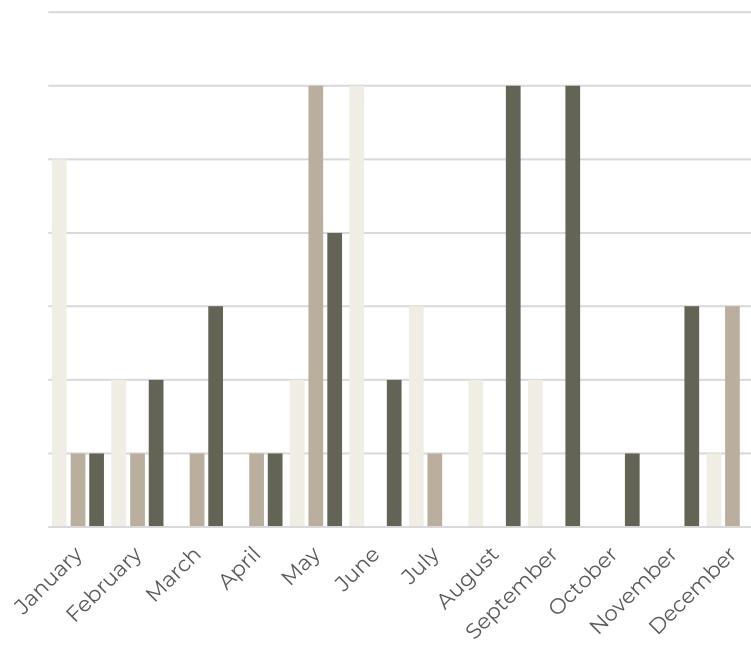
Greater Staff
Retention



Impactful
Team Members



Developed
Corporate Culture



Recorded Ins & Outs

2023 Recruitment Fees:

\$60k

2022 Recruitment Fees:

\$139k

Average Recruitment Fees:

\$100k

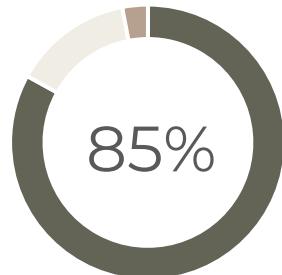
◆ 43%

Decrease in Costs YoY

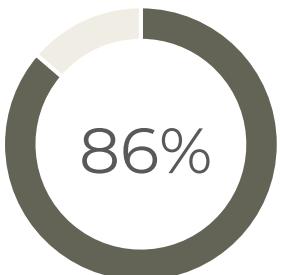
Bottom Line

Contributing to Profitable Success.

Me & My Company



Bell Workaways:



Key Feedback

That I have contributed to:

My company provides me with a healthy and safe place to work. 90%

I would recommend my company as a great place to work. 86%

What do you love about working at Epic:

Work/Life Balance. Access to Partner trainings. Team Bonding events.

The culture, team spirit, the structure and organization, benefits, growth, competent leaders and colleagues, the service we provide, the clients we have and so on.

Great culture, co-workers with great attitudes, everyone I've worked with so far is really focused on the job at hand.

