

CHRISTIAN MARKETPLACE LEADERS

ELO FORUMS ONLINE

2020



TORONTO

NOVEMBER 23

N NICOLA WEALTH

For over 25 years, Nicola Wealth has helped accomplished families and entrepreneurs across Canada navigate their wealth planning to build legacies with purpose.

For information, contact:

Richard (Rick) J. Goossen
rgoossen@nicolawealth.com
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AGENDA

NOVEMBER 16, 2020

TIME	SPEAKER/TOPIC DESCRIPTION
12:45 – 1:00 PM	FORUM GROUP TIME - GROUP ORIENTATION
1:00 – 1:15 PM	RICK GOOSSEN INTRODUCTION
1:15 – 1:45 PM	SIMON PILLAR RETHINK: FAITH & MEANING
1:45 – 2:15 PM	JERRY BOWYER RETHINK: ECONOMY - GLOBAL
2:15 – 2:45 PM	RON HAIK RETHINK: ECONOMY - CANADIAN
2:45 – 3:15 PM	VERONICA UTTON RETHINK: DIVERSITY / RACE & ETHNICITY
3:15 – 3:45 PM	NETWORKING “BREAKOUTS”
3:45 – 4:15 PM	DIANE CRAIG RETHINK: DIVERSITY / WOMEN IN LEADERSHIP
4:15 – 4:45 PM	BRAD PEDERSEN RETHINK: RELATIONSHIPS
4:45 – 5:00 PM	GLENN COOKE RETHINK: LEADERSHIP
5:00 – 5:15 PM	RICK GOOSSEN CONCLUSION / WRAP
5:15 – 5:30 PM	FORUM GROUP TIME - GROUP REVIEW

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Rob Wildeboer

Executive Chairman & Co-Founder, Martinrea International Inc.

Dr. David Zietsma

Vice President, External Relations and Enrolment,

Redeemer University College

ELO RESOURCES

The **ELO** Website 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

Blog Posts

230

Webinars

06

Network Subscribers

> 4,000

10 in 2
Entrepreneurial
Leader
Video Profiles

14

Podcasts

20

Conference
Videos

20

20 Marketplace Leader Series



LET'S DO THIS!

01

CONNECT

Connect before and after the event with your Forum Group. You will meet 10 new people during the networking breakout sessions.

02

ENGAGE & INTERACT

You have a front row seat to ask questions of all our presenters, engage in the live Q&A and chat with other attendees throughout the event.

03

LEARN

Take this opportunity to learn from our local and international speakers. You will also get access to the recordings from all three events from attending this one.

ENTREPRENEURIAL LEADERS ORGANIZATION

WHAT IS THE ELO NETWORK?

Christian marketplace and entrepreneurial leaders want to be equipped and affirmed in their calling. **The Entrepreneurial Leaders Organization** (ELO) provides opportunities for personal and professional development via cutting-edge research and top-caliber teaching from around the world.

ELO originated in 2005 as an outgrowth of **Dr. Richard (Rick) Goossen**'s activities as a practitioner, academic and communicator focused on Christian entrepreneurial leadership.

CONNECT, EQUIP & CELEBRATE

CONNECT – unite all who are interested in a Christian-based approach to entrepreneurship.

EQUIP – provide substantive and meaningful content.

CELEBRATE – share first-hand stories of entrepreneurs to motivate others to greater difference-making.



ELO has held over 50 successful events in Vancouver, Toronto, Calgary, Winnipeg, Edmonton, Hong Kong & Singapore. founded the **Entrepreneurial Leaders Institute** at the University of Oxford, developed a highly-visited website (**ELONetwork.org**) and recently held a series of cutting-edge **webinars** attended by audiences from around the world.

The ELO Forums have always been a catalyst to connect, equip and celebrate Christian entrepreneurial leaders.

As an outgrowth of the global environment and circumstances, ELO is launching the ELO Forums Online for 2020 which will facilitate connection, engagement and learning between peers, speakers and sponsors.



Dr. Richard (Rick) J. Goossen serves an extensive network of high net worth entrepreneurs and family/business owners, built over decades of client contributions, collaboration, research, lecturing and volunteering. Rick is a sought-after strategic counsel and chair/advisory board member. He works at [Nicola Wealth](#), the fastest-growing independent wealth management firm in Canada, where he focuses on business development and being a liaison between his network and the extensive resources of Nicola Wealth.

