



ELO

FORUM
VANCOUVER

NOVEMBER 15

2023

Entrepreneurial Leaders Review

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AGENDA

9:00am	Registration <i>Coffee & Tea</i>
10:00am	Session I
12:00pm	Lunch <i>Sandwiches & Salad</i>
1:00pm	Session II
3:15pm	Break <i>Coffee & Tea, Cookies</i>
3:45pm	Session III
5:30pm	Evening Reception <i>Canapés, Dessert, Coffee & Tea, Soft Drinks</i>

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ENTREPRENEURIAL LEADERS ORGANIZATION

The ELO Network helps meaning-driven business & entrepreneurial leaders succeed by offering support through our peer advisory groups, leadership programs, business conferences, and consulting services.

ELO began in 2005 when Dr. Richard J. Goossen organized a simple coffee and dessert evening for 150 Christian business leaders in Vancouver, Canada. This initial gathering revealed that there was a strong interest among Christian business leaders to be affirmed in their marketplace calling, to connect with other like-minded individuals and to be equipped by top practitioners.

ELO has pursued its vision through various formats. We have created ways to bring Christian CEOs, senior executives, and business leaders together to learn and grow. We do this by providing our Peer Advisory Groups, ELO Forums, family business consulting, Leadership Programs at the University of Oxford, and free resources on our website. ELO now impacts 100,000 people annually, and we have held over 70 executive education level events successfully in Vancouver, Toronto, Winnipeg, Edmonton, Shanghai, Hong Kong, and Singapore.

ELO has attracted top thought leaders and practitioners from throughout the world and continues to offer top-tier events, conferences, and learning experiences.



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SPEAKERS & INTERVIEWERS



RICHARD (RICK) J. GOOSSEN

Chairman, ELO Network

[Biography](#)

[Website](#)



WAYNE ALGUIRE

Organizational Growth Specialist & Former Pastor

[Biography](#)

[Website](#)

“How To Develop Your Own Soul Care Plan”



DAVE BRERETON

Founder & Executive Chairman of the Board, TECSYS

[Biography](#)

[Website](#)

“Leadership Lessons From Entrepreneurial Startups to Running a 60,000 Person Global Organization”



JOHN CARBREY

Founder & Managing Director, FutureSight Ventures

[Biography](#)

[Website](#)

“Artificial Intelligence: Is there A Gold Rush of Commercial Opportunities? (Q&A)”



PETER CHUNG

Chairman & CEO, Primacorp Ventures

[Biography](#)

[Website](#)

"My Faith and Entrepreneurial Journey (Q&A)"



KATHLEEN COOKE

Co-Founder & Vice President, Cooke Media Group

[Biography](#)

[Website](#)

"How Christians Can Influence Culture:
Lessons from Changing Hollywood from the Inside"



PHIL COOKE

Co-Founder & President, Cooke Media Group

[Biography](#)

[Website](#)

"The 10 Secrets of Becoming a Creative Leader"



TOM COOPER

Founder & President, City in Focus

[Biography](#)

[Website](#)

"Q&A with Peter Chung"



JOHN DYCK

Board Member, Journey Home Community

[Biography](#)

[Website](#)

"Q&A with Diana Montoya"



STEVE KIM

Alberta Director, Apologetics Canada

[Biography](#)

[Website](#)

“Artificial Intelligence: What are the Facts & the Fiction? (Q&A)”



JOHN LENNOX

Professor Emeritus, University of Oxford

[Biography](#)

[Website](#)

“Artificial Intelligence: What are the Implications for the Future of Humanity? (Q&A)”



DIANA MONTOYA

Executive Director, ASODENIC

[Biography](#)

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“Entrepreneurial Leadership for Non-Profit Organizations”



RAY PENNINGS

Co-Founder & Executive Vice President, Cardus

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ELO Network

Peer Advisory Groups

Get coaching from a professional business advisor, network with other Christians in the business industry, and find meaning in your leadership.

PEER INPUT

Groups are comprised of Christian CEOs, business owners, entrepreneurs, and senior executives who are experienced in the business industry.

1:1 REVIEWS

Expert chairs provide a one hour one-on-one review session with each member every other month. This gives them the ability to dig deeper into specific issues.

LEADERSHIP EXPERT SESSIONS

Expert presenters deliver engaging and informative sessions to the Peer Advisory Groups. Each session consists of a one-hour presentation, followed by a group discussion to explore the topics in greater depth.

MEMBER EVENTS

Additional in-person gatherings are integrated through the ELO Forums and Leadership Programs. These events provide an excellent opportunity to foster deeper connections with fellow members in the ELO Network.

UNIQUE CONTENT

ELO is based on the collective wisdom of professional and trained instructors who deliver world-class executive education to high-level business leaders and entrepreneurs.



UNIQUE VALUE PROPOSITION

There are five aspects of the unique value proposition of the ELO Network Peer Advisory Groups.