Improvements

That I Can Control



Development & Growth Opportunities

For Non-Technical & Technical staff



Facility Improvements

Office Upgrades & Consolidation



Perks & Benefits

HSA, Vision Coverage, Pension, Stocks



Staff Relationships

Team Bonding, Company Wide Events

Bottom Line

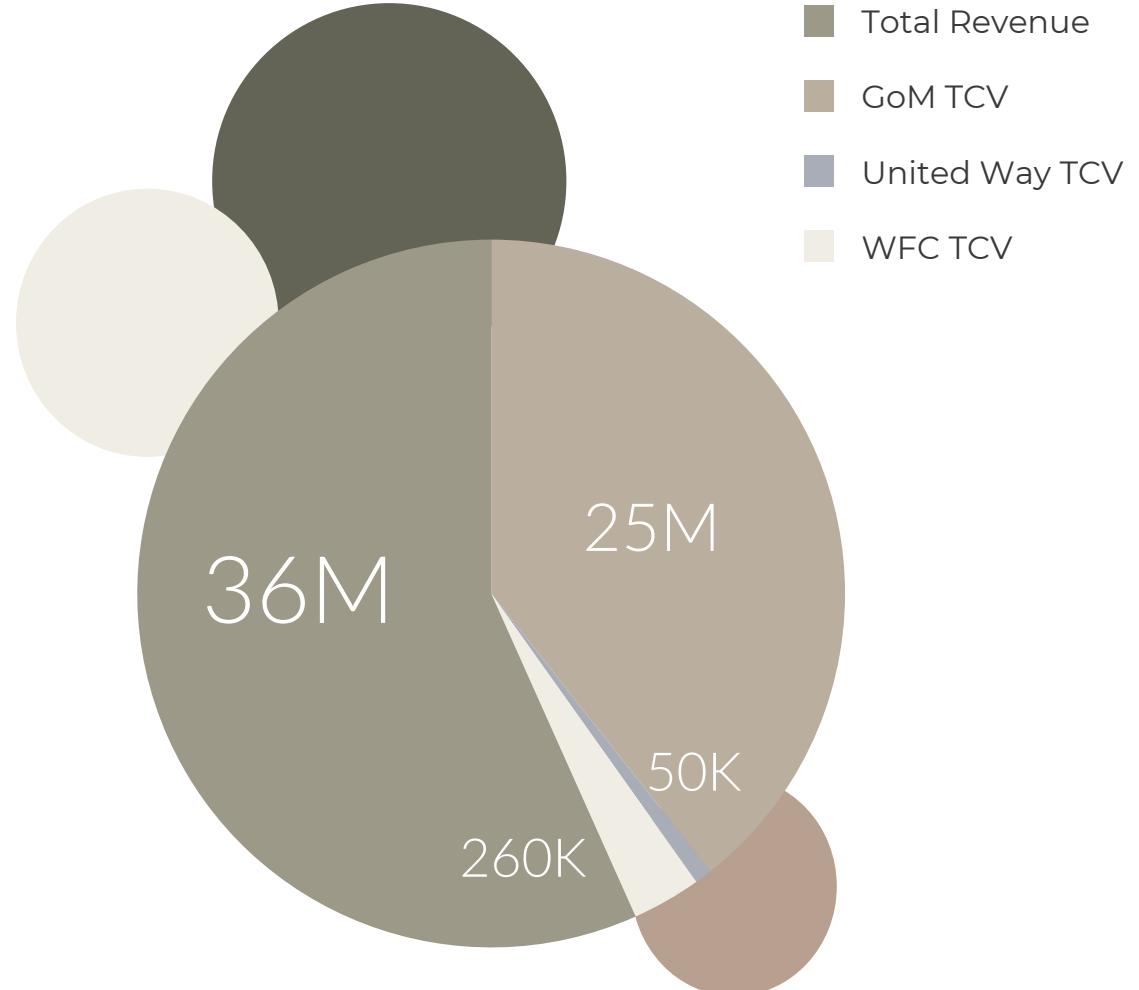
Contributing to Profitable Success.

Over the past four years, I have experienced significant personal and professional growth within various facets of Epic's business.

Throughout this period, I've identified storytelling as a key strength—a skill that allows me to extract information, tailor it to meet customers' needs, and craft compelling content in an inspirational manner.



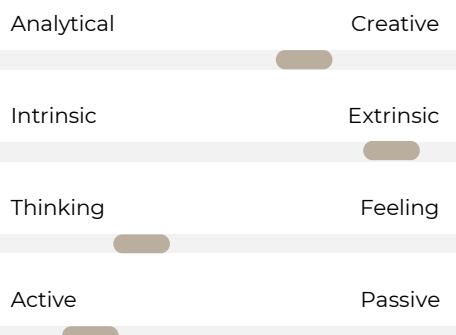
We all work together to help one another.



- Total Revenue
- GoM TCV
- United Way TCV
- WFC TCV

Who

Is Anna Benson King?



If you desire
to make a difference
in the world,
you must be different
from the world.

