

BE YOUR BEST AMBASSADOR

UBCM Annual Convention
“Charting the Course”
Victoria, BC, September 24, 2025



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“May you live in interesting times.”



Be Your Best Ambassador

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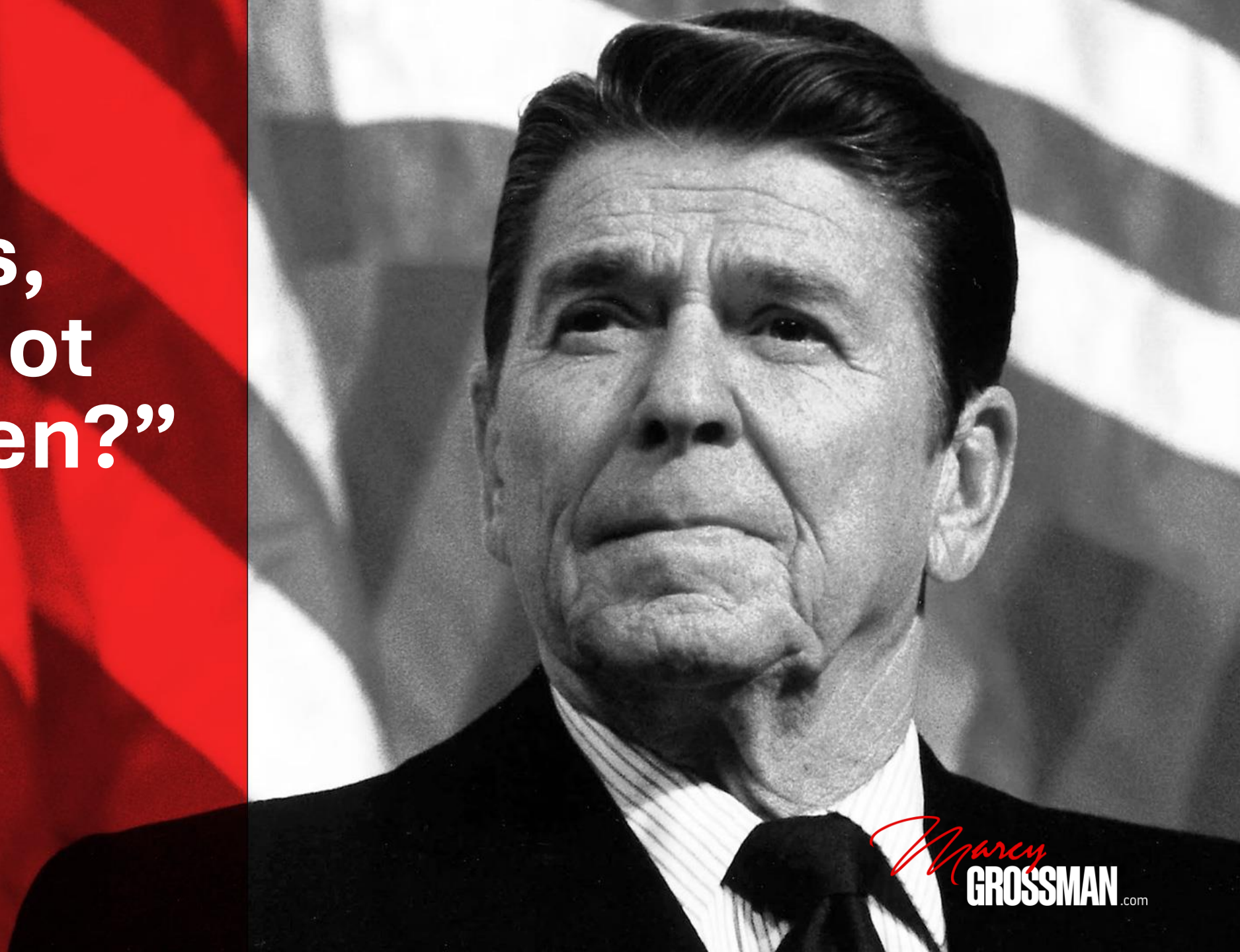
“May you live in interesting times.”

I asked AI to generate a vision of a BC community of the future. This is what I got.

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**“If not us,
who? If not
now, when?”**

Ronald Reagan, 1980s



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BE YOUR BEST AMBASSADOR?