1. MEANING-DRIVEN FOUNDATION

ELO has a unique *meaning-driven leadership* approach. At the core of ELO's approach is the importance of clarity and conviction of meaning for each leader that drives everything else. First, a leader needs to understand the "Why?" Next, comes the "How?" ELO reinforces the core question that every leader must continually ask: "*How does what I am doing fit with my pursuit of meaning in my life?*"

2. LEADERSHIP EXPERT INSIGHTS

While our ELO gatherings are live and in person, our bi-monthly *Leadership Expert Sessions* are delivered via videoconferencing technology. This approach has allowed us to access top thought leaders and practitioners from Europe, Asia, and throughout North America.

3. EXCLUSIVE ACCESS TO VIP NETWORK

All Peer Advisory Group Members are granted access to the VIP Receptions of the ELO Forums in Winnipeg, Vancouver, and Toronto. The VIP Receptions are typically over breakfast or lunch, attended by 25-50 people in each location and are comprised exclusively of speakers, sponsors, and ELO advisors.

4. NETWORKING

Members expand their relationship base not only by members in their own peer advisory group but also by connecting with members in our other ELO peer advisory groups throughout Canada.

5. TIME EFFICIENT

We recognize that no matter how good a program is, busy people need to manage their time effectively. As a result, we focus on high-impact and time-efficient meetings, with a clear agenda, and practical outcomes.

[LEARN MORE](#)

ELO Team: 150 Meaning-Driven Entrepreneurial Leaders

By Dr. Richard J. Goossen

I often get asked, “Who is ELO?” ELO includes many people who want to see ELO pursue its vision to help meaning-driven entrepreneurial leaders succeed.

ELO is comprised of a global network of about 150 advisors, speakers, sponsors who are leaders of businesses, non-profit organizations, and educational institutions.

Since 2005, ELO has received contributions from an amazing aggregation of talented individuals committed to making a difference.

This team reflects a diversity of businesses and organizations, geography, experiences, and personalities—yet they are all committed to encouraging entrepreneurial leaders to have a greater impact in the marketplace!

Our supporters represent a wide range of industries: auto parts manufacturing, agriculture, software, cyber security,



construction and property development, nurseries, fresh cut flowers distribution, landscaping, retail sales, aquaculture, education, window manufacturing, cabinet making, law firms, accounting firms, and many others.

Some contributors have been long-standing members of ELO advisory boards in different parts of the world such as British Columbia, Manitoba, Ontario, and Singapore.

“Since 2005, ELO has received contributions from an amazing aggregation of talented individuals committed to making a difference.”

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Other supporters have been presenters at conferences, graciously lending their time and expertise. Our speakers have come from South Africa, the UK, Singapore, and all over the US and Canada. We have had speakers from the world's most prestigious academic institutions, such as the University of Oxford and Harvard University. We have had high-profile speakers such as John Maxwell, the world's #1 leadership expert, and Mark Burnett, the #1 Hollywood TV producer.

Lastly, some individuals have had their organizations act as sponsors of various ELO events, such as our annual ELO Forums, Workshops, and our Leadership Programs.

ELO thanks all supporters who truly comprise the world's top marketplace leaders team!

Our website page ***The Team*** has more details on the nature of the contribution of the various individuals listed.

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John Lennox's Good Return: Work, Wealth & Wisdom

By Dr. Richard J. Goossen

Part I of II

John Lennox's most recent book offers great insights for business leaders. Lennox embodies a unique combination of a person with a dual track of living his calling. He is a Professor of Mathematics (now Emeritus) at the University of Oxford and has been simultaneously a skilled Bible teacher and apologist. In addition to refereed articles in math journals he has also written extensively on science and religion, Old Testament leaders and artificial intelligence.

Lennox has been a regular part of the annual ELO Leadership Program in Oxford and he has participated in numerous ELO webinars. In the ELO Leadership Program, and in other venues, his insights have resonated with business