Personal Skills

Hungry & Driven for Success	● ● ● ● ●
Desire to Inspire Change	● ● ● ● ●
Collaborative Team Player	● ● ● ● ●
Inquisitive Nature	● ● ● ● ●
High Emotional Intelligence	● ● ● ● ●
Natural Born Leader	● ● ● ● ●
Strategic Visionary	● ● ● ● ●

Professional Skills

Business Acumen	██████████
Strategic Marketing Knowledge	██████████
Employee Experience	██████████

	Charismatic Communicator		Critical Thinker
	Captivating Storyteller		Personable Teammate
	Active Listener		Empathic Leader

Quantifying Strengths

Determining Seniority

Bell
CP
Levels

Director

Sr. Manager

Manager

Sr. Consultant

Specialist

Consultant

Coordinator

Focus

Directors typically focus on the overall goals of a company or department.

In comparison, managers often focus on the tasks they and their team need to complete to accomplish those goals.



Leadership
Initiative



Time
Management



Communication
Ability



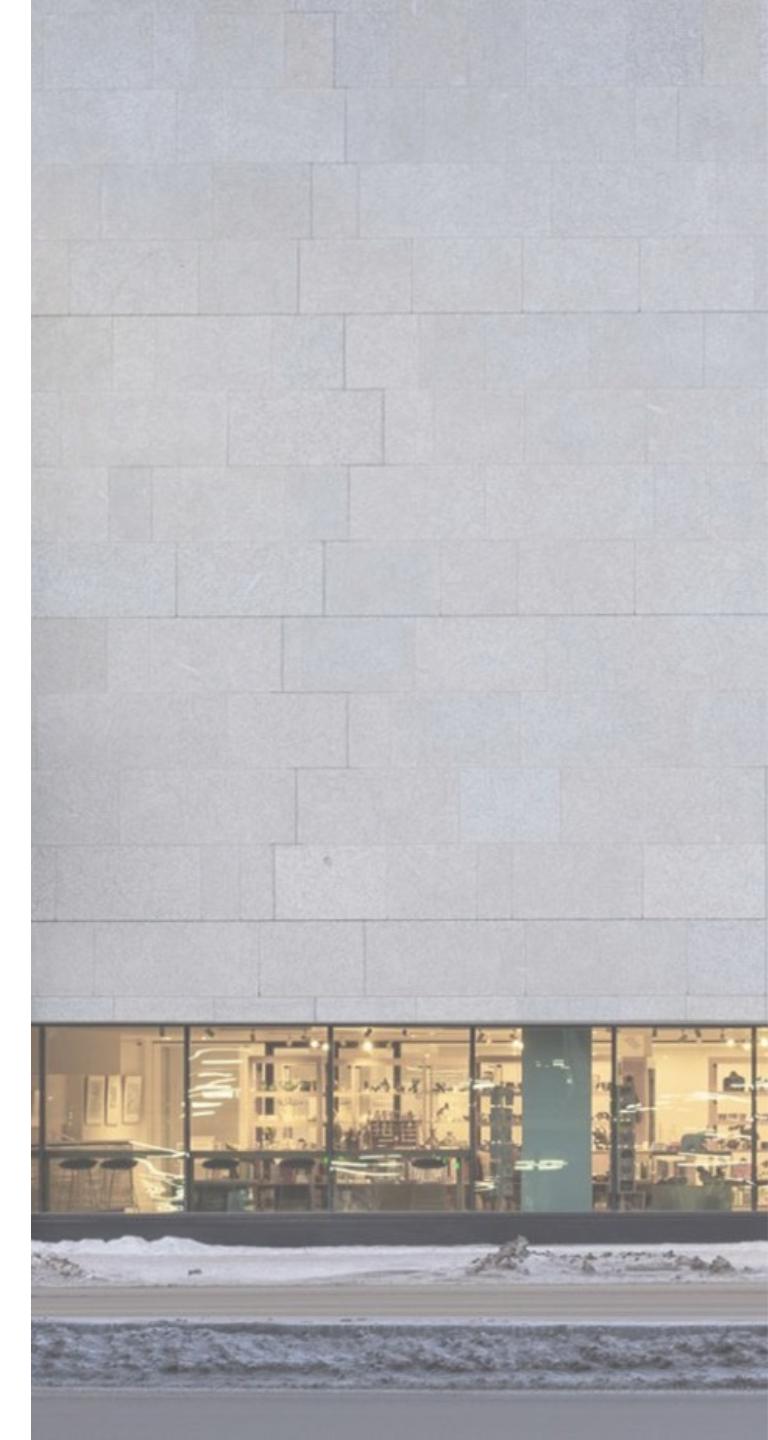
Task
Prioritization



Technical
Skills



Emotional
Intelligence



Quantifying Strengths

Area of Interest: Marketing.

