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Value Voices  
  
Voix de Valeur

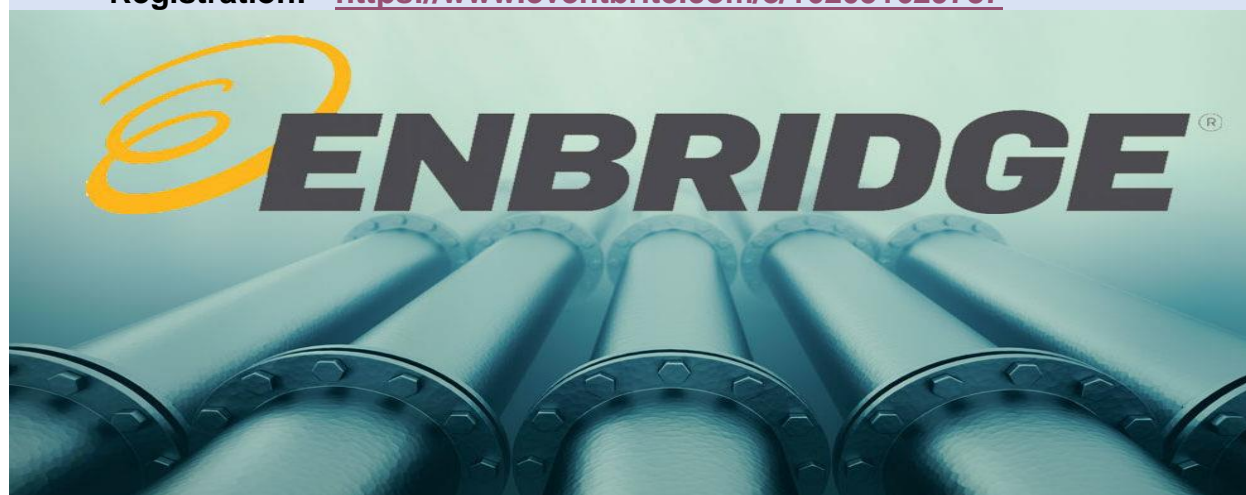
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## **Value – A Key Ingredient of Business Decisions**

**Date:** Tuesday, July 20, 2021

**Time:** 1600 (PST), 1700 (MST), 1900 (EST), 2000 (AST)

**Registration:** <https://www.eventbrite.com/e/162051629787>



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**Abstract** Decisions, decisions, decisions. Regardless of what industry or sector you are in, there are no shortage of decisions to be made. Big and small. It often feels like a balancing act with so many factors to consider. When evaluating alternatives, one of the key ingredients in the decision making process is value. This presentation will share some examples of how Enbridge has been applying elements of the Value Methodology to various types of business decisions.

**Presenter** **Michael Tozer, P. Eng., VMA, Enbridge Pipelines Inc.**



Mike Tozer is a Value Management Specialist and has been a member of Enbridge's Value Management group since its creation in October 2016. In this role his primary focus has been on establishing a value management framework that can be sustainably integrated into the organization. To support this, Mike obtained his Value Methodology Associate (VMA) designation from SAVE International in 2017 and was elected to the Board of Directors of Value Analysis Canada in 2019. His career at Enbridge spans 18 years and three business units. He spent his first 10 years in Ontario at Enbridge Gas Distribution, progressively moving through positions in Integrity, Operations, Engineering and Project Execution. This was followed by a move to Alberta in 2013 where Mike has held various roles in Major Projects and Asset Performance. Mike is a licensed Professional Engineer in the Provinces of Alberta and Ontario and received a degree in Mechanical Engineering from the University of New Brunswick. He lives in Calgary with his wife and four children.