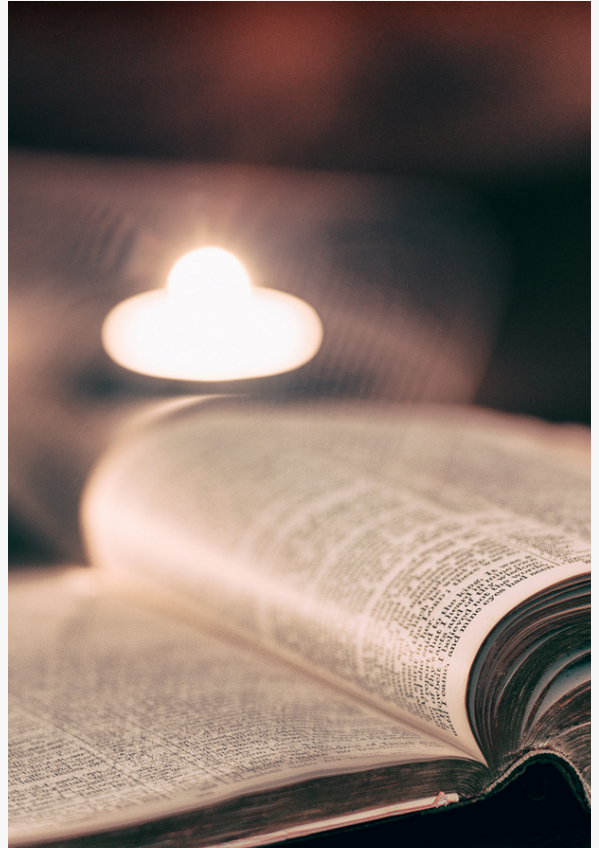
leaders. He has also interacted with many business leaders who have supported his ministry endeavours over the years.

Lennox is skilled at bringing his unique perspective and life experiences to bear on various topics. He has now provided a book titled, *A Good Return[:] Biblical Principles for Work, Wealth and Wisdom* (Fearn, Ross-shire, UK: Christian Focus, 2023).

This book is not a comprehensive treatment of the work, wealth, and wisdom, but rather a unique assortment of topics under the general title. Lennox works in some autobiographical examples throughout, referring to his mentors, how his ministry was financed, his pursuit of calling, and his experience with the "sacred-secular divide."

Lennox references the classic sacred-secular divide and the nature of calling, a well-trodden territory that still needs to be addressed in any primer on Christian marketplace leadership. Lennox covers practical issues, such as supporting church work. He discusses biblical passages at great length, adding new insights to familiar parables. He also introduces some concepts that may be new to some readers, such as that of the “Gospel Patron.”

Lennox integrates interesting bits of the history of Christianity, from Basil the Great to Brother Lawrence. He quotes widely from people as diverse as Dorothy L. Sayers, Aristotle, Jordan Peterson, and Ian McGilchrist. He discusses



“He discusses issues that are not commonly addressed: work related to heaven and the role of rewards as motivation.”

issues that are not commonly addressed: work related to heaven and the role of rewards as motivation.

He has a pastoral bent, posing questions for reflection such as follows: “Let me ask a direct and personal question of my readers and myself: when was the last time you and I went to work with an active sense that the Lord was sending us there?” [63] There are also questions at the end of each chapter to prod detail reflection by readers.

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Lennox addresses the question of what he can add, as a professor, to the topic of Christians in the workplace. He states, "...experience has taught me that the actual issues we face in the workplace, whether in the home, factory, or office, have a great deal in common. I intend, therefore, to discuss the biblical principles that I have found helpful in my own work, in the hope that you can tweak them to apply to your own situation" [15].

Why does Lennox write a book on work, wealth, and wisdom? He highlights the importance of our work: "God Himself shows a great deal of interest in our work precisely because it really is of eternal significance" [16]. In short, it is not simply a means to an end.

His objective for the book: "I shall, therefore, discuss the biblical teaching on the purpose and meaning of work in the hope of helpfully mapping out a Christian perspective and some principles on how work fits into a bigger, integrated picture of life" [19].



He covers the Sabbath. He states that the Sabbath is important for the work-rest cycle and to prevent work from becoming an idol. The Sabbath is not a "moral law" but a matter of conscience (i.e., Jesus defended his disciples breaking the Sabbath). Moral laws are norms for Christian behaviour.

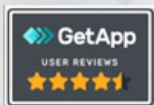
With respect to work, there is an important distinction with respect to motivations. “Here [the Sermon on the Mount], Jesus is making a vital distinction between the primary motivation, the purpose (or goal) of work that is, the development of a relationship with God; and the secondary (yet important) motivations for, and outcomes (or by-products) of, work - the things that sustain us” [48].

Lennox explains that “whatever our work, we are to do it as accountable to the Lord, seeking His righteousness and desiring to develop our moral integrity” [52]. In short, work is a vital part of every believer's calling.

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Yovanis, a determined mother in a remote Cartagena community on a hilltop, was desperate for a better life for her children including her son with special needs.

