

# TOP TIPS

## From BC Tech's C-Councils

391 participants from 297 BC Tech member companies participate across 11 C-Councils who meet 4 to 6 times a year. These impactful forums enable members to share insights and best practices, tackle challenges and learn from experts. All with one goal in mind: accelerating member success. Participation in C-Councils is limited to BC Tech members but the wisdom gained from the forums amounts to great advice for any tech company, large or small.



AI  
C-Council



CFO  
C-Council



CMO  
C-Council



Digital Health  
C-Council



In-House Counsel  
C-Council



Indigenous Led Tech  
C-Council



SaaS CTO  
C-Council



Scaleup CEO  
C-Council



Startup CEO  
C-Council



Sustainability  
C-Council



Talent  
C-Council

CPAs, CPHRs, Lawyers and other professions are invited to include C-Council participation towards their CPD requirements in British Columbia.

### CAPTIAL

- At our CFO x Scaleup CEO C-Council meeting, leaders stressed: raise before you need to. Defensive capital strategies work best when you're not already in crisis mode.
- At our Indigenous-Led Tech Council meeting, we heard that mentorship must walk alongside the capital. Investment without guidance risks stalling progress before it begins.
- At our Startup CEO C-Council meeting, members shared that grants are valuable—but come with strings. Chasing funding that doesn't align with your core business can cost more than it gives.

### CUSTOMERS

- At our CMO C-Council meeting, members were reminded that IP rights aren't just legal technicalities—they're business essentials. Lock down your contracts early to avoid growth roadblocks.
- At our SaaS CTO C-Council meeting, we learned that outsourcing only works when partners feel like part of the team. Clear scopes and strong relationships make the difference.
- At the AI x In-House Counsel C-Council meeting, the risk of AI hallucinations sparked debate. Fact-checking AI-generated outputs is now a customer trust issue—not just an internal concern.

### TALENT

- At our Talent C-Council meeting, immigration uncertainty is reshaping how companies support global teams. Flexible work models and safety-first policies are gaining traction.
- At our Sustainability x Digital Health C-Council meeting, we heard that AI doesn't replace people—it elevates them. Teams are reaching higher-value work faster by automating routine tasks.
- At our CFO C-Council meeting, we heard that uncertainty isn't the problem—indecision is. Building plans around worst-case scenarios lets teams act with confidence, not hesitation.

#### Here's what C Council members have to say about the value of BC Tech's C-Councils:

*"It's so valuable to hear how others are navigating similar challenges—we don't get that kind of candor anywhere else."*

**Talent C-Council participant**

*"We just don't get this kind of cross-functional perspective inside our company."*

**SaaS CTO C-Council participant**

*"This is one of the few rooms where you can be real about what's working—and what isn't."*

**CFO x Scaleup CEO C-Council participant**

*"I'm going to go back to my team and change our approach after hearing this."*

**CMO C-Council member**