

CHRISTIAN MARKETPLACE LEADERS

**ELO**  
NATIONAL  
FORUM

2021



NOVEMBER 30





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to move business forward*



Nicola Wealth is proud to support the  
**2021 ELO National Forum**  
and its community of engaged entrepreneurs



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# AGENDA

TIMES ARE IN ET

TIME	SPEAKER/TOPIC DESCRIPTION
12:00 – 12:15 PM	<b>RICK GOOSSEN</b> INTRODUCTION
12:15 – 12:40 PM	<b>VIJAY KRISHNAN</b> LEAD IS NOT A FOUR-LETTER WORD
12:45 – 1:15 PM	<b>JAMES KELLY</b> LEADING IN A QUICK-FIX, ANXIOUS, INNOVATE OR DIE, DIGITAL AGE
1:20 – 1:50 PM	<b>PAUL FAST</b> INSIGHTS ON INNOVATION FROM A LIFETIME IN DESIGN & STRUCTURE
1:55 – 2:25 PM	<b>DAVID GEORGE</b> FROM ENTREPRENEURIAL STARTUP TO SALE: SURVIVING THE INNOVATION ECOSYSTEM
2:30 – 3:20 PM	<b>NETWORKING</b> TWO 20 MINUTE BREAKOUT SESSIONS
3:25 – 3:55 PM	<b>KATY GRANVILLE-CHAPMAN &amp; EMMIE BIDSTON</b> LEADERSHIP: WHAT'S LOVE GOT TO DO WITH IT?
4:00 – 4:45 PM	<b>SAM CHAND - KEYNOTE</b> SQUIRREL: 8 QUESTIONS THAT SHAPE AN ENTREPRENEURIAL MINDSET
4:50 – 5:20 PM	<b>BRAD PEDERSEN</b> THE PROCESS OF INNOVATION: HOW TO PICK THE WINNERS
5:20 – 5:55 PM	<b>LARRY LAW</b> LIVING WATER & BUSINESS AS MISSION: FAITH IN ACTION
5:55 – 6:00 PM	<b>RICK GOOSSEN</b> WRAP UP

NOVEMBER 30, 2021



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# THANK YOU

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# 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?

The **Entrepreneurial Leaders Organization** (ELO) provides the world's premier executive education & training for Christian marketplace and entrepreneurial leaders.

ELO has since 2005 pursued this vision through various formats: round tables; webinars, online and in-person Forums; the Entrepreneurial Leaders Programme (ELP) in Oxford; and the **Peer Advisory Group Network**.

The ELP is offered in collaboration with Wycliffe Hall, a permanent private hall of the University of Oxford. The **Entrepreneurial Leaders Institute** is the vehicle through which the ELP is delivered.

## COMMUNITY ENGAGE EXPERT LEARN

**COMMUNITY**– It's not a crowd, it's about building a community of like-minded people who build relationships.

**ENGAGE** – Attendees are part of an ongoing conversation through chatting with participants and interacting with presenters.

**EXPERT** – ELO is the leader in serving Christian marketplace and entrepreneurial leaders through consulting, training, research, writing and speaking.

**LEARN** – It's not listening to speakers, but rather leadership training, reflected in a carefully curated learning program.



ELO has drawn on top business people, thought leaders and practitioners from around the world to be guest instructors for its various offerings. ELO has held approximately 100 events since 2005—whether Oxford, Toronto, Hong Kong or Singapore—to well over 10,000 attendees.

Through its various media channels and website, it impacts over 100,000 people annually.

The 2020 hybrid ELO Forums received excellent reviews and an enthusiastic response from attendees (see endorsements on pg. 5)

As a result of ELO's experience hosting hybrid events and last year's success as well as the global environment and circumstances, ELO will be hosting the 2021 ELO National Forum with a hybrid platform.

**[PAST ELO FORUMS >>](#)**

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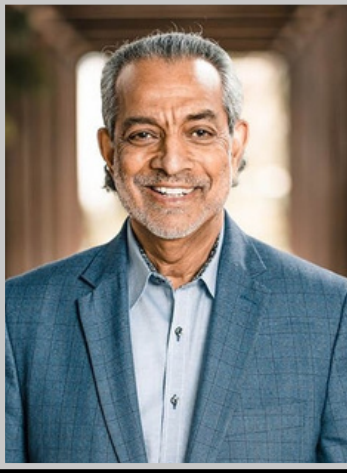


**Dr. Richard (Rick) J. Goossen** serves an extensive network of high net worth entrepreneurs and family/business owners, built over decades of client contributions, collaboration, research, lecturing and volunteering. Rick is a sought-after strategic counsel and chair/advisory board member. He works 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.



Sam will cover the following eight questions:

- S = How do you value scarcity?
- Q = How do you value questions?
- U = Are you unafraid of failure?
- I = How do you value Incremental Increase?
- R = How do you value risks?
- R = How do you value relationships?
- E = How do you value eruptions in your organization?
- L = How do you value leadership?

---

Sam Chand is a sought-after leadership expert, acting as a resource to business and church leaders around the world. He has been endorsed by prominent leaders such as the following: John C. Maxwell, Well-Known Speaker and Author; Pastor Craig Groeschel, Life Church, Emond, OK; and Dr. Bernice A. King, CEO, The King Center. Sam is a former Pastor, college President, Chancellor and now serves as President Emeritus of Beulah Heights University. As President of Beulah Heights Bible College it became the country's largest predominantly African-American Christian College. In his current season of his life, Sam's singular vision for his life is to "Help Others Succeed." He works with large churches and organizations.





Paul will cover issues such as dealing in design and structure, thinking outside the box, collaboration, challenging convention, being open-minded, and maintaining a humble spirit.

Paul is the founder of Fast + Epp, with 130 staff in offices in Canada, Germany, and the US. He is a global leader in architecturally exposed structures and is recognized for his unconventional use of materials, including hybrids of timber, concrete, and steel. He was recently recognized as the Institution of Structural Engineers (IStructE), based in London, UK, as the 2021 Gold Medalist. This is only the second time in the history of the Institution that a Canadian engineer has been granted this prestigious award.

Following graduation with a Bachelor of Applied Science in Civil Engineering in 1981 from the University of British Columbia, Paul worked for four years with two prominent Vancouver consulting firms, including Bogue Babicki Associates Inc., where he gained valuable experience working on the Expo '86 Modular Pavilion System and the Expo '86 geodesic dome (now Science World), which would have a lasting impact on his career. In 1985, Paul decided to establish his own company, Paul Fast Associates Ltd.; four years later the corporate partnership of Fast + Epp was born.

[READ MORE>>](#)



David will describe his experience of the journey from entrepreneurial startup, to being acquired and then becoming part of a bigger organization. He will share how to thrive in the innovation ecosystem.



David George is Co-founder and Board Advisor in Strategic Alliances for Accedo.tv based in Stockholm, Sweden, which he joined 2016 via acquisition. Accedo is a trusted video experience transformation pioneer improving the lives of video consumers by the hundreds of millions. This is achieved as follows: (1) Accedo One software-as-a-service, (2) Professional Services (UX & Engineering), and (3) Service Management post-launch support and maintenance (video app). Diligently we design, build and manage next-generation video user experiences for: - Pay-TV Operators,- Television Broadcasters,- Over-the-Top services (AVOD, SVOD, TVOD, PVOD) and - Enterprises. David is a Computer Science major from the University of Ottawa and his passion lies in building relationships and evangelizing new technology within the Media and Entertainment video ecosystem.





Around the world the Covid-19 pandemic is challenging leaders to step up like never before. Senior leaders are in the spotlight, but the need for leadership does not stop with them. People everywhere, whatever their role, can accept the challenge of leadership—the challenge to step up and be a force for good at a difficult time. This is a time for our understanding of leadership to break beyond formal positions and structures to a dynamic process that enables people to act courageously for the good of others. It is a time to reimagine leaders as those at all levels of society and from all backgrounds who embrace the challenge in their own context to step up and spread love.

Attendees will:

- Hear stories of leaders who have had a transformational impact through leading with love
- Be presented with current research into the impact of leading with love from the leadership, business, educational and psychology literature
- Try out practical tools that can be implemented straight away for creating a team and organisation where love is a key value

Dr. Katy Granville-Chapman is an associate fellow of the Oxford Character Project, a Doctoral Teaching Fellow at Oxford University's Department of Education, and a Research Associate at the Oxford University Wellbeing Research Centre. [READ MORE>>](#)



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Emmie Bidston is an Associate Fellow of the Oxford Character Project. Emmie studied Economics at the University of Cambridge before working for the UK civil service in a range of areas from education to contingency planning. She is currently head of Economics at Wellington College and Director of the Wellington Leadership and Coaching Institute. [READ MORE>>](#)





James will cover six lessons he's learned leading in a Quick-Fix, Anxious, Innovate or Die, Digital Age

1. Face Yourself - Antidote to quick-fix, empathetic, data-first, technique-driven leadership posture of our time
2. Prioritize Your Life - Antidote to whimsical, misguided, instant gratification leading
3. Data Informed, Spirit-Led - Antidote to data-first tech-led business gurus
4. Character Growth over Company Growth - Antidote to ego, being defined by success, and scaling fatigue
5. Give an "I Have a Dream" Speech - Antidote to reactive, self-preserving, and defensive leadership
6. Ruthlessly Eliminate Hurry - Antidote to this hyper anxious cultural moment and fear of man crippling leaders

Evidence of James' entrepreneurship was apparent long before he started a career - he knew that he wanted to create and contribute something of value and pursued ways of doing just that.

At the age of 17 he wrote, produced and performed his first music album. At 19 he co-founded a media company creating faith-based music videos that incorporated original music, speaking and video with one message.

[READ MORE>>](#)



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# BREAKOUT SESSION INSTRUCTIONS

## ELO NATIONAL FORUM

Please follow these guidelines:

- **Time:** 20 minutes
- **Introductions:** You have 1 minute to introduce yourselves
- **Takeaway:** Then, you have 1 minute to share your one key takeaway from today's sessions
- **Contact:** if you wish, confirm names to connect on Swapcard during the Forum

**These breakout sessions are 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  
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Offered by the Entrepreneurial  
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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](http://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](mailto:Admin@ELONetwork.org)



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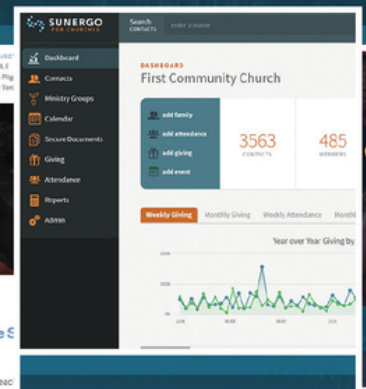
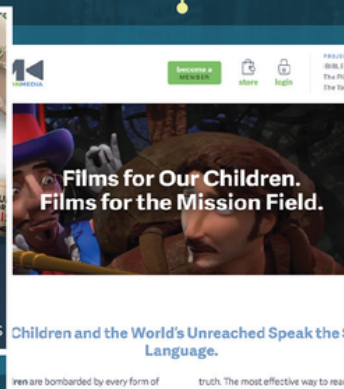
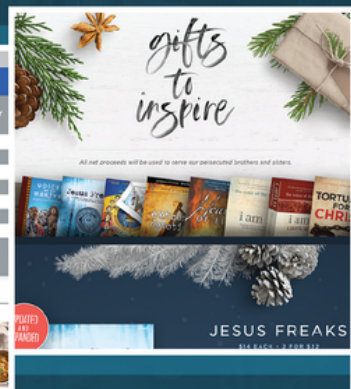