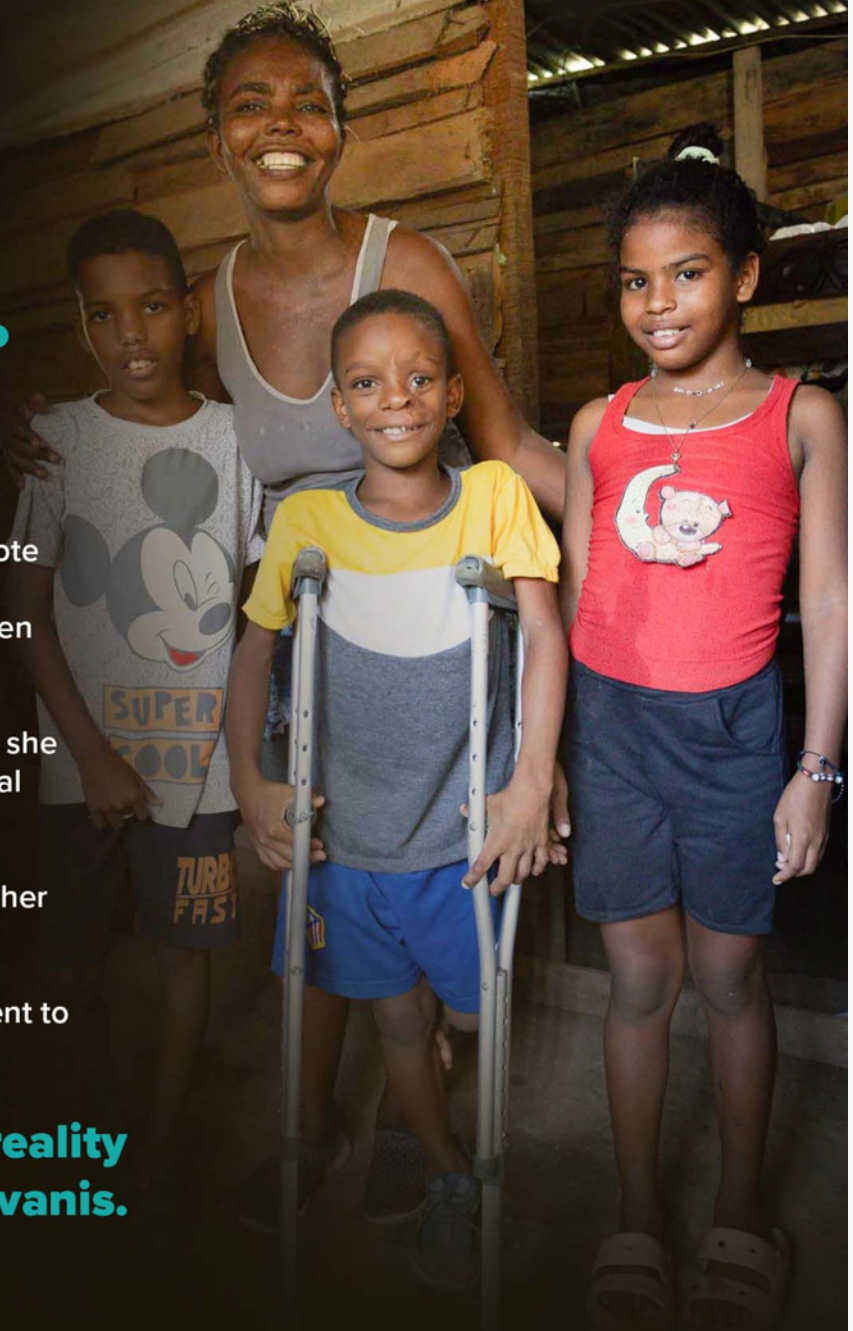
One day, as she climbed a rugged trail, she encountered an outreach team, a pivotal moment that would ignite her dreams.

Now, Yovanis is on her way to opening her own store, the Rooftop Lagoon. With Opportunity International's support, her dreams are taking flight - a testament to the power of hope and resilience.

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Hollywood, Crisis & The Church: Interview with Phil Cooke

By Dr. Richard J. Goossen



This is part one of a four part series based on an interview, conducted by Dr. Richard (Rick) J. Goossen, Chairman, ELO Network, with Phil Cooke, Co-Founder & President, Cooke Media Group. The entire interview can be watched through **YouTube**.

Rick Goossen (RG): What are the services of your company today?

Phil Cooke (PC): We do two things. First, we produce programs of all kinds, including television specials and documentaries. We've worked for companies such as ESPN and PBS. We've done projects for a wide variety of studios like Disney and Warner Brothers and others here in Los Angeles. I've got a team filming right now at the Museum of the Bible in Washington, DC. We have shot in about 70 countries around the world.

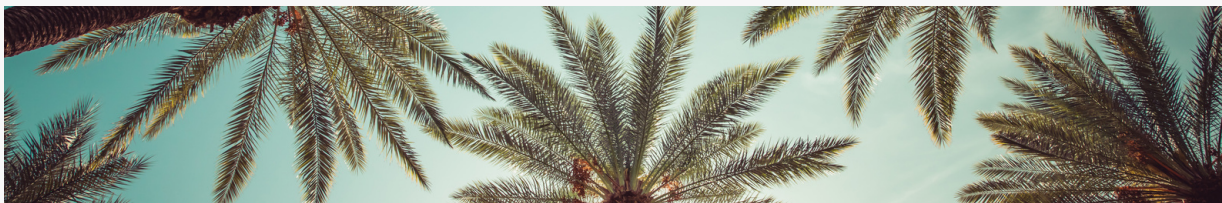
Second, we also consult, which is the real burden on my heart: to help Christians tell their story to this very, very challenging culture that we live in today. We work with churches, ministry organizations, and non-profits to help them use media more effectively. We also do a lot of advising, coaching, and consulting with leaders who want to express their story more effectively.