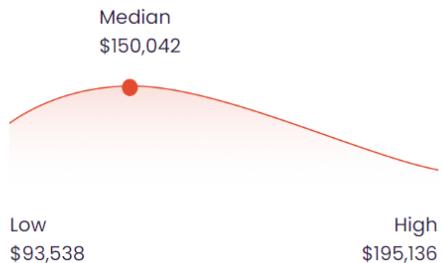
Manager, Marketing & Brand Experience

How much does a Marketing director
make in Canada?

\$150,042 / Annual

Based on 1918 salaries

The average marketing director salary in Canada is \$150,042 per year or \$76.94 per hour. Entry-level positions start at \$93,538 per year, while most experienced workers make up to \$195,136 per year.



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Companies

Salaries

Senior Marketing Manager Salaries in Canada

Updated Oct 26, 2023

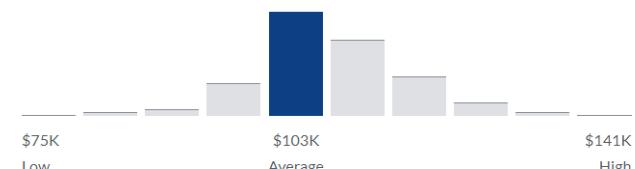
Very High Confidence

Base Pay Range

\$75K - \$141K /yr

Average Base Pay

8 salaries



No additional cash compensation has been reported for this role

How much does a Senior manager marketing make? The national average salary for a Senior manager marketing is \$103,089 in Canada. Filter by location to see Senior manager marketing salaries in your area. Salary estimates are based on 8 salaries submitted anonymously to Glassdoor by Senior manager marketing employees.

Quantifying Strengths

Area of Interest: People & Culture.

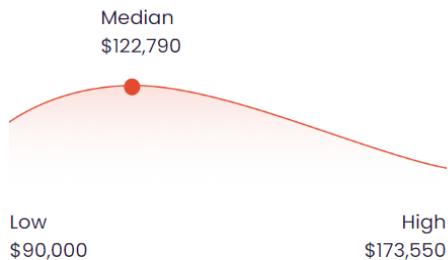
Manager,
People & Culture

How much does a Director people culture make in Canada?

\$122,790 / Annual

Based on 186 salaries

The average director people culture salary in Canada is \$122,790 per year or \$62.97 per hour. Entry-level positions start at \$90,000 per year, while most experienced workers make up to \$173,550 per year.



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Salaries

People and Culture Manager Salaries in Canada

Updated Oct 26, 2023

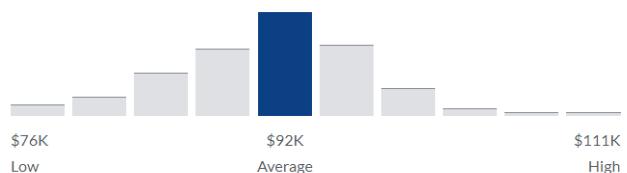
Very High Confidence

Base Pay Range

\$67K - \$96K /yr

Average Base Pay

38 salaries



Additional Cash Compensation ^①

Average: **\$11,402** Range: \$8,550 - \$15,204

The average salary for People and Culture Manager is \$91,904 per year in the Canada. The average additional cash compensation for a People and Culture Manager in the Canada is \$11,402, with a range from \$8,550 - \$15,204. Salaries estimates are based on 38 salaries submitted anonymously to Glassdoor by People and Culture Manager employees in Canada.

Quantifying Strengths

Area of Interest: Project Management.

Project Manager

How much does a Project manager make in Canada?

\$85,680 / Annual

Based on 10000 salaries

The average **project manager** salary in **Canada** is **\$85,680** per year or **\$43.94** per hour. Entry-level positions start at **\$68,361** per year, while most experienced workers make up to **\$120,271** per year.



