

ELO Network

Christian Marketplace Leaders

Name:

ELO Winnipeg

Christian Marketplace Leaders Forum

2019-2020 | Vol. 4 | No. 1

The World's Network for Christian Marketplace & Entrepreneurial Leaders

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Thank You To Our Volunteers

ELO would like to acknowledge and thank our student volunteers from Providence University College who have assisted in hosting this event.

For further information: www.ELONetwork.org.

Contact: Administrative Office, Admin@ELONetwork.org

On The Web:

Our ELO website www.ELONetwork.org gets approximately 100,000 unique visitors and 750,000 total hits per year!

We have a wide range of resources for Christian marketplace and entrepreneurial leaders:

15	10in2 Entrepreneurial Leader Video Profiles
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80	Entrepreneurial Leaders Interviews
182	Blog Posts
439	Pages

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Richard (Rick) J. Goossen

MC / Host

Richard (Rick) J. Goossen, PhD, President, ELO Group, Vancouver, BC – ELO Group, which traces its roots back to 2005, includes ELO Counsel (www.ELOCounsel.com), described below; ELO Network (www.ELONetwork.org) which has organized over 50 “ELO Forums;” and the Entrepreneurial Leaders Institute (www.ELOOxford.com) which offers the “Entrepreneurial Leaders Programme” in collaboration with Wycliffe Hall, University of Oxford.

ELO Counsel provide transition, governance and strategy solutions for family businesses and entrepreneurs across Canada:

- “Transition” - succession, management buy-out or sale. ELO Counsel, along with key partners, is able to handle the buying/selling process on behalf of clients.
- “Governance” - organizational audits, creation and management of a board of directors, advisory boards and advisory summits.
- “Strategy” – curated leadership sessions, strategic reviews, innovation audits, analyses, recommendations and action plans.

ELO Counsel works closely with several “best of class” financial planners and wealth management firms across Canada in order to deliver a comprehensive and integrated service for clients. ELO Counsel’s focus is to create value for high net worth family business owners and entrepreneurs and to help them be more effective difference-makers. The bottom line: ELO has unrivalled experience and expertise understanding, working with and providing value for entrepreneurs. ELO has worked with and researched the best practices of over 500 entrepreneurs and business owners since 2005. ELO offers a unique value proposition that resonates with family business owners and entrepreneurs.

Rick has edited five books and authored six books related to business and entrepreneurship. Two of the books he authored are available in six translations. One of his books, *Entrepreneurial Leadership: Finding Your Calling, Making A Difference* (IVP, 2013), focuses on a Christian approach to entrepreneurship and has been translated into Chinese (PRC), Chinese (Taiwan) and Korean. Rick has had countless local and international speaking engagements in Europe, North America and Asia to leading universities and business groups.

Rick’s education includes the following: a Ph.D. from Middlesex University, London, UK; a Masters of Law (LL.M.) from Columbia University, New York City; a Bachelor of Laws (LL.B.) from McGill University, Montreal; and a Bachelor of Arts (B.A.) (Hons.) (First Class) from Simon Fraser University, Vancouver. With respect to professional credentials, Rick was admitted as Barrister and Solicitor of the Province of British Columbia, Canada and voluntarily withdrew his membership to focus entirely on business pursuits.



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Dr. Jeremy Funk | Assistant Professor of Business Administration

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Diane Craig

“Unbreakable Presence”

Diane Craig, President and Founder, Corporate Class Inc., Toronto, ON - For over 30 years, Diane has been providing training to multi-national businesses, Fortune 500 companies and government agencies to optimize leadership advancement potential across every organizational level. From C-Suite to new professionals, Diane’s coaching and mentoring equips prospective leaders to progress within their organization.

Recognized throughout North America for her Executive Presence (EP) Training System, Diane introduced EP training to international clients and she facilitates customized workshops and seminars to organizations around the world: Europe, the Gulf Region, Asia, Africa and across the Americas – North, Central and South.

In addition to her internationally expanded calendar of corporate workshops and presentations, Diane facilitates training sessions at university business schools: Richard Ivey School of Business, McMaster University; Rotman School of Business, University of Toronto; Schulich School of Business and York University. Diane also provides private coaching to many leaders in the public domain, including politicians.

