A Message from Alumni Guest Editor
Brian Cant

CHANGE. PIVOT. ADJUST. RESPOND.
These words have become part of my lexicon over the past 15 months.

I am honoured to be guest editor for this issue of Business Class. It is my belief that publications such as this keep us grounded and focused on how we can remain resilient in the face of great challenges and change. The articles within cover a wide range of topics, including resilience, recovery and managing change. Whether it’s a focus on how to navigate career success in times of disruption, or stories on how a restaurateur pivoted and pivoted again to keep her two restaurants afloat, COVID-19 has forced us to think differently and to be more collaborative.

I’ve spent my entire career in tourism, which is one of the province’s largest industries and perhaps the most collaborative field in business. To say it has been difficult to navigate the impact of COVID-19 over the last year is an understatement; many of my days were spent with my leadership team thinking strategically and analyzing scenarios that would guide our decision-making.

But what does the future hold for an industry that paced ahead of economic growth for close to a decade? I explore what the pandemic means for the future of tourism in BC through a conversation with a former colleague and Gustavson lecturer, now CEO of Destination BC. I hope you gain insights from the conversation that may be applied to your field, even if it is beyond tourism.

This is also a fitting way for me to sign off as president of the UVic Alumni Association. My term with the association concludes this summer after having volunteered with the organization for more than a decade. While my close ties to UVic will change, I’ll remain connected to the university and Gustavson for life.

READ ON!

Brian Cant  MBA ’18