RG: How do churches communicate their message in a time of crisis?

PC: You're talking about my next book! I get calls when a church goes through something like this or a ministry organization because they don't know how to deal with it. They are unsure how to communicate with their congregation. I tell churches and pastors, even business leaders, that it's not if you'll have a crisis, it's when. The fact is we should be ready for anything at any given time because we live in a social media world. There is a high likelihood of someone saying inappropriate things on Twitter or Instagram or Facebook. You just never know.

What about a drunk driving charge you got in college? You thought everybody had forgotten about it. Guess what? That'll show up in a Google search. So we need to be living more transparent lives than ever because there are so many opportunities for people to make mistakes, go off the rails, and a church can be devastated.

My goal is to go in and help right the ship. I'm not the spiritual guy very often. If it's a pastor that's failed, I'll recommend we bring in a pastor or spiritual leader to help guide that part of the process. However, the question is, do we report it? How do we report it? Do we need an attorney? How do we want to talk to the media about this? All those are important questions that need to be asked. And most churches just have no idea how to respond. I think it is critical that we just understand it's the day and age we live in.



RG: What are some principles that churches should adopt when communicating with the media?

PC: First, call an attorney. I recommend you get an attorney that has dealt with these kinds of issues, but get the attorney's advice first thing, simply because even reporting issues is critical today. Nowadays, if you don't report it, you can go to jail. So, there are legal issues that are more important than ever.



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Second, you need to tell the truth all the time. But that doesn't mean you tell everything. So, if a reporter calls you or if someone from the general public calls you about the situation, always be honest, because that will come back to bite you if you aren't, even if you're trying to be noble and protect someone. However, that doesn't mean you have to blurt out everything. It doesn't mean you have to give out details, but always be honest in what you do share.



Third, before anything happens, start now to create a small crisis communication team in your church. It could involve the pastor, the executive pastor, a couple of elders, maybe a communications director at the church if you have one. Or, just a small group of people that you meet with ahead of time and decide, OK, if a crisis happens of any kind, this is how we'll respond, we will immediately get together and work this thing out.

Fourth, I also recommend you get professional communications counsel, which is different than the role of an attorney. A communications professional will also help you keep your reputation intact, and they'll know how to tell the story. They've become very important in this social media world that we live in.

*To view the whole interview, watch it on **YouTube**.*



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“The Burial” Movie: Whatever Happened to Ray Loewen?

By Dr. Richard J. Goossen

Part I of II

The recent movie “The Burial” is an Oliver Stone-style retelling of the tale of the demise of Ray Loewen and the “death care provider,” The Loewen Group. The movie tells the core of the story of the courtroom drama and how a US jury awarded a small-time funeral operator, who was out an estimated US\$8m, with a whopping judgment of US\$500 million.

Ray Loewen is caricatured in the movie—it makes for a better storyline. But who is Ray Loewen? Here are some extracts from my interview with Ray Loewen on September 16, 2005. The full transcript was published in Richard J. Goossen, *The Christian Entrepreneur: Insights from the Marketplace*.

RG: Was your educational experience (to whatever extent) helpful? If so, in which way?

RL: My formal education did not help very much,



I started helping my father in his ambulance and funeral home business at a very young age. As a result of this involvement with my father, I missed a lot of high school. Chasing down the highway at age 13 in an ambulance was a lot more exciting than high school. These types of experiences also helped me grow up quickly. One of my most memorable childhood experiences was driving an accident victim back to my father's funeral home in a serious prairie winter white-out situation at age 15. I have often wondered why my father had

“These types of experiences also helped me to grow up quickly.”



John Carbrey
Managing Director

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that much confidence in me to allow me to drive the ambulance in those conditions. I didn't even have my driver's license at that time.

RG: What is the story behind The Loewen Group?

RL: With respect to the early years, my brother and I bought my father's funeral home for \$56,000 in 1963. I was 23 years old at that time. I worked very hard to build up that business and put it into a solid economic position. I then sold my interest to my brother and purchased a beautiful funeral home in Fort Frances, ON from Rusty R.V. Green in 1967. That really gave me confidence in my ability and gave me a great financial start on my own. I also built two apartment buildings in Fort Frances. This gave me a good beginning in development and

construction. In 1969 I purchased a larger funeral home business in New Westminster, BC and moved my family to BC. I bought a number of additional funeral homes in the following years and continued real estate development on a limited basis.