Diane is a member of Women Presidents’ Organization. Since 2013, Diane has been a member of the Proctor Gallagher Institute’s panel of experts at Matrixx Events. She is a regular speaker at national business meetings including the HRPAC conference, Canada’s largest convention for human resources professionals. Since 2007, Diane has been on Life Speak Inc.’s roster where she provides expertise to aspiring business professionals.

Her perspectives on Executive Presence are frequently sought after by media. She is often quoted in The Globe and Mail and National Post, and appears regularly on CBC and CTV. Diane is a regular contributor to Forbes Magazine and a member of Forbes Coaching Council. In addition, as a certified coach from the Neuroleadership Institute, she contributes regularly to “Coaching World” a global resource publication for coaches published by the International Coaching Federation.

Diane is dedicated to community service. She served as a Board member with Trillium Gift of Life Network from 2006-2016, the not-for-profit Government of Ontario agency that promotes and coordinates all organ and tissue donation and transplantation.

Notes



Ken Keis

“Business & Life Purpose: What Do You Really Value?”

Ken Keis, PhD, Founder, CRG Consulting Resource Group International, Abbotsford, BC - CRG was founded in 1979. Many professionals herald CRG as the Number One global resource center for Personal and Professional Development. Over 1 million people in 30 countries and 12 languages have engaged CRG processes to Enrich Their Lives. In fact, professionals are so impressed with CRG processes, 80% switch to CRG resources--no matter what they have been using or how long they have been using them. In this industry, that is unparalleled success.

CRG clients include Boeing, Chrysler, Honda, London Drugs, AT&T, GTE, Manulife Financials, European Union Center for Leadership Development, universities, career centers, and thousands of HR professionals, coaches, individuals and small business owners around the globe.

Ken is a foremost global authority on behavioral assessment strategies and processes, an expert in leadership, career development, purpose, and wellness. He has authored over 4 million words of content, including 500 articles, 4 books, and a dozen assessments. In the past 30 years, Ken has personally conducted more than 3,000 presentations and 10,000 hours of coaching and consulting. He is a highly sought-after author, speaker, trainer, podcast host, and TV and media guest. His latest books include: *Why Aren't You More Like Me?*, *Deliberate Leadership*, and *The Quest For Purpose*. For more information visit: www.kenkeis.com and www.crgleader.com

About the workshop:

Everything in life centers on measurement: money, travel, time—the list is endless. Yet, in our experience, most people do not truly understand what their core values might be and how to live them out. Confusion, lack of congruence in our operational values hinders our abilities to make timely decisions. Dr. Keis will share breakthrough research on why values clarification is foundational to anyone’s success and especially to our business and life purpose. We even suggest you can make the right decision EVERY time if you use your values to filter decisions. You will get a chance to personally start your values clarification process. This workshop is consistently rated one of the top sessions in any conference or workshop it is presented at. *What Do You Really Value?* is participant-driven, so be ready to learn, have fun, and contribute 100%!

UPCOMING ELO EVENTS		
Vancouver November 14 th	Toronto November 25 th	Oxford August 11-19 th 2019

Notes

RIVERCITY

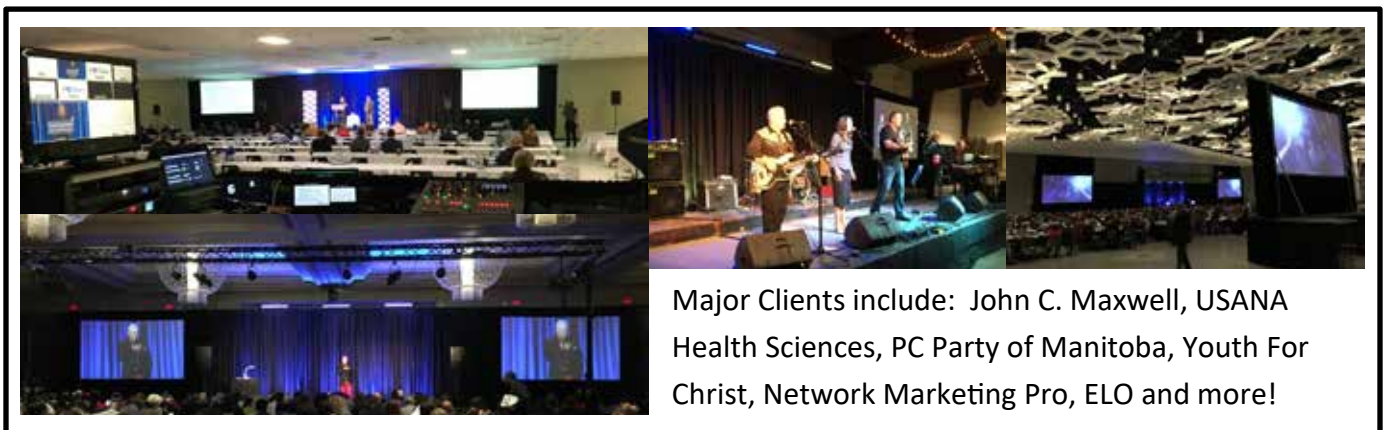


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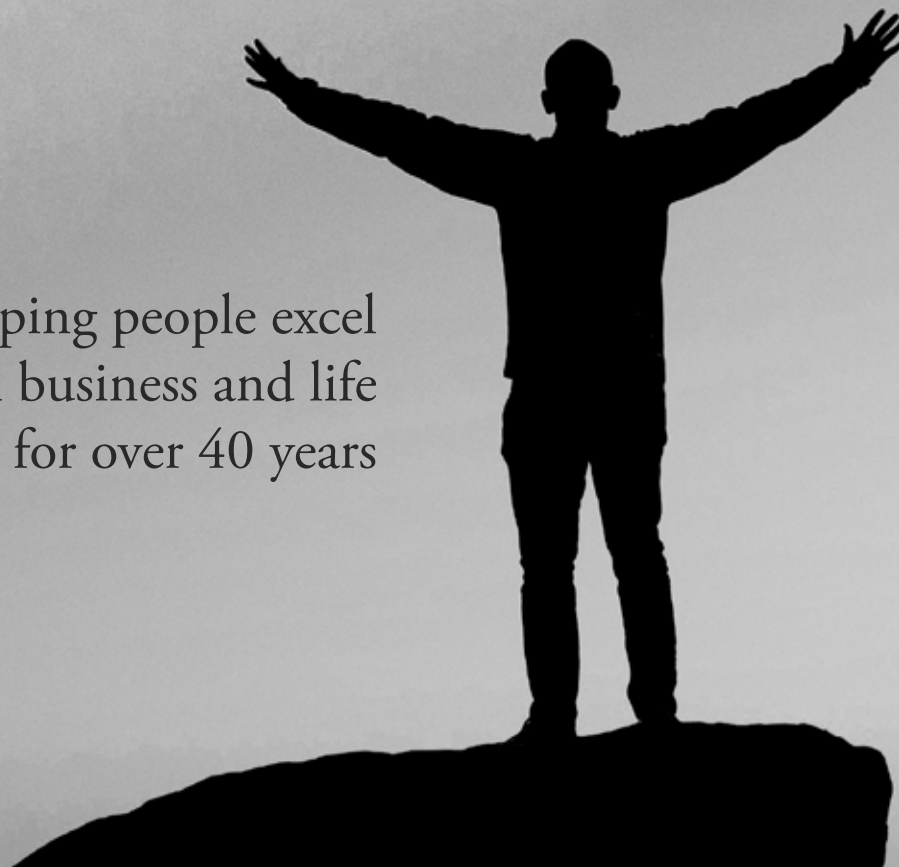
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ENTREPRENEURIAL LEADERS PROGRAMME

Oxford, Aug 11-19, 2019

*A world-class transformative experience for Christian
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www.ELOOxford.com

Offered by the Entrepreneurial
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with Wycliffe Hall

WELCOME

The “Entrepreneurial Leaders Programme” (“ELP”) was launched in August 2018, was oversubscribed, and was an outstanding success! The ELP combined a clear curricular focus, great instructors, outstanding cohort and an exceptional ambience together creating a unique experience.

The ELP is a one-week intensive and transformative experience for Christian marketplace and entrepreneurial leaders from around the world.

The goal of the ELP is to equip successful Christian marketplace and entrepreneurial leaders to leverage their resources for greater difference-making in their respective spheres of influence such as business, church, non-profits and society.

Are you successful in many areas of your life and yet you have a yearning to expand your difference-making potential, to make your life count, and to build a spiritual legacy? If so, this programme is for you.

The ELP is targeted towards entrepreneurs, owners and senior leaders of for-profit businesses with a minimum of 10 years’ track record of success. The ELP provides a dynamic and interactive environment, with learning from world-class instructors and from a global and diverse cohort of peers.

The ELP integrates guest presenters from Oxford (including Wycliffe Hall) and from around the world. The ELP content is rooted in decades of experience, extensive research and many years of practical application.

The Entrepreneurial Leaders Institute offers the ELP in collaboration with Wycliffe Hall, a Permanent Private Hall of the University of Oxford. The Entrepreneurial Leaders Institute is part of Entrepreneurial Leaders Organization (ELO) (www.ELONetwork.org), which has an unmatched track record of excellence in executive education events.

In addition to world class instruction, the ambience of Oxford is inspiring for ELP participants. The 850-year old university city with its fabled spires and medieval colleges, along with various other attractions, is unmatched in the world.

The bottom line: there is no equivalent to this high level Christian leadership education at Oxford to be provided through the ELP. We invite you to join an outstanding group of global difference-makers.



Dr. Richard J. Goossen

Director

Entrepreneurial Leaders Institute

Oxford

ENTREPRENEURIAL LEADERS PROGRAMME

Foundations & Modules

The Entrepreneurial Leaders Programme (ELP) is a world class entrepreneurial leadership development programme structured around a personal strategic plan for difference-making. We want each participant to be inspired and energized for greater difference-making. We believe that difference making is enhanced through a combination of entrepreneurial and leadership skills. Entrepreneurship is about doing something new, unique and different with a practical application. Leadership is about influence. When these two factors are combined, there is potential for exponential impact. The ELP is rooted in extensive research, best practices and practical application.

Program Foundations:

1. Careful Selection – all participants are carefully selected as Christian owners / leaders of businesses, with an average of at least 10 years' experience.
2. Personal Strategic Plan – each participant will leave with a highly personal strategic plan based on their specific difference-making objectives.
3. Peer Leadership and Interaction – Leaders learn with others which provides opportunity for ongoing encouragement and input in a confidential, continuous and intentional environment of peer learning.
4. World Class Instructors – our world-class faculty are trainers and practitioners who bring a unique mix of expert knowledge and real life experience.



PARTICIPANT FEEDBACK

The Entrepreneurial Leaders Programme (ELP) was in the words of participants “life-changing”, “a great experience”, “a home run”, “fantastic”, a “once-in-a-lifetime opportunity”, and a “smashing success!” In short, The ELP met and exceeded all expectations. The goal was to plant a seed of a programme that will become a centre for the education of marketplace and entrepreneurial leaders from around the world to transform their thinking, propel their difference-making, enhance their connectibility and implant a sense of linkage with the past and a desire to shape the future. We believe that was accomplished.

“I would definitely recommend the ELP 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., Mississauga, Ontario**

“I would highly recommend this event on two levels. First, of course, the presenters, and secondly the participants. Because we were a like-minded group (although we had a variety of opinions) this made for good discussions in our small groups.”

– **Bernie Thiessen, President, Thiessen Real Estate Ventures, Chilliwack, B.C.**

“The Entrepreneurial Leaders Programme is a once-in-a-lifetime opportunity. The setting and history of Oxford make it unique. The network of quality leaders and speakers that the ELO is connected to and with is remarkable – to have the calibre of speakers lined up in one week is remarkable. And, finally, I do not know of a location or period of time where I’ve experienced such an intense level of peer learning and mentoring – each participant could write their own book.”

– **Hank de Jong, Executive Director, EduDeo, Hamilton, Ontario**

“I will make recommendations—and already have.”

– **Rob Wildeboer, Executive Chairman, Martinrea International Inc., Vaughan, Ontario**

“I left ELP having grown and challenged. The interaction with world-class speakers and networking with colleagues who face similar challenges to me were both enriching.”

– **Ralph Loewen, President and CEO, Itergy, Montreal, Quebec**

“The Oxford ELP was a fantastic experience! I greatly enjoyed the opportunity to meet and learn from Christian business leaders from around the world. We were able to share with and encourage each other, and to do so in the setting of Oxford University.”

– **Nathan Rooke, Owner/Advisory Board Member, Rooke Family Companies, Abbotsford, B.C.**

“Overall a great programme. I will be recommending it to my contacts going forward.”

– **Larry Dyck, Co-Founder, President & CEO, Decor Cabinets, Morden, Manitoba**

“The ELO week at Oxford was a highlight of my year. In one week, I was challenged to live out my calling, made great new friends and renewed old ones, enjoyed an amazing historic learning environment and had lots of fun.”

– **David Brereton, Executive Chairman of the Board, TECSYS, Montreal, Quebec**

“Imagine: a full week of classes taught by some of the finest thinkers and teachers on this planet in the most prestigious university in the world, Oxford University, all while learning and interacting with fellow Christian leaders from all over Canada. ELO Oxford 2019 is for you. Your business will flourish and your life will change – all in one week! Do it!”

– **Dr. Peter Legge, O.B.C., CSP, CPAE, HoF, President, Canadawide Media, Vancouver, Canada**

FOR FURTHER INFORMATION

Dr. Richard (Rick) J. Goossen, E: Rick@ELONetwork.org



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Brad Pedersen

“Overcoming Bankruptcy, Failure & Adversity”

Brad Pedersen, Founder & President, Indykko Limited, Toronto, ON - Brad is a serial entrepreneur who started his first venture in his teens and has always supported himself through business. Brad was pursuing a career in health care when he was inspired to get into the kids business by reading a story about a young entrepreneur who invented a toy and built a successful business. From that example Brad was compelled to develop his first toy company; “bootstrapping” it from a basement condo and growing it to become one of the largest Canadian toy companies in the early 2000’s. Along the way this venture received several awards and accolades included the: CYBF growth award; four consecutive rankings

among the Profit 100 companies (2001 - 2005); 2012 Profit 500 ranking and an Ernst and Young Entrepreneur of the Year nomination.

Brad was a founding partner of Tech 4 Kids in 2008 and focused on first building a best in class leadership team. The result of the group’s efforts is that they have been able to grow profitable company revenues to +\$60M; operating out of three offices and trading into over 60 countries around the world.

In 2017 Tech 4 Kids merged with The Bridge Direct as part of an M & A strategy to rapidly scale a toy enterprise by acquiring other businesses, creating consolidated revenues of nearly \$150M. In late 2017 Brad exited Basic Fun and after taking some time off founded Indykko Limited, a Hong Kong based incubator that invests in CPG startups and provides infrastructure for product development and sourcing.

Despite much celebrated early success, Brad is no stranger to adversities in business. During the mid 2000’s the company fell on financial difficulty and was forced into restructuring which ultimately ended up in bankrupting the company a few years later. It is said that mastery lives on the mountain top of mistakes and as such the crucible of failure creates valuable lessons that shape our future. Brad used these lessons from the business failure as a catalyst to create better business models.

Brad married Kelly, his college sweetheart, who not only has been his life partner for over 20 years but she has also played an important role in helping build and grow the business. Brad is the father of Bretton and Megan who both attend McMaster University and to whom he encourages to chase their passion and purpose in life. Brad is a follower of Jesus Christ and is open about his faith. He considers it a privilege to be able to use his business as a platform to live out his values and give back. Brad has a passion for fitness, adventure and outdoor pursuits.

Notes



Ray Pennings

“Private Business, Public Faith”

Ray Pennings, Co-founder, Cardus, Ottawa, ON - Ray Pennings, co-founded Cardus (www.cardus.ca) in 2000 and currently serves as Executive Vice President, working out of the Ottawa office. Cardus exists as an independent think tank located in Hamilton, ON. Initially founded as the “Work Research Foundation,” Cardus emerged from a desire to translate the richness of the Christian faith tradition into the public square for the common good. Part of the focus of Cardus relates to “Work + Economics.”

Ray has a vast amount of experience in Canadian industrial relations and has been involved in public policy discussions and as a political activist at all levels of government. Ray is a respected voice in Canadian politics, contributing as a commentator, pundit and critic in many of Canada’s leading news outlets and as an advisor and strategist on political campaign teams.

Ray completed a degree in History at McMaster University and obtained a Master of Arts in Religion degree from Puritan Theological Seminary. He has led a number of large research projects at Cardus over the years and was lead author on *Death is Natural: Reframing the End-of-Life Conversation in Canada*. In addition to authoring Cardus reports and columns he has also written chapters in several publications including *Church and Caesar* (RHB, 2004), *Living for God’s Glory* (RHB, 2011), *Calvin the Revolutionary* (RHB, 2010), *Religious Liberty and the Law* (Routledge, 2017), and *The Handbook of School Choice* (Wiley-Blackwell, 2017).

Ray’s grasp of applied public theology is evident not only through his writings, but through his volunteer efforts as well. He was founding president of EduDeo (formerly Worldwide Christian Schools) and has served as Chair on the board of Redeemer University College, and as a board member for the Civitas Society and the Rosebud School for the Arts. Ray currently sits on the adjudication committee for the Redeemer Centre for Christian Scholarship and on the Champions Circle for Compassionate Ottawa. Ray and his wife, Kathy, have one adult son.

Notes



Robyn Sneath

“Doing Good and Doing Well”

Robyn Sneath, President/CEO, The Sneath Group, Brandon, MB – By day, Robyn is an entrepreneur and community builder. She is the president/CEO of the Sneath Group, a consortium of three businesses: Bowerbird Holdings Ltd.: a development corporation with holdings across the prairies; Sneath Projects: a female-led construction company specializing in the restoration of character buildings; and Fraser Sneath Coffee, an innovative café located in downtown Brandon. She has been nominated for Canada’s Top 40 under 40 and the Sneath Group was recently named one of the top three small businesses in Manitoba by the Manitoba Chamber of Commerce. An avid traveler, she has lived in 5 countries and travelled to 40. She makes her home in Brandon with her husband and three children. In all things, her guiding principle is the belief that doing well and doing good go hand in hand.

Robyn holds a PhD in Education from Oxford where she studied as a Trudeau Scholar and SSHRC doctoral fellow. She also holds a Master’s in Religious History from Harvard, a B.Ed. from UBC, and a B.A. (Hons.) in History and German from the University of Winnipeg. She serves on several community boards, including CanU Canada, a mentorship program at the University of Manitoba she co-founded, the D.F. Plett Historical Research Foundation and she recently completed a term on the Brandon University Board of Governors.

About The Presentation

Do businesses only succeed at the expense of people and relationships or engaging in so-called sharp practice? Or, can a business be a positive community contributor and generate an appropriate return? Robyn Sneath is living the challenge of balancing doing good (for the community) and doing well (financially). She will share her faith and entrepreneurial journey, which has not been easy thus far, but it has been rewarding. She has been living the quintessential entrepreneurial life, starting businesses, seizing opportunities and embracing challenges.

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Notes



Jeff Williams

“Selling Cars, Driving Transformation”

Jeff Williams, President & CEO, Absolute Results Group of Companies, Vancouver, BC

Jeff started Absolute Results in his friend’s garage - using it as his office. Travelling all over North America, taking budget flights, sleeping in his car to save money and doing the things most classic entrepreneurs do. Since then, Jeff has dedicated the last 23 years to helping dealerships, original equipment manufacturers (OEM’s) and salespeople in 15 countries rethink how they sell cars.

Jeff has been an innovator in his industry, creating the “Appointment Driven Private Sale Event” and believes it’s one of the best ways to increase vehicle sales. Jeff personally travels each month helping auto dealers and manufacturers strategically plan marketing campaigns and sale events that drive dealership sales activity.

Jeff reflects on his journey and sees God at work: “The last 5 years have been especially rewarding as I have found myself in meetings with global leaders of top automotive brands like FCA, Hyundai, BMW, Maserati - helping them create actionable plans for their dealer network. I have also had the opportunity to sit alongside my friend John Maxwell as we met with Presidents of several nations planning and funding national Transformation movements of values, as these Presidents seek to shift the moral compass of their leaders and their nation...and every time I’m in those rooms, I know why I’m there.”

All his business success had an unlikely starting point. As Jeff explains, “I’m a kid from a lower, lower, middle class family who grew up in Nepean ON...from a very broken and very painful home...but somehow all the crazy experiences and all the pain has prepared me for a full life...Somehow it drove me to work hard and make something of my life, somehow it inspired me to never stop learning, to figure things out, and make things better. And, somehow through it all, I developed a very keen sense of calling, that there was a purpose to my life, and it could be very significant.”

Jeff’s three greatest passions are his four children, his business, and his charity work.

Notes



Richard Blackaby,

Evening Keynote Speaker

“The Disciplines of Spiritual Leadership: Knowing and Doing the Will of God in the Marketplace.”

Richard Blackaby, President, Blackaby Ministries International, Atlanta, GA - Richard travels internationally speaking on spiritual leadership in the home, church, and marketplace as well as on spiritual awakening, experiencing God, and the Christian life. Richard regularly ministers to Christian CEOs, church, and family leaders.

Richard served as a senior pastor at Friendship Baptist Church in Winnipeg, and then as the president of the Canadian Southern Baptist Seminary in Cochrane, AB for 13 years. He continues to serve as the seminary's Chancellor.

Richard has written or co-authored thirty-five books, including: *The Seasons of God: How the Shifting Patterns of Your Life Reveal His Purposes for You*, *The Inspired Leader: 101 Biblical Reflections for Becoming a Person of Influence*, *Unlimiting God: Increasing Your Capacity to Experience the Divine*, *Putting a Face on Grace: Living a Life Worth Passing On*, *Experiencing God at Home*, *Rebellious Parenting*, *Living Out of the Overflow*, *Serving Out of Your Intimacy with God*, *Spiritual Leadership Coaching*, *Connecting People with God's Heart and Purposes*, and *Developing a Powerful Praying Church*.

He has also co-authored many books with his father, Henry, including: *Experiencing God: Revised Edition*; *Spiritual Leadership: Moving People on to God's Agenda*; *Experiencing God: Day by Day*; *Hearing God's Voice*; *Called to Be God's Leader: Lessons from the Life of Joshua*; *Being Still With God: A 365 Daily Devotional*; *Fresh Encounter: God's Pattern for Spiritual Awakening*; *God in the Marketplace: 45 Questions Fortune 500 Executives Ask about Faith, Life, and Business* and *Flickering Lamps: Christ and His Church*.

Richard grew up in Saskatoon, SK. He has been married to Lisa for 35 years and has three kids. Richard earned a B.A. in history from the University of Saskatchewan. He has an M.Div and PhD in church history from Southwestern Baptist Theological Seminary and an honorary doctorate from Dallas Baptist University.

Notes

A background of a stained glass window with a geometric pattern of lines. In the center, two hands are shown shaking hands, symbolizing agreement or partnership. The lighting is dramatic, with a bright diagonal beam of light from the bottom right corner illuminating the scene.

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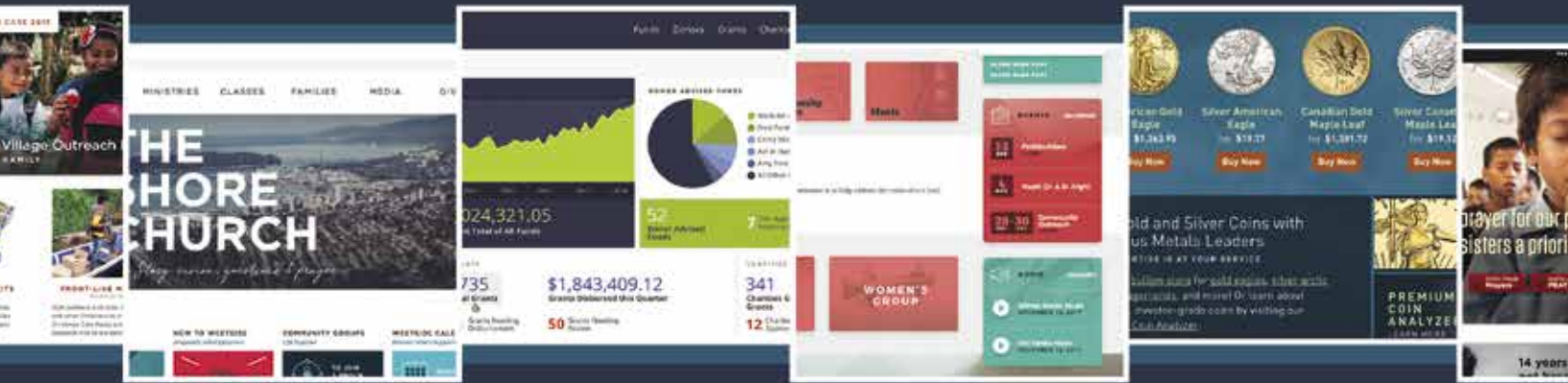
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