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Four Foundational Lessons of Diplomacy



Be Your Best Ambassador

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Four Foundational Lessons of Diplomacy

1: Representation Matters



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Four Foundational Lessons of Diplomacy

1: Representation Matters

2: Lead with Courage



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Four Foundational Lessons of Diplomacy

1: Representation Matters

2: Lead with Courage

3: Forge Strong Alliances



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Four Foundational Lessons of Diplomacy

1: Representation Matters

2: Lead with Courage

3: Forge Strong Alliances

4: Play the Long Game



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A person with long dark hair, wearing a vibrant red textured blazer over a white collared shirt, stands with their arms crossed. They are being interviewed, as evidenced by several microphones held up towards them by hands visible on the right side of the frame. The person is also wearing a silver watch on their left wrist. The background is a blurred, light-colored indoor setting.

Lesson One Representation Matters

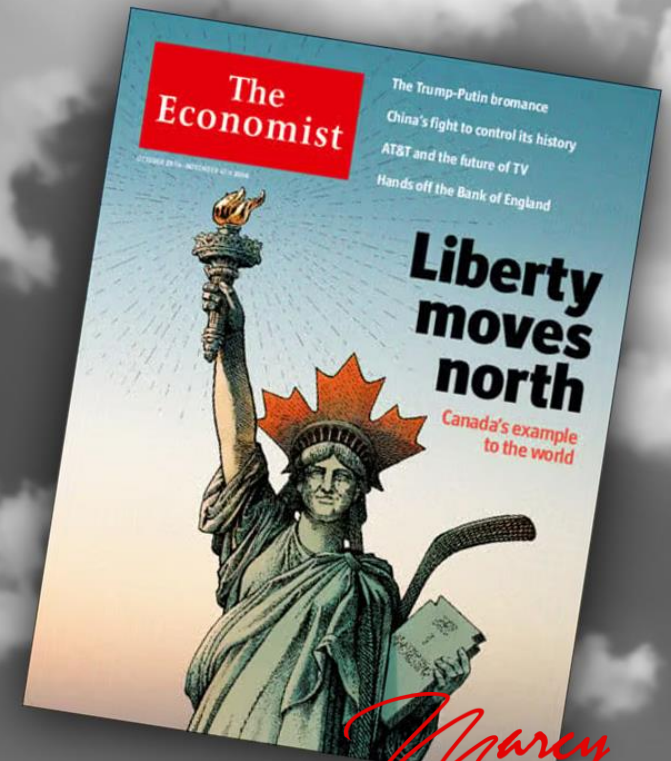
The Cool Moose



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Liberty Moves North



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**Democracy
Human Rights
Peacekeeping**



Every country has a
brand and so do you.