Between 1979 and 1981 I became one of the biggest builders and developers in the Greater Vancouver area. My development activities came to an abrupt end with interest rates rising from 18% to 26% as a result of the commitments of the industrial world to bring inflation down to 1 to 2% annually. I then began to focus on building a large funeral home company called "The Loewen Group, Inc."

I had slowly been accumulating a number of funeral homes during my political years and my Loewen Development Corp. years. After the excitement of my property development years I was really not very interested in funeral homes. BC was in a real estate recession for quite a few years after the 1981 real estate bust, however, and I was open to new opportunities. Very unexpectedly,





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people started to phone me and wanted to sell me their funeral homes. Because of limited other opportunities, I reluctantly began to pay attention to these requests.

In 1984 my funeral home company had \$4 million in revenue. At that time the Royal Bank of Canada started to restrict credit and therefore we went to a Class B bank called the Canadian Commercial Bank. This change allowed us to continue our company's growth I kept buying funeral homes until one day the Canadian Commercial Bank went into receivership and our company's \$10 million loan was called. Because the banking community was still in an inflation fighting mode and continued to restrict credit we had no way to pay off the receivers.

Therefore, out of necessity we put together a \$10 million subordinated debenture, coupled with a \$30 million acquisition line of credit from Royal Trust, to both pay off the receiver and also continue our acquisition strategy. A year later we went public officially on the Toronto Stock Exchange with a small public offering of approximately \$4 million.

It is said that for any industry or profession to mature and become fully accepted by society it must be economically rationalized. I realized that the time for funeral home consolidation had arrived. We had a winning formula. I understood the social, non-monetary needs of third generation funeral home owners who wanted to retire with dignity in their own communities and at the same time needed to do their succession planning.



planning. I also understood that few sons and daughters wanted to be saddled with the same responsibilities of their fathers and grandfathers in the funeral home business.

“I also understood that few sons and daughters wanted to be saddled with the same responsibilities of their fathers and grandfathers in the funeral home business.”

The Loewen Group quickly gained a reputation for integrity, for taking care of the reputation needs of the selling family, and improving the services that the funeral home provided. This included a serious upgrading of facilities across Canada. One day a reporter came to see me and wanted to do a story. She tried to suggest that the public was better served if funeral homes remained individually and locally owned—often referred to as “mom and pop” businesses. I enjoyed telling her that The Loewen Group was still a mom and pop operation and introduced her to my wife, Anne, who was in the office next to mine and was responsible for upgrading and updating dozens of funeral homes from Port Alberni to Charlottetown, PEI.

The Loewen Group's reputation grew rapidly in the industry and soon funeral directors in the

US were asking us to come and help them with their succession needs. After considerable deliberation and due diligence we began to entertain the possibility of expanding to the US. One day I received a call from Dan Whitehurst of Fresno, CA. Dan had just retired as the youngest mayor of a major US city. His father who was the owner of a large, very highly respected business in Fresno and surrounding communities was getting on in years and was going into the hospital for a bypass operation. The family felt that it would be best to do their succession planning before he had his operation. I began to feel that the door to the US was wide open for us.

We continued to grow exponentially. By the time we “hit the wall” in Mississippi our revenue was well in excess of US\$1 billion. Our earnings had compounded for 8 years at 30% on a fully-diluted basis—and our stock had gone up 20 fold. The Loewen Group had truly become a darling North American growth story. By 1998 we had approximately \$3 billion in revenue and 16,000 employees. We also had a market capitalization of \$2 billion and were listed on both the New York Stock Exchange and the NASDAQ Exchange in the US, as well as the Toronto and Montreal Stock Exchanges in Canada.



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- Sessions taught by both professors from Oxford & leading practitioners
- A unique meaning-driven leadership curriculum
- Connecting with an exceptional cohort
- Receiving a ***Diploma of Entrepreneurial Leadership***

We are the leading organization in this field. Our program attendees consistently have incredible experiences of growth and learning. This is a once in a lifetime experience that they talk about for years afterward!

We invite you to join us in Summer 2024!



DIPLOMA OF ENTREPRENEURIAL LEADERSHIP

The ELO Leadership Program provides participants with a well-rounded week of *executive education* as you would receive at the finest universities in the world—but from a Christian worldview perspective.

The Program interweaves a foundation of meaning-driven leadership with a discussion of cutting-edge issues that impact leaders, businesses, and society. The Program is led by a world-class roster of academics and practitioners.

As a reflection of the quality of the program, location, and instructors, ELO provides all participants with a *Diploma of Entrepreneurial Leadership*.



The sessions are conducted with a small cohort in a highly interactive manner. This is very unique considering that sessions are led by instructors whose presentations have been viewed millions of times online and whose books have been read by millions.

The Diplomas are presented at the conclusion of the Program at the Friday night Formal Hall dinner.

