

2012 Editorial Calendar

In Every Issue

What Matters

What Matters gives readers the latest insights on what is important in the Canadian workplace. Topics include “Employee Health Matters”, “Learning Matters”, “Money Matters”, and “Technology Matters.”

Theme, Feature and Spotlight

Issue	Theme	Feature	Spotlight
Winter 14-1	Wellness	Work-Life Balance Why work-life balance is the new “cool” and why employers are jumping on the bandwagon. The latest on how Canadian women and men today are juggling career, life and family. Top 10 new trends across Europe and the U.S., and an update on flexible work programs.	Wellness Programs: Do they work? Does wellness = productivity and results? If so, how do you get management on board?
April / May 14-2	Management & Coaching	5 How-to Solutions for Managers: Bullying in the workplace: how do you address it? How to manage social media use. How to deal with harassment. Time management for managers: How to make more time. How to promote team building & team-building activities.	Coaching The Case for Coaching: 80% of organizations now using coaching, according to a UK study. How much is it used in Canada? How prominent is coaching and how can it build confidence, develop new skills and improve performance.



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Summer 14-3	Love Your Job	Be Passionate About Your Job. Why do some people love their job? How to make your work meaningful, get enjoyment from it and build that “I love my job” work culture in <i>your</i> organization.	Motivating Employees Motivating your employees can seem like a daunting task. What are the latest and most effective strategies for getting the results you need from your employees, and creating a high-performance culture?
September 14-4	Leadership	Vision/trailblazing 5 Traits of successful leaders. Do you have what it takes? How to move from “good” to “excellent” leader. Does your company have a vision? Why vision defines success.	Communication Styles The latest trends in social media, digital and internal communications. How communication can reap rewards.
October / November 14-5	Work Culture	Generations at Work Boomers, Gen Ys, Gen Xers all have different work styles. What you need to know about the generations and how to make them work well together.	Creating a Thriving, “Best” Work Culture What does it take to get to the top? Learn from the experts! 5 Profiles of leading-edge “best workplaces”. Why your organization should strive for “best” status.
December 14-6	Performance	Driving a Top Performance Culture How to measure results, attract talent, inspire motivation and more. Developing a work culture of clear outcomes and goals.	Coworkers The good, bad and the ugly. Relationships at work.



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