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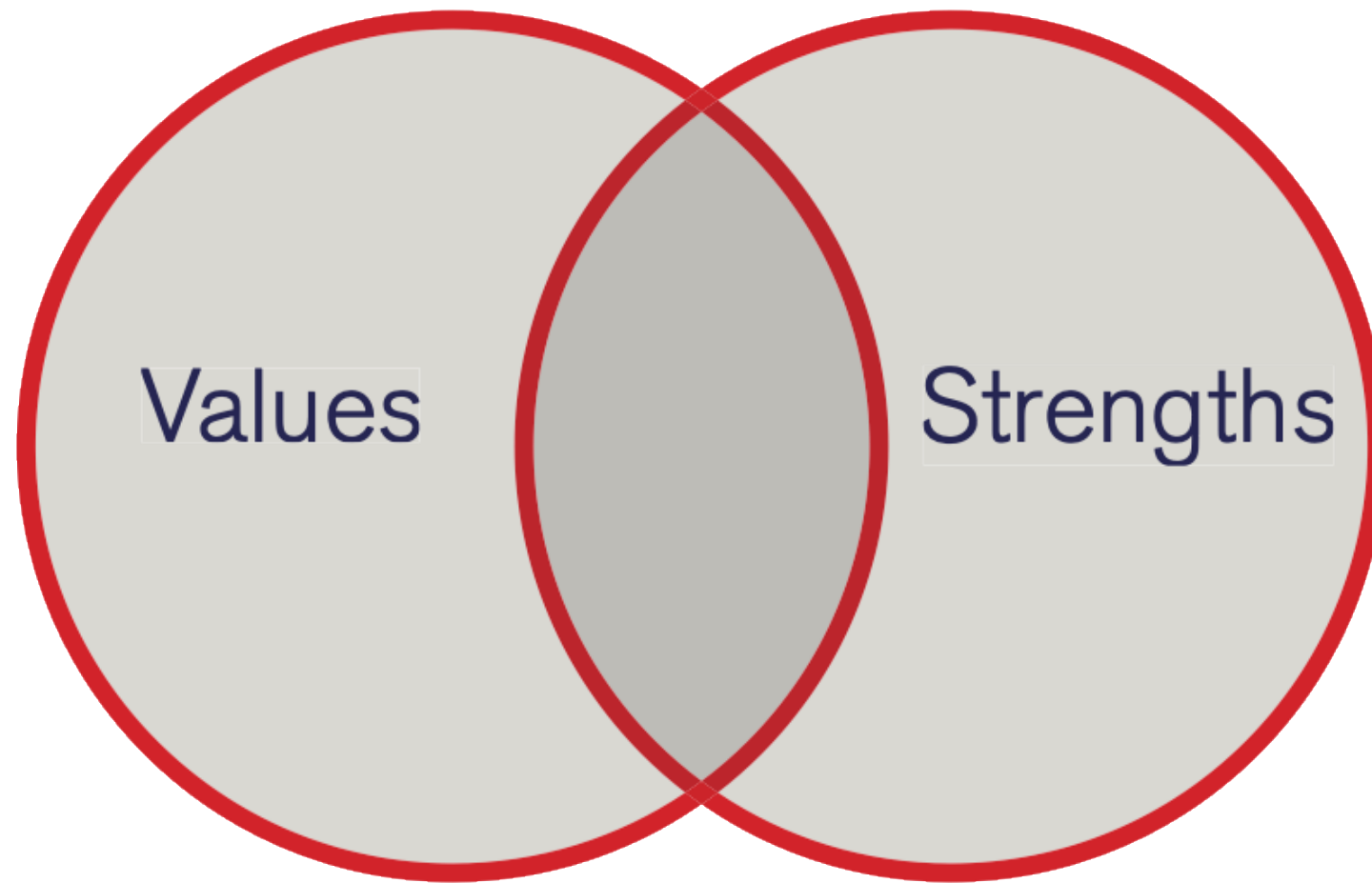