PARTICIPANT FEEDBACK

"I would definitely recommend the ELO Leadership Program at Oxford to business leaders who are interested in a better understanding of how God is working in them in their workplace. It is inspiring to closely connect with such a group of high-level Christian entrepreneurs."

– **Glenn Hofland, President, John G. Hofland Ltd. (Oxford Leadership Program 2018)**

"The 2022 ELO Oxford Leadership Program connected a select group of dynamic Christian marketplace leaders from around the globe with world-class instructors. This unique opportunity to dwell on the intersection of faith and business, to share challenges in a safe environment and to learn from one another throughout the week—all amidst the magical setting of Oxford— will inspire for months to come."

– **Kristy Krahn, Vice President, The Quark Group (Oxford Leadership Program 2022)**

NEXT STEPS

We will be announcing more information for our 2024 Program soon.
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Startup Santa: A Toymaker's Tale of 10 Business Lessons Learned from Timeless Toys

By Brad Pedersen

Part I of II



Brad Pedersen is a successful entrepreneur who has learned valuable lessons along the way. He is a longtime ELO supporter, a speaker at ELO Forums, and an ELO Oxford Leadership Program Alumnus. Here is an extract from his recently released book, *Startup Santa*.

Have you ever wondered how the toys that shaped your childhood could hold the secrets to entrepreneurial success and a life filled with meaning?

Startup Santa: A Toymaker's Tale of 10 Business Lessons Learned from Timeless Toys (M3 Adventures, November 2023) is my first book, where I share the "wisdom from his wounds" to help other startup founders avoid my mistakes while working towards living a life to the full.

If you are reading this, then it is likely that you are a part of a community of meaning-driven business & entrepreneurial leaders looking to succeed.

So to share with you some background on why I wrote this book. The truth is I actually did not want to write a book. Partly because it seemed too daunting a task but mostly driven by a question of worthiness. I was telling myself a story

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that the world was already very noisy and did not need yet another voice to add to the clutter.

What I eventually landed on was that I would write a memoir, to ensure that I captured some of the most important memories and lessons from my voyage through the world of toys. That is when something unexpected happened. As I started to unpack the stories and then scribe the words, I discovered new learnings, and this ultimately led to a place of personal healing and forgiveness.

When my inner circle became aware that I was working on a book, a few asked permission to read some of the early chapters. That is when I received the feedback, that the stories that I shared and the resulting lessons were helpful, and I was encouraged to distribute them more broadly.

As a result, the scope of the project changed. No longer was I focused on simply creating a memoir but rather a book dedicated to helping other founders. People in the "mud, blood, and the flood" of

building a business and those who could benefit from learning some lessons from my experiences at the school of hard knocks.

Startup Santa is really more of a "what not to do" manual, as I have learned that success is a terrible teacher. The great paradox of life is that for us to experience joy and happiness we must be equally prepared to embrace pain and suffering. Joy and suffering are two sides of the same coin, and we get to choose





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the narrative of what our experiences ultimately mean. However, we do not learn from what happens, we learn from taking the time to reflect on what happens. Our greatest lessons land when we unpack the purpose of the many pains we are going to experience in our lives.



Toys are a facilitator for experiential learning, providing a medium by which we can youthfully engage in the art of play. Play is an important part of our human development; how we remain young, how we learn to problem-solve, and how we find new inspiration.

My experience with these toys, combined with my lived experience, became the basis for the storytelling that you will find within the pages of Startup Santa. Every chapter features an iconic plaything, explaining the origin story and what we can learn from interacting with the toy. This is followed by stories from my journey as a toy maker that in turn tie together the learnings from the product and the lessons from my life.

There are 10 unique lessons (11 with a bonus chapter) as well as many other principles that can be revealed from interacting with these timeless toys. Startup Santa reminds us that the spirit of play is not just for children—it's a force that can transform the way we approach entrepreneurship, enriching our lives and businesses with boundless wonder and limitless potential.

To read part 2, visit our blog [**HERE**](#)



