

BORIS A FRESH AND NEW WAY OF GETTING THE CONTRACT YOU DESERVE

INSIDE THIS ISSUE:

- Why Boris? 1
 Motivation 101 1



Key personality traits :

- Dynamic
- Great listening skills
- Go getter attitude
- Good sense of humor
- Natural leader
- Proactive
- Team player
- Effective communicator
- Strong organizational skills
- Passionate in helping others to succeed
- Solution driven
- Accessible
- Motivator
- Works well with minimum supervision
- Great influencer

Why Boris Zalac?

Boris is recognized for his negotiation and leadership skills. He constantly listens to his internal customer and provides solutions to any type of situation. He has won numerous awards as a result of his out-of-the box thinking approach; awards given to him from the different companies he worked for as well as his employees. He has held senior positions in the airline, telecommunication, and management consultation industries working for such companies like Air Canada, Bell Canada, Delta and Telus.

While at Air Canada, in In Flight Service, Boris was a union representative always protecting the rights of his members. He has also represented Air Canada management during dispute situations. His Union and management experience

Motivation 101 (or how to use these skills to communicate)

Boris has already had experience in delivering major operational initiatives that resulted in a cultural change and better working conditions.

He has a strong understanding of the importance of precise and clear working rules. Boris has achieved this while negotiating as a union representative and as management.

Boris is highly adaptable to his audience. He adjusts his approach to his audience making the professional experience acceptance of change and open to contributing to a better working

allows Boris to see both sides of the medal and provide win-win situations for both parties involved

As a Consultant, not only did he analyze what was not working, he also implemented changes to fix disconnects. He has helped many companies in implementing a high customer service culture while negotiating competitive working conditions.

His enthusiasm, high energy and positive attitude allowed him, while at Air Canada, to change the culture from a static environment to a dynamic customer service and sales driven environment. He enlisted the knowledge of his direct reports to develop and implement a strategy that would be accepted by all including 2000 unionized employees. The success of this cultural change is attributed to an innovative strategies, and getting leaders

environment.

It has become evident that many WestJetters that meet Boris are impressed with his diversified background, his different ways of looking at things and his real desire to improve processes. This acceptance will allow Boris to deliver his leadership skills at a high level of credibility and acceptance from WestJet management. .

Always positive with an open ear, Boris accepts challenges and will develop win-win solutions to meet these challenges.

Boris will be using his training,

on board.

Boris does not believe in status quo. He is always looking for better ways of doing things; getting the employee involved in the solution; listening proactively with a high degree of interest and empathy of what is being communicated. He has a keen eye for details and what makes a competitive difference/impact in an employee's life.

Throughout his career, he managed many projects involving intense negotiations. He gets everybody to buy-in into his strategies and sustainable positive changes.

In closing, Boris's goal is to improve working conditions, fight for the rights of all members, represent all members, and provide an environment of open dialogue between CUPE local 4070 and WestJet. Boris has real desire in making difference. HE IS READY

influencing, motivating, leading a group, creative and selling skills to communicate with his internal and external customers.

Intense knowledge of the airline industry, mentoring a group of internal leaders, strategizing with leaders both internal and external, group discussions with WestJetters, Best demonstrated practice reports, weekly updates, and providing feedback to optimize our new working standards are some of the tools that Boris possesses to make his new role a success.