

**For Immediate Release**

## **Innovative Vancouver Companies Take Action to Meet the Needs of Their Employees**

***LifeSpeak Inc. launches in Vancouver with clients McCarthy Tétrault LLP,  
Borden Ladner Gervais LLP and Ernst & Young LLP***

**Vancouver, September 28, 2005** - Organizations are increasingly looking for ways to support their employees, not just in their career advancement but also in balancing the diverse components of their lives. Three Vancouver organizations are taking action by introducing the *LifeSpeak* programs to their employees. Canadian company, *LifeSpeak Inc.*, assists employers in addressing the challenges faced by their employees as they attempt to integrate their careers and their personal lives.

"Our professionals and staff are leading full and demanding lives, balancing work, home and family obligations," said Tim Sehmer, managing partner in the Vancouver office of Borden Ladner Gervais LLP. "We are committed to creating an environment that supports the personal commitments of our people, and to providing them with programs and tools that will help them manage the stresses of everyday life."

A study commissioned for the BC Work-Life Summit 2003, "*Where To Work in Canada? An Examination of Regional Differences in Work Life Practices*", found that professionals from B.C. were significantly less likely than those in other provinces to agree that the environment in their organization supported balance and were less likely to be committed to their employer. The findings indicated that "B.C. offers a less favourable work environment for Canadian professionals who wish to have a meaningful career as well as a family."

"Employees want to feel that their organization supports them both in their work and non-work endeavours," explained Aimée Israel, co-founder and CEO of *LifeSpeak Inc.* "Employees that are equipped with the tools and strategies to ensure their own well-being, and who are managing well with personal 'life' matters are more able to provide the dedication, energy and focus required to thrive in the workplace."

*LifeSpeak* provides in-house workshops through three complementary programs: *Parents At Work™* offers support to working mothers and fathers, *Generations At Work™* proactively assists employees in planning the care of aging family members, and *Vitality At Work™* provides advice on topics related to well-being and resilience for everyone. Employers can customize a series of workshops that best meets the needs of their employees. *LifeSpeak* workshops are led by locally-based experts from a wide variety of fields. The Vancouver roster of speakers includes life and parent coaches, physicians and therapists, financial, organization, and safety experts, as well as authors and media personalities. All the speakers on the *LifeSpeak* roster have been carefully screened to ensure they can speak specifically to the concerns of busy employees.

"Ernst & Young actively promotes a 'people first' philosophy," said Lokesh Chaudhry, Senior Tax Manager at Ernst & Young. "The firm is committed to helping its people seek work-life balance and encourages us to use resources such as the *LifeSpeak* workshops to help find that balance."

As work-life conflict continues to increase across the country, innovative employers recognize that addressing these challenges will offer them a competitive advantage in the talent marketplace. "Attracting and retaining top talent is always top of mind for us," explains Lisa Vogt, Regional Managing Partner of law firm McCarthy Tétrault LLP. "If we can enhance commitment to the firm by supporting our professionals and providing them with the tools they need, then that's what we need to be doing."

Clear evidence supports the business case for creating a caring workplace. In its "*Flexibility in Canadian Law Firms*" study, Catalyst, a non-profit organization working to advance women in business found that the cost to a firm of an associate's departure was approximately twice the average associate's annual salary. The study also found that work-family balance is a key issue for both male and female associates. "An environment more supportive of my family and personal commitments" was the number one reason that an associate would choose to work at another firm. These findings have far-reaching significance and can be extrapolated to many other industries.

***LifeSpeak Inc.***

Balancing a career and a vibrant personal life, especially family responsibilities, can be a challenging endeavour. *LifeSpeak Inc.* is dedicated to addressing this challenge by bringing information, preparation and support to busy employees to help them thrive in all that they do.

*LifeSpeak* offers a series of workshops held in the workplace through three complementary programs: *Parents At Work™*, *Generations At Work™* and *Vitality At Work™*.

**Attend a *LifeSpeak* Workshop**

Media are invited to attend the following *Parents At Work* workshops on the topic of child discipline led by Certified Canadian Family Educator and author Kathy Lynn:

September 28, 2005, 4:00 – 5:30 p.m., Borden Ladner Gervais LLP

October 12, 2005, 12:00 – 1:30 p.m., McCarthy Tétrault LLP

Please provide notice of your interest to attend and we will provide additional details.

**The Vancouver Launch of *LifeSpeak Inc.***

A celebratory and informative public launch of *LifeSpeak Inc.* will be held in the Conservatory at The Vancouver Club (915 West Hastings Street) on **October 25, 2005 (8:00 am breakfast; 8:30 am – 9:30 am remarks)**. Guest speakers will include the CEO and co-founder of *LifeSpeak* as well as representatives from Borden Ladner Gervais LLP, McCarthy Tétrault LLP, and Ernst & Young LLP. All speakers will be available for interviews; media are welcome to attend.

***LifeSpeak* Media Contact and RSVP:**

Julie O'Brien, BlueSky Communications, 416-691-6657, jobrien@yourbluesky.com or  
Cathy-Anne O'Brien, BlueSky Communications, 416-691-5206, cobrien@yourbluesky.com