



# JOE ROBERTS

**From Skidrow to CEO – How to build resiliency one step at a time**



## **Joe Roberts**

***Joe Roberts is an expert on resiliency and change. In 1989 he was homeless living under a bridge. 12 years later he was a celebrated CEO and in 2017 he finished a 9064km charity walk across Canada. Joe helps companies and individuals redefine impossible.***

## **“There’s more to you than you can see”**

**Every one of us is confronted by adversity, challenge and change. We face it with our families, work, health, and finances.**

**Success in the face of adversity and change depends on our level of resiliency.**

In this keynote, Joe teaches how to build the resiliency needed to overcome life’s challenges and embrace change.

As you walk with Joe through the tough streets of East Vancouver in the 1980’s, you will experience the depths and degradation of a former hopeless, homeless drug addict, to the heights and triumph of a successful entrepreneur.

Using a research based behavioural change model, participants will evaluate their current state of resiliency and learn how to crush unproductive habits while developing a high-performance mindset. Participants leave with tools they can use immediately to create their own inspired results.

Joe’s is a treasured Canadian whose life story embodies the resiliency of the human spirit. His message is inspiring, energetic, humorous, honest, raw and unforgettable.

### **In this session you will learn:**

- **How to build resiliency despite the world around you**
- **Applying the A.I.R. Model for behavioural change**
- **Why failure is predictable and normal**
- **Seeing possibility – how to reframe a limiting mindset**
- **How to convert failures into assets**
- **The 3 most important things to know about engaging people**



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## TESTIMONIALS

*"We needed someone who could speak with authenticity to our group, who understood the nuances of sales and could deliver not just a talk but tools our reps could take to the streets to generate new business. Throughout the cross-Canada road show, you blew audience after audience away. As an entrepreneur I LOVE your story and so did each participant."*

**Gary Mauris, President and CEO Dominion Lending Centres**

*"Joe's ability to connect with hearts and hold the attention of the audience is outstanding. A great example of the power of choice, while honouring the medical field. A very compelling and inspiring close to the conference."*

**Gabriele Cuff; BSN, MEd, CEC. Managing Consultant: People Development, Fraser Health Authority**

*"Your presentation was absolutely thought provoking, powerful and very moving. It was very motivational for the group to hear what happens when "things go right." I heard personally from numerous officers in attendance that they were emotionally impacted by your message and so very proud to be a police officer."*

**J.V.N. (Vince) Hawkes, Commissioner OPP**

*"Joe Roberts' inspiring story is one of determination, courage and overcoming adversity that reminds us of the power of believing that anything is possible. It is testament to the strength of the human spirit and what you can achieve when you set your mind to it."*

**Rick Hansen, Canada's Man in Motion**

## AWARDS & MEDIA

Joe is the recipient of The Ontario Premiers Award, the Courage to Come Back Award, was nominated by MacLean's Magazine as one of ten Canadians that make a difference, has received an Honorary Doctorate from Laurentian University and the Senate of Canada's 150th Anniversary Medal. The Governor General of Canada recently awarded Joe the Meritorious Service Medal of Canada.

**Joe has been featured on:**



- ## PARTIAL CLIENT LIST
- Addictions Ontario
  - Alberta Pharmacist Association
  - Association of Manitoba Municipalities
  - Assoc. of Municipal Clerks & Treasurers ON
  - BC HRMA
  - BC Hydro
  - Canadian Centre for Substance Abuse
  - Canadian College of Health Leaders
  - Canadian Independent Adjusters Assoc.
  - Canadian Pipeline Contractors Association
  - Canadian Roofers Association
  - Carson Energy
  - Cenovus Energy
  - College of Surgeons and Physicians
  - Consulting Engineers of AB
  - Credit Union Managers Assoc. Manitoba
  - DiVal Safety Summit
  - Dominion Lending Centers
  - Edmonton Police Services
  - Electricity Distributors Association
  - Enform Petroleum Safety Conference
  - Flint Energy
  - Fraser Health
  - Habitat for Humanity
  - Human Resource Management Assoc.
  - Manitoba Industry Canada
  - Manitoba Safety Association
  - Ministry of Children and Families
  - NAV Canada
  - Ontario Provincial Police
  - Police Chief Leadership Conference
  - Pulp and Paper Safety Conference
  - RCMP - Saskatchewan Victims Unit
  - Saskatchewan Heavy Construction Assoc.
  - Saskatchewan Safety Council
  - Talisman Energy
  - United Association of Canada
  - United States Consulate General
  - United Steel Workers