Values



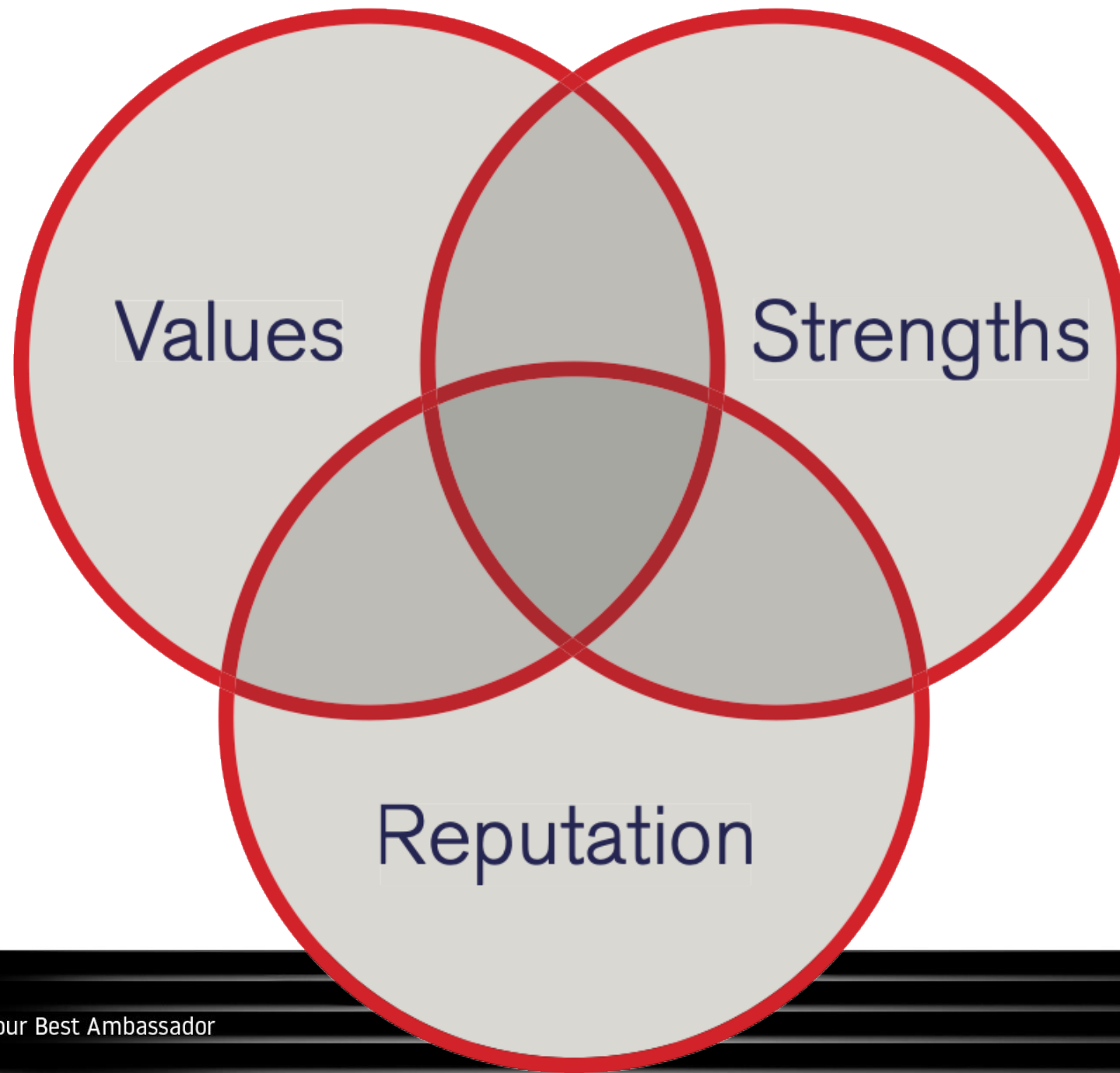
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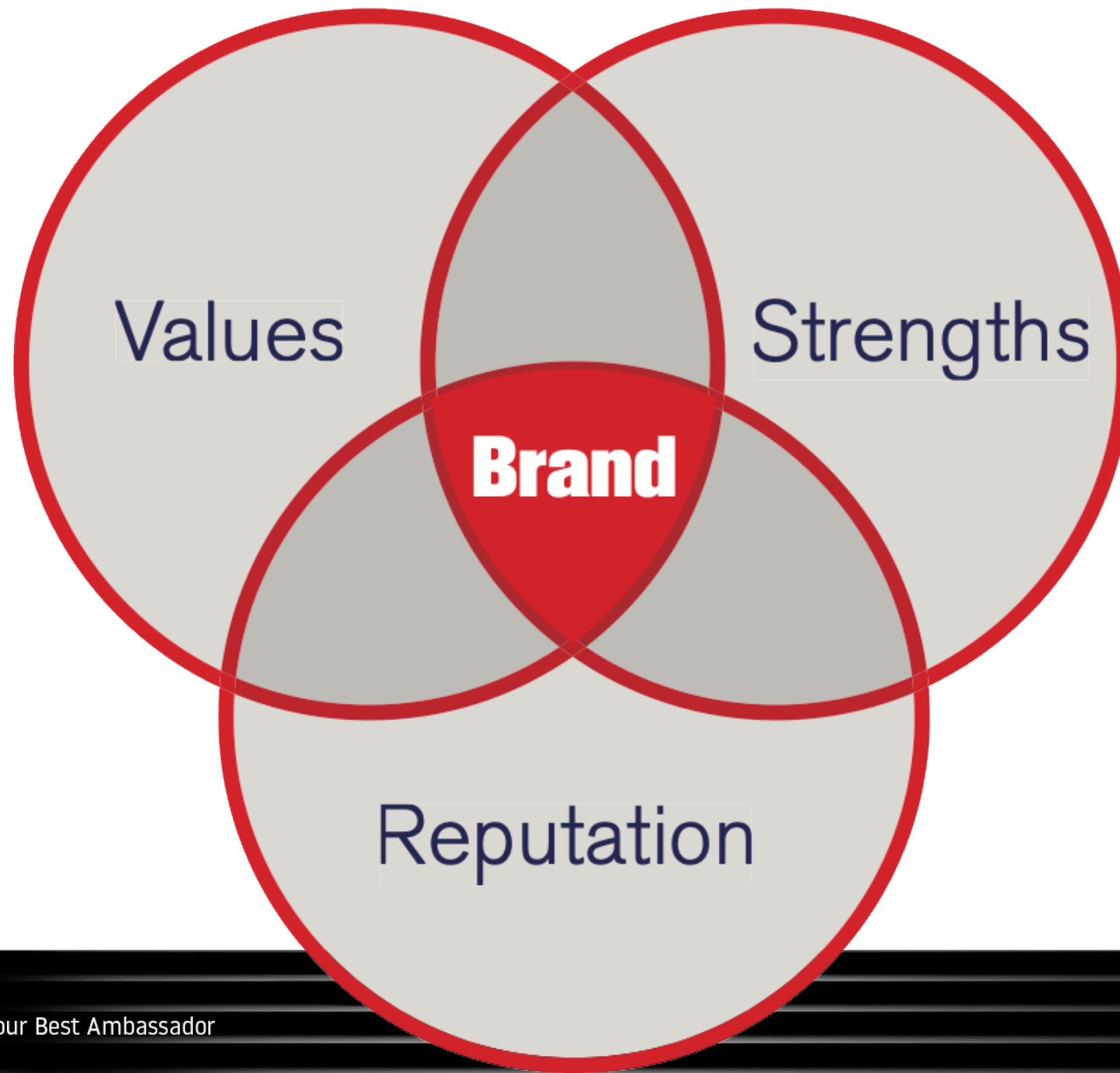
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Values