Rick is Chairman, ELO Group, which includes three related entities. First, there is [ELO Counsel](#), which provides strategic and succession/transition advisory services for high net worth entrepreneurs and family business owners. Second, there is [ELO Network](#) which has hosted over 60 ELO Forums around the world since 2005. Thirdly, Rick is the Founder and Director of the [Entrepreneurial Leaders Institute](#), which in collaboration with Wycliffe Hall, University of Oxford offers the highly-acclaimed "[Entrepreneurial Leaders Programme](#)" each August, which attracts business leaders from around the globe.

Rick has extensive experience doing business in Asia and previously worked in Hong Kong for five years. He is a professional public speaker. He has taught entrepreneurship, entrepreneurial finance, strategic management, business law, international business and ethics as an adjunct professor (BBA and MBA programs) and guest lecturer at universities around the world. Rick has edited five books and authored six books related to entrepreneurship. Two of the books he authored are available in six translations.

In terms of credentials, Rick earned 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.



The COVID-19 pandemic has caused people to rethink the core drivers of their lives. The foundations of wealth, job, financial security and health have been shaken. Will we sound like the Preacher in Ecclesiastes and talk about how all is vanity and meaninglessness? People ask themselves various questions. What is life about? What are my idols? Am I putting my faith in biblical, lasting values? The present situation is an opportunity to reflect on our enduring objectives. What can we learn?

Simon is the Founder & Managing Director of **Pacific Equity Partners** (PEP). PEP is the largest local private equity firm in Australia and New Zealand. Funds managed by PEP have made more than 30 operating company investments, and more than 100 bolt-on acquisitions. PEP VI closed in June 2020 at the hard cap of A\$2.5 billion. PEP has also raised a Secure Assets Fund of A\$360 million to invest in infrastructure-like assets with contracted base cashflows where it can apply its formula of value addition to deliver mid-teen returns. The firm has approximately A\$3.5 billion in assets under management. It is the largest private equity fund manager in Australasia as measured by FUA. The background of the PEP principals in strategy and implementation combines with the industry knowledge and operational experience of portfolio management teams to deliver full potential at individual operating companies. PEP is frequently recognized by the industry as a leader and has received many awards including Firm of the Year, Best LBO Deal of the Year and Private Equity Firm of the Year, and has been included in the list of Top 20 Consistent Performers Globally by Preqin.

Prior to founding PEP, Simon was a Partner with Bain & Company and worked as a strategy consultant in the US, Singapore and Sydney. He started his working life as an engineer with The Royal Dutch/Shell Group in The Netherlands. Simon received a BSc (Eng) in Civil Engineering from the University of Bristol, and an MBA from the Wharton School where he was a Thouron Scholar.

Until relocating to England in 2013, Simon was the chairman of Gospel Patrons Society in Australia. GPS was established in 2000 to encourage business people to think strategically about supporting gospel ministry with their time and talents as well as financially. Simon was also a collaborator in the book Gospel Patrons – People Whose Generosity Changed The World, and with the ministry that has emerged from that www.gospelpatrons.org



Jerry is a Economic Advisor, Author & Broadcast Personality. Jerry will help us make sense of the markets. He will analyze the economic dynamics of the COVID-19 situation, which will provide a great platform for business leaders planning their next moves. The US election will have occurred (though possibly not fully resolved with respect to ballot counting) and Jerry will provide his keen insights on how the political situation impacts the economy.

Jerry Bowyer has compiled an impressive record as a leading thinker in finance and economics. He worked as an auditor and a tax consultant with Arthur Anderson, Federated Investors, and consulted in various privatization efforts for Allegheny County, Pennsylvania. He founded the influential economic think tank, the Allegheny Institute, and has lectured extensively to university, business and civic groups.

He has been a member of three investment committees, among which is Benchmark Financial, Pittsburgh's largest financial services firm. Jerry is a regular commentator on Fox Business News and Fox News and was a Forbes columnist. He was formerly a CNBC Contributor, has guest-hosted "The Kudlow Report", and has written for CNBC, National Review Online, The Wall Street Journal as well as many other publications. He is the author of *The Bush Boom* and more recently *The Free Market Capitalist's Survival Guide*, published by Harper Collins. Jerry is the Chairman of Bowyer Media, which produces the television program *Pennsylvania Newsmakers* and various programs on 1360 am (WMNY) Pittsburgh's Business Talk Radio.