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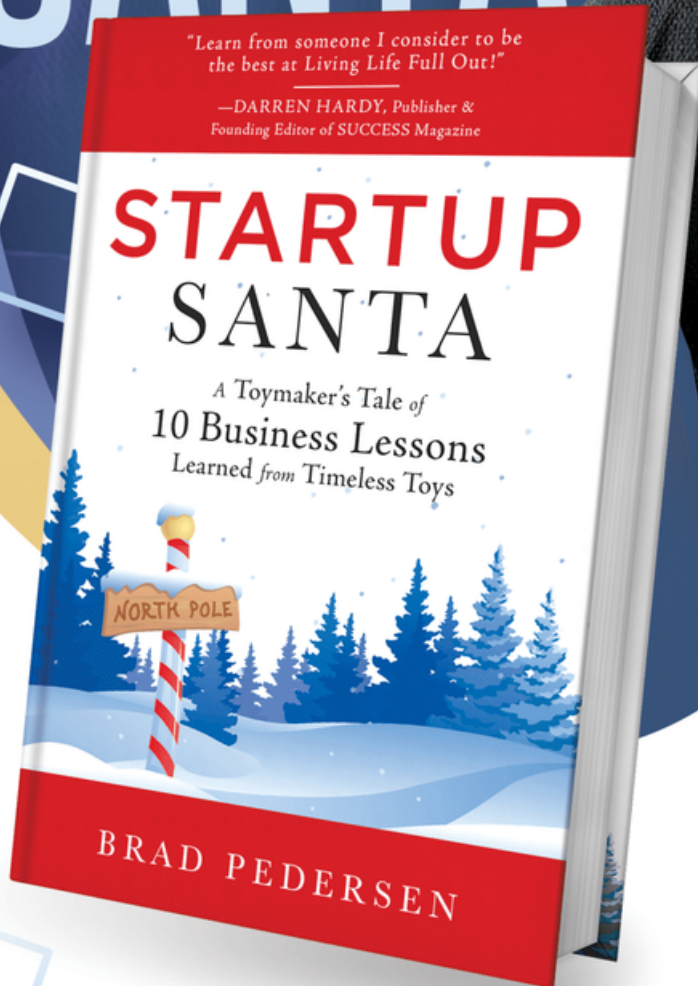
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John Lennox on AI and the Future of Humanity

By Dr. Richard J. Goossen



John Lennox is the leading Christian voice on artificial intelligence (AI) and its implications for the future of humanity. His interview last year titled *AI, Man & God* has already been viewed on YouTube over 1.24 million times!

Why? John Lennox grasps the significant implications of AI. A startling prediction as to the impact of AI comes from The Future of Humanity Institute, University of Oxford: “Overall, A.I. should be better than humans at pretty much everything in about 45 years” [65].

In 2020 John Lennox published *2084 - Artificial Intelligence and the Future of Humanity*, which covers key developments in technological enhancement, bioengineering, and AI. In his book, he discusses the current state of AI, its benefits, dangers, future implications, and whether the dystopian vision of George Orwell's 1984 is at hand.

Who is John Lennox? He is an internationally renowned speaker on the interface of science, philosophy, and religion. John was Exhibitioner and Senior Scholar at Emmanuel College, Cambridge University, from which he took his MA, MMath, and PhD. He worked for many years in the Mathematics Institute at the University of Wales in Cardiff which awarded him a DSc for his research. He also holds an MA and DPhil from Oxford University (by incorporation) and an MA in Bioethics from the University of Surrey.

John has been a great supporter of the ELO Network. He has spoken in various Zoom webinars, and he has been an instructor in the ELO Leadership Programs in Oxford since its inception. John will participate via Zoom from Oxford in the three 2023 ELO Forums.

At the Forums, he will be addressing the topic that was covered in his book: “AI and the Future of Humanity.” John Lennox believes that there are credible answers to the

daunting questions that AI poses, and he shows that Christianity has some very serious, sensible, evidence-based responses about the nature of our quest for superintelligence.

In his book 2084, he addresses the following ideas. First, he reviews the key developments in technological enhancement, bioengineering, and, in particular, artificial intelligence. Second, he highlights the agreements and disagreements that scientists and experts have about the future of AI. Third, he talks about the key insights that Christianity and Scripture have about the nature of human beings, the soul, our moral sense, our future, and what separates us from machines.



In 2084, Lennox makes many interesting points. He clarifies the limits of AI. He states that “the general-purpose capability, which humans all have, is phenomenal; it is a key requirement for real intelligence, but it is fundamentally lacking in AI systems” [27].

The discussions regarding AI touches on the nature of people. In 2084, Lennox cites Sean Carroll who states in The Big Picture, “We humans are blobs of organized mud, which through the impersonal workings of nature’s patterns have developed the capacity to contemplate and cherish and engage with the intimidating complexity of the world around us... The meaning we find in life is not transcendent.”



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What are some elements of our humanity? Lennox explains that no computer can ever simulate the mind [100].

In addition, work is an important ingredient in human flourishing [129].

A values approach is critical in the realm of AI. Why? Solutions to the world's biggest challenges require values input. Google CEO Sundar Pichai, for example, said recently regarding AI: "How do you develop AI systems that are aligned to human values—and including—morality? This is why I think the development of this needs to include not just engineers, but social scientists, ethicists, philosophers, and so on." This is where John Lennox's input is valuable.

Lennox notes the fundamental difference between human and artificial intelligence: one cares, and the other does not [133]. "God conferred a unique dignity on humans—that of moral capacity" [136]. "Human morality, then, was originally defined in terms of obedience or disobedience to the word of God" [141]. Lennox concludes that "moral subjective relativism is not liveable" [148].

In short, in 2084, Lennox provides clear information and credible answers that bring real hope for the future of humanity.



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