

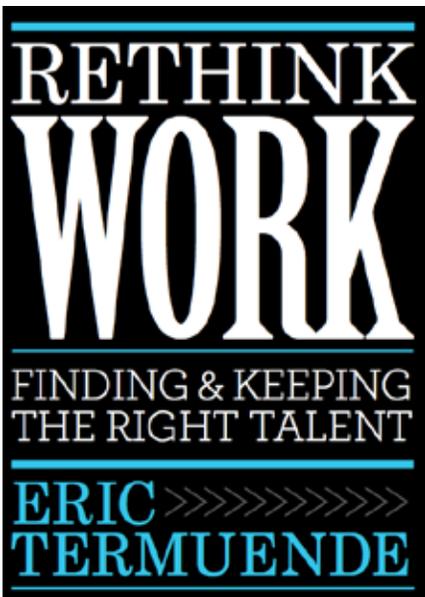
>> Eric is on a mission to change the way we talk about work

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An author, speaker, and entrepreneur, Eric is co-founder of NoW Innovations, and Lead Content Strategist for True Calling Canada. Eric has been

featured in Forbes, Inc., Thrive Global, the Huffington Post and many others. In 2015, Eric was recognized as a Top 100 Emerging Innovators under 35 globally by American Express. Eric sat as Community Integration Chair for Global Shapers Calgary, a community that functions under the World Economic Forum. He is a former Canadian G20 YEA Delegate, representing Canada in Sydney in 2014. Eric is currently signed by the National Speakers Bureau and travels the world speaking about the future of work and the issues of multiple generations in the workplace. In 2016, Eric spoke at TEDxBCIT in Vancouver giving his presentation entitled 'Bigger than Work'. Eric has worked and spoken with clients across the globe. His new bestseller, titled Rethink Work, is now available on Amazon.



Eric believes that we can remove the negative connotation associated with work by proactively addressing organizational culture and attracting the right people not based on age, ethnicity, or sex, but by the right fit. For too long we have been generalizing and stereotyping generations and failing to tell stories that attract not just any people, but the right people.

Knowing that technology is advancing at unprecedented rates, we are now able to work from more places, using more devices, during more hours of the day than ever before. Work is no longer a 9-5 'transactional' experience, and is a bigger indicator of who we are than it ever has been.

The rhetoric of work-life 'balance' has long passed its prime, as work-life integration has

taken its place. As a result, who we work with, why we do what we do, and how we go about doing it is becoming increasingly important to articulate.

We know now that a universal 'best' culture doesn't exist, and that an environment that works well for one individual might be toxic for another. We know that the open office concept is great for some people, and not for others, and that the people in the space dictate how effective it is.

Eric believes that if we can make people's lives better at work, we can make people's lives better. If work is something we do more than anything else in a day, regardless of age, we can't afford to compromise ourselves daily, we need to rethink work and make it better.

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