Jerry consulted extensively with the George W. Bush White House on matters pertaining to economics. He has been quoted in the *New York Times*, *The Wall Street Journal*, *Forbes Magazine*, *The International Herald Tribune* and various local newspapers. He has been a contributing editor of *National Review Online*, *The New York Sun* and *Townhall Magazine*. Jerry has hosted daily radio and TV programs and was one of the founding members of WQED's On-Q Friday Roundtable. He has guest-hosted the Bill Bennett radio program as well as radio programs in Chicago, Dallas and Los Angeles.

His recent book is titled, [**The Maker Versus the Takers: What Jesus Really Said About Social Justice and Economics \(Fidelis, 2020\).**](#)

Jerry is a Lay Eucharistic Minister in the Episcopal Church and lives in Pennsylvania with his wife, Susan, and the youngest three of their seven children. He has been a regular and popular presenter at the annual Kingdom Advisors Conference.



With the recent US election; the outcome, is very significant. Ron Haik will discuss the big picture and how it impacts Canadians individually: politics, pandemics and investments. Where to now? What are the economic factors that will impact the next 12 months? Throughout history we experience monumental periods of time and, as we reach the end of the year, there is no question that 2020 marks a turning point in many regards; economically, politically and socially.

Ron Haik is the Senior Financial Advisor [Nicola Wealth's](#) Toronto office, with over 25 years of experience in the financial services industry. He has gained a breadth of experience working with some of the world's largest financial institutions in multiple jurisdictions advising clients in a variety of roles in the areas of domestic and offshore planning for the high net worth segment.

Prior to joining Nicola Wealth, Ron spent 10 years as Vice-President of Investment Advisory Services at a Wealth Management Division of an association. He led a national team of 15 advisors who provided comprehensive financial planning solutions for the Canadian dental community responsible for approximately \$1 Billion.

Ron's unique experience working in the private banking world both internationally and domestically gives him critical strategic insight into his high net worth client's financial issues and needs. Ron is a seasoned lecturer at industry and association conferences, seminars and post-secondary schools across Canada, as a subject matter expert on investments and planning for incorporated professionals and high net worth clients. Ron holds an MBA with a double-major in finance and financial services from the Schulich School of Business.

Married with four kids and two dogs, when not working Ron can be found running on the trails and streets of Toronto or wherever his travels take him.



As a specialist in diversity and inclusion, Veronica will describe how people can uncover and overcome unconscious bias and change their behaviours towards a more diversified and inclusive workplace.

Creating an inclusive company and reducing unconscious biases increases retention, performance and attracts future talent.

Veronica is a seasoned talent management professional who is a specialist in Diversity and Inclusions. Her clients rave about how Veronica is able to instill others to change their behaviours towards a more diverse and inclusive workplace. Veronica is a former VP HR for UNICEF Canada where she led a team to dramatic success creating a diverse and inclusive workplace way ahead of her time. Veronica is also a former Professor at Seneca College where she taught Human Resources for several years to emerging leaders. Veronica is known to be a challenger of the status quo, with an ability to influence and create practices that are people-centric to ultimately foster and celebrate diverse and inclusive workplaces.

Veronica served as the Director, Human Resources for UNICEF Canada from 1999 until 2010 in the Canadian arm of the United Nations Children's Fund (UNICEF) Veronica's responsibilities covered all aspects of human resources planning; organizational development; change management leadership; and people management.

As the Manager, Human Resources of the Heart and Stroke Foundation of Ontario, she successfully contributed to developing the role and credibility of the Human Resources function through integrated planning, resulting in centralized management systems and processes.

Veronica is Six Sigma Green Belt Certified, a Certified Predictive Index (PI) Analyst & Facilitator, Certified Career & Life Options Retirement Coach and a Certified Human Resources Leader (CHRL).

BREAKOUT SESSION INSTRUCTIONS

ELO FORUM ONLINE TORONTO

Please follow these guidelines:

- **Time:** You have exactly 20 minutes
- **Start:** First thing to do when you get into your group is to introduce yourself by name
- **Timer:** One person is designated as “timer” (go by first name, alphabetically the first – so set a good example)
- **Introductions:** You have 1 minute to introduce yourselves (start alphabetically by first name)
- **Nuggets:** Then, you have 1 minute to share your one key nugget from the session
- **Discussion:** Then your time for open discussion
- **Contact:** if you wish, confirm names to connect on LinkedIn after the Forum

We want to provide these instructions so that your Breakout Sessions are as productive as possible. This is an opportunity for you to connect with other Forum attendees.