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Salaries

Project Manager Salaries in Winnipeg, MB

Updated Oct 22, 2023

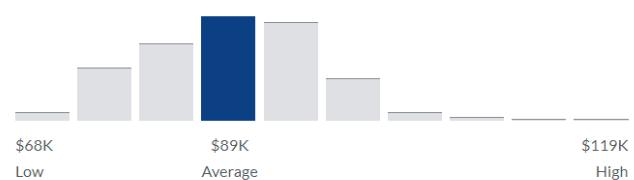
Very High Confidence

Base Pay Range

\$64K - \$103K /yr

Average Base Pay

207 salaries



Additional Cash Compensation ^④

Average: **\$7,302** Range: \$3,393 - \$15,712

The average salary for Project Manager is \$88,549 per year in the Winnipeg, MB. The average additional cash compensation for a Project Manager in the Winnipeg, MB is \$7,302, with a range from \$3,393 - \$15,712. Salaries estimates are based on 207 salaries submitted anonymously to Glassdoor by Project Manager employees in Winnipeg, MB.

Quantifying Strengths

Area of Interest: Business Analysis.

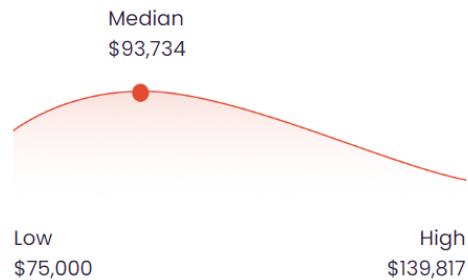
Business Analyst

How much does a Business analyst make in Canada?

\$93,734 / Annual

Based on 10000 salaries

The average **business analyst** salary in Canada is \$93,734 per year or \$48.07 per hour. Entry-level positions start at \$75,000 per year, while most experienced workers make up to \$139,817 per year.



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Business Analyst Salaries in Canada

Updated Oct 29, 2023

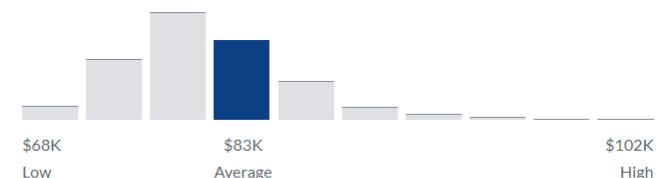
Very High Confidence

Base Pay Range

\$65K - \$92K /yr

Average Base Pay

9,326 salaries



Additional Cash Compensation ①

Average: **\$5,813** Range: \$3,146 - \$10,738

The average salary for Business Analyst is \$83,091 per year in the Canada. The average additional cash compensation for a Business Analyst in the Canada is \$5,813, with a range from \$3,146 - \$10,738. Salaries estimates are based on 9326 salaries submitted anonymously to Glassdoor by Business Analyst employees in Canada.

What Role

Will Enable Company Success?

Manager, Brand Strategy

This role plays a pivotal role in shaping and nurturing Epic's brand, ensuring it resonates with our target audience and aligns with our business goals.

This presents the opportunity to drive the development and execution of brand strategies and initiatives, both internally and externally.

Key Responsibilities:

 Brand Development

 Brand Positioning

 Content & Creative Direction

 Stakeholder Relations

 Market Research

 Strategy Planning

 Internal Brand Culture

 Budget Management

You Don't

Build a Business

You Build People,
And Then People

Build The
Business.

-Zig Ziglar



Enabling Success

Market Research: Brand Strategy

Brand Strategy Manager Salaries in Canada

Updated Sep 19, 2023

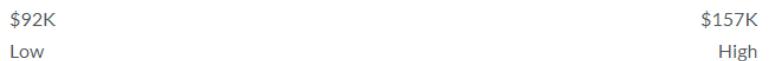
Very High Confidence

Base Pay Range

\$85K - \$134K/yr

Average Base Pay

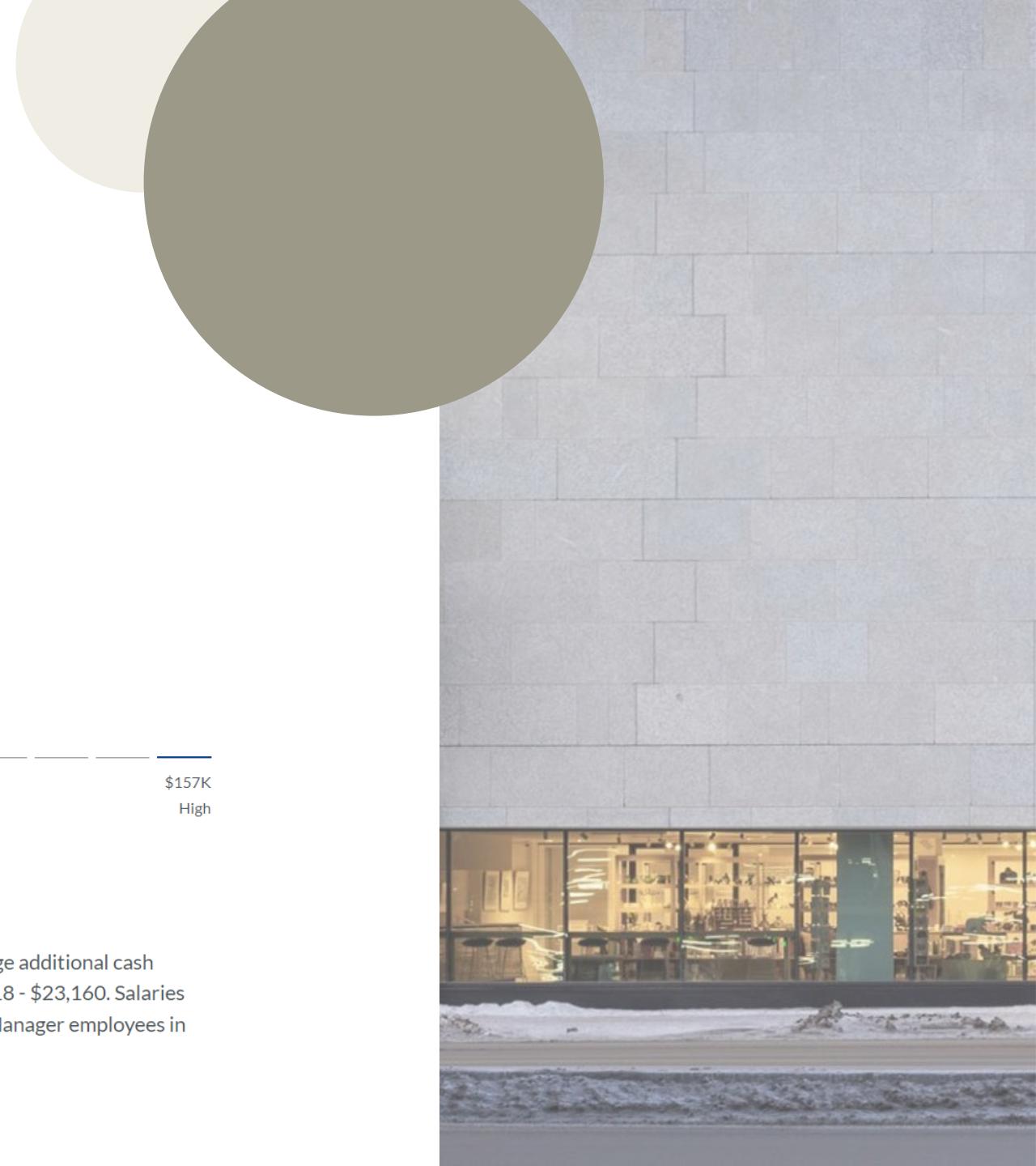
482 salaries



Additional Cash Compensation ①

Average: **\$12,929** Range: \$7,218 - \$23,160

The average salary for Brand Strategy Manager is \$119,454 per year in the Canada. The average additional cash compensation for a Brand Strategy Manager in the Canada is \$12,929, with a range from \$7,218 - \$23,160. Salaries estimates are based on 482 salaries submitted anonymously to Glassdoor by Brand Strategy Manager employees in Canada.



The Best Way

To cope
With change,
Is to help
Create it.