Values

Service, Leadership, Happiness



Strengths





Strengths

Action, Vision, Competition



Reputation

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Reputation

Impossible things,
no one wants to do.

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Ambassador
BadA\$\$



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“If you can see it,
you can be it.”

Ambassador
BadA\$\$



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Your Brand is your Compass



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Lesson Two

Lead with Courage



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Lesson Three

Forge Strong Alliances



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"Geography has made us neighbors. History has made us friends. Economics has made us partners. And necessity has made us allies."

John F. Kennedy, Canadian Parliament, Ottawa on May 17, 1961



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The Strongest Deals are Relational

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So, who are your allies?



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Who are your Allies?

Mentors



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Who are your Allies?

Mentors

Bosses



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Who are your Allies?

Mentors

Bosses

Sponsors



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Who are your Allies?

Mentors

Coaches

Bosses

Sponsors



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Who are your Allies?

Mentors

Coaches

Bosses

Networks

Sponsors



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Who are your Allies?

Mentors

Bosses

Sponsors

Coaches

Networks

Colleagues



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Who are your Allies?

Mentors

Bosses

Sponsors

Coaches

Networks

Colleagues

Family



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Yourself

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“If you want to go fast, go alone.
If you want to go far, go **together.**”

African Proverb, Unkown Origin



Find your allies,
Be an ally.



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A black and white photograph of a person with a red backpack walking away from the viewer on a dirt path that leads towards a bright sun over a body of water. The sun is low on the horizon, creating a strong lens flare and reflecting on the water. The path is flanked by water, and the background shows a range of mountains under a cloudy sky. The person is wearing a dark shirt, shorts, and sneakers.

Lesson Four

Play the Long Game

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The Accidental Ambassador



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Careers have
Twists and Turns



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16,425

DAYS

23 47

HOURS

MINUTES

**Careers are Long
and Getting Longer**

A black and white photograph of a person with a red backpack walking away from the viewer on a dirt path that leads towards a bright sun over a body of water. The sun is low on the horizon, creating a strong lens flare and reflecting on the water. The path is flanked by water, and the background shows a range of mountains under a cloudy sky. The person is wearing a dark shirt, shorts, and sneakers.

Play the Long Game
Be the Ambassador of your Future

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Conclusion



Charting the Course



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Representation Matters



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Lead with Courage



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Forge Stronger Alliances

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A black and white photograph of a person with a red backpack walking away from the viewer on a dirt path that leads towards a bright sun over a body of water. The sun is low on the horizon, creating a strong lens flare and reflecting on the water. The path is flanked by water, and the background shows a forested hillside.

Play the Long Game

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Four Foundational Lessons of Diplomacy

1: Representation Matters

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**BE YOUR BEST
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Thank You!



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