There will be two separate breakout sessions, each with a different set of Forum attendees.

You will be placed in groups of approximately 6 individuals.

ELO Oxford

Entrepreneurial Leaders *Institute*



ENTREPRENEURIAL LEADERS PROGRAMME

Oxford, August 15–21, 2021

*A world-class transformative experience for Christian
marketplace and entrepreneurial leaders*



www.ELOOxford.com

Offered by the Entrepreneurial
Leaders Institute in collaboration
with Wycliffe Hall

WELCOME

The “Entrepreneurial Leaders Programme” (“ELP”), launched in August 2018, has been an outstanding success since inception! The ELP combines 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 programmes & 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 provided through the ELP. We invite you to join a community 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 connectivity and implant a sense of linkage with the past and a desire to shape the future. We believe that was accomplished.

“ELO Oxford program provides an opportunity to reflect deeply on how your vocation, family and faith fit together. Having world class instruction and unique experiences are just the icing on the cake. Great practical takeaways for improving your personal impact. Rekindled a love of learning.”

– **Justin Currie, CPA, Principal, Legacy Business Advisory Services (Oxford ELP 2019)**

“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. (Oxford ELP 2018)**

“I came to Oxford somewhat apprehensive of being in a level of learning where I might feel uncomfortable with the quality of teaching or not feeling accepted, but the opposite was true. Everyone was very open and accepting as well as supportive. I would highly recommend the Oxford ELP and encourage anyone who is cautious to embrace the opportunity and see for themselves the high caliber of teaching and encouragement they will receive.”

– **Larry Dyck, President, Jade Transport (Oxford ELP 2019)**

“I will make recommendations—and already have.”

– **Rob Wildeboer, Executive Chairman, Martinrea International Inc. (Oxford ELP 2018)**

“Attending the Oxford ELP was a great revelation for myself. There were questions that I came in with that were answered. I was reassured that what I was doing was right and worth fighting for and I was encouraged to continue to be doing what I am doing. God has called us to be servants in all aspects of His plan. Seeing the fight that Wycliffe Hall has in a secular society makes our own challenges seem yet so small. We need the intelligence and experience to effectively defend Christian Faith in all walks of life and ELO Oxford helps you connect with many business leaders to help support that mission.”

– **Andrew Hordyk, President, Arborwood Tree Service (Oxford ELP 2019)**

“I left the Oxford ELP having grown and been 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, (Oxford ELP 2018)**

“The quality of the course and the interaction with other participants exceeded my high expectations. It was excellent, not only for content, but also the informal discussions.”

– **Robert Graham, President, Redeemer University College (Oxford ELP 2019)**

FOR FURTHER INFORMATION

For further information or an Application for Admission please contact Director, Entrepreneurial Leaders Institute, E: Admin@ELONetwork.org

Fostering a More Inclusive Environment

Leveraging the Predictive Index System™ to uncover & overcome unconscious bias

How do you ensure everyone feels included?

Elite business cultures thrive when *all* employees feel respected and appreciated. Creating an inclusive company and reducing unconscious biases; increases retention, performance, and attracts future talent.

Address your diversity and inclusion targets directly with Predictive Success' "Fostering a More Inclusive Environment" workshop. The pre-planning meeting, team workshop and debrief sessions will examine what diversity & inclusion really entails, provide an audit of your company's current inclusivity, develop an actionable workplace inclusivity goal and an execution plan to meet it.

Immediate Impact

- Greater employee engagement at all management levels
- More effective communication and enhanced collaboration within and across teams
- 67% of people are more attracted to a diverse workplace
- Increased productivity and revenue

Workshop Audience

- Managers & Supervisors
- Project Team Leaders
- Functional Leads



To inquire about a session, or to learn more, contact Julie Cane at jcane@predictivesuccess.com or (905) 430-9788 x 100.



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Dundalk | Flesherton | Hanover | Mount Forest
Newmarket | Orangeville | Owen Sound | Pike Bay
Schomberg/King | Shelburne | Warton

R|U READY FOR ANYTHING

WHEN YOU LOOK ahead, you can see adventure and opportunity on one hand - and a broken world on the other. How do those things fit together? The answer begins with the truth that Jesus is king over all of it.

