



WW2G Trek connects outstanding women leaders across health and long-term care



We are excited to announce that Lois Cormack, President & CEO of Sienna Senior Living will walk with us on July 20.

An accomplished leader, Lois has been growing and transforming senior living and health care organizations for more than 30 years. Appointed President and CEO in 2013, she led Sienna through significant growth and transformation, successfully rebranding and repositioning the company as one of Canada's leading high quality seniors' living providers.

Lois frequently mentors young people, and was recently profiled in the Ontario Retirement Communities Association (ORCA) [Leadership Series](#), offering her unique perspective on a range of topics, including the importance of finding knowledgeable mentors who can help round out your skills and advance your career.

"As women, we often undervalue ourselves," says Lois. "What we need to do instead is not hold ourselves back. Set goals and go for it – take that course, go for that promotion. **And just as important, expand your network, reach out and surround yourself with other leaders and mentors.**"

Lois has followed her own good advice since her teenage years and first job as a care aide in a local senior's residence. **Like many other women who have built remarkable careers in the sector, she pursued higher education, while at the same time working her way up through the ranks.** She said this provided invaluable experience that has grounded her in operations, given her insight into the complexities of the business and continues to keep her connected with and listening to residents and staff at all levels.

Whenever she felt there was a gap in her knowledge or skills, Lois didn't hesitate to reach out to others who were experts in their fields. **"I always found women leaders to be open and willing to share what they know. They want to add value and help you succeed," she explains.** "Even though it can be intimidating at times to do so, all you have to do is ask."

Asked what she hopes to gain by participating in the WW2G Trek, Lois says she is most looking forward to the camaraderie of spending the entire day with other sector leaders, having meaningful conversations that aren't always possible in a more typical networking event setting.

"This is an excellent opportunity to establish new relationships and make connections that we can follow-up on after our time together on the Trail," says Lois. **"As a sector, we have common perspectives and issues, so let's start some dialogue about how to better support one another in our professional roles, how to manage the challenges and opportunities we all face today in our business and help each other grow as leaders."**

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