At Redeemer University, you'll have time to learn and prepare but also to experiment and explore. It's where your faith and future come together so you're ready.

READY FOR WHAT? ANYTHING.



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University**

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"helping family
business owners
& entrepreneurs
succeed"

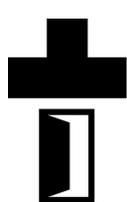
**Don't just leave something behind.
Send something forward!**



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Want to learn more?

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BUT SEEK FIRST THE KINGDOM
**OF GOD AND HIS
RIGHTEOUSNESS, AND ALL
THESE THINGS WILL BE ADDED TO YOU.**

MATTHEW 6:33



**YOUTH FOR CHRIST
INTERNATIONAL**

YOUNG PEOPLE
WILL SEEK MANY THINGS, OUR
MISSION IS THAT IT IS
JESUS



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Diane Craig is the President and Founder of [Corporate Class Inc.](#) For over 30 years, she has been providing training to multi-national businesses, Fortune 500 companies and government agencies to optimize leadership advancement potential across every organizational level. Diane's coaching and mentoring equips prospective leaders to progress within their organization.

Recognized throughout North America for her Executive Presence Training System, Diane introduced EP training to international clients and she facilitates customized workshops and seminars to organizations around the world: From 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, 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 HSPA 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.

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. Since 2006, she has served as a Board Member with Intriciti, a Canadian organization that helps professionals integrate personal and workplace values.



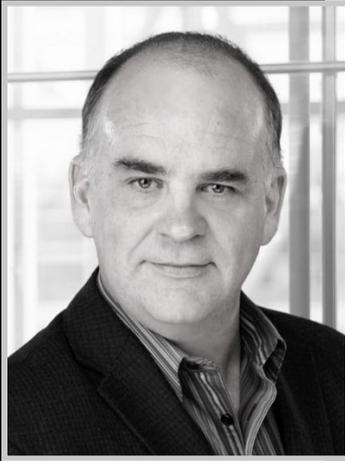
Brad is the Founder of Indykko Ltd. and the Chariman & Co-Founder of [Pela](#). He is a serial entrepreneur who started his first venture in his teens and has always supported himself through business. Brad was pursuing a career in health care when he was inspired to get into the kid's business by reading 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 2000s. Along the way this venture received several awards and accolades including 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 with strong revenues and leveraging sourcing and consolidating overheads. The newly formed company was named Basic Fun and the first acquisitions included we'll know brands Uncle Milton and Knex, 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. The companies first investment is in Open Mind Development, a leader in developing sustainable products and the owner of the Pela brand.

Despite much-celebrated early success, Brad is no stranger to adversities in business. During the mid 2000s 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.



How to lead in unique and challenging times? A big challenge for leaders is how to make economic adjustments, pivot, and to rethink existing practices. Is there a “new normal” or is it a matter of starting over again? Glenn Cooke started small and now leads a large organization. He will discuss his faith and entrepreneurial journey and offer insights on rethinking leadership in the midst of an ongoing COVID-9 pandemic.

Glenn Cooke is the CEO of the [Cooke Aquaculture Inc.](#) and the Cooke Inc. family of companies. From humble beginnings in rural, coastal New Brunswick, Glenn and his family and employees have built Cooke Inc. into the world’s largest private, family-owned salmon producer and seafood company. The company was started in 1985 by Glenn, his brother Michael and their father Gifford and now employs over 10,000 people globally in 10 countries, ships over one billion pounds of fresh, sustainable True North Seafood Company branded products a year to over 67 countries and generated \$2.35 billion CAD in sales last year.

The Cooke Inc. family of companies includes global aquaculture divisions including its wholly-owned subsidiary Cooke Aquaculture Inc. and Kelly Cove Salmon Ltd., as well as seafood and wild fishery divisions under Cooke Seafood USA, Inc., Icicle Seafoods, Inc., Wanchese Fish Company, Inc. and Omega Protein Corporation. Cooke Aquaculture Inc. is a vertically-integrated family company based in Blacks Harbour, New Brunswick, Canada, with salmon farming operations in Atlantic Canada, the United States, Chile and Scotland as well as seabass and seabream farming operations in Spain and shrimp farming in Honduras and Nicaragua. In 2020, Cooke Aquaculture Inc. was awarded as one of Canada’s Best Managed Companies by CIBC and Deloitte for the 15th consecutive year and Cooke was recently selected by SeafoodSource.com as one of the Top 25 Seafood Suppliers in North America for Sustainability & Conservation.

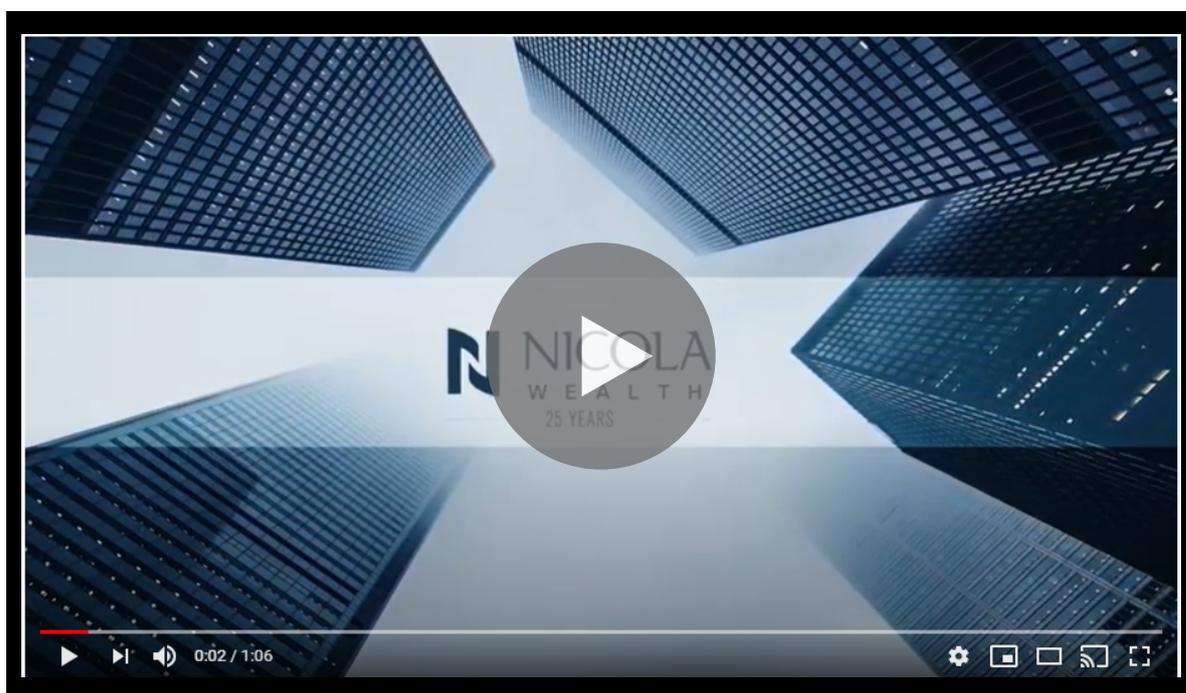
Glenn and his family strongly believe that the secret to global success is always thinking local. Cooke’s global growth has benefited Charlotte County, New Brunswick and all Atlantic Canada by providing year-round jobs to many families and newcomers. Glenn, his family, and Cooke employees across the globe annually support hundreds of charitable campaigns, churches, community organizations, and special events of all sizes, including Cancer and Diabetes causes, addictions treatment, schools, children’s hospitals, after-school programs, services for women, Hospice, school wellness programs, kids camp bereavement programs, volunteer fire departments, animal shelters, food banks, homeless shelters, young farmers and much, much more. Glenn’s company is helping enhance the lives of his people, their families and the communities where the company operates all around the world.

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Peer Input

Groups will have 10-14 CEOs, business owners, entrepreneurs & senior executives, who will be grouped accordingly. Our technology-driven model facilitates the grouping of individuals, as we don't have geographical constraints. Diverse regional, national, and even international perspectives can be integrated into the group.

1:1 Coaching

Expert chairs provide 1 hour of one-to-one coaching every second month to dig deeper into specific issues members may be facing. Group chairs are not solely drawn from the locality.

Expert Guest Presenters

ELO will provide expert presenters from around the world. Learning sessions are recorded and available. The Learning Session and the Group Session will alternate on a monthly basis over a 10-month period.

Member Events

In-person gatherings are integrated through regular ELO Forums and the Entrepreneurial Leaders Programme.

Unique Content & Resources

ELO is based on the collective wisdom of professional and trained educators (who have taught at Oxford, Harvard, McGill, etc.) who deliver world-class executive education to high-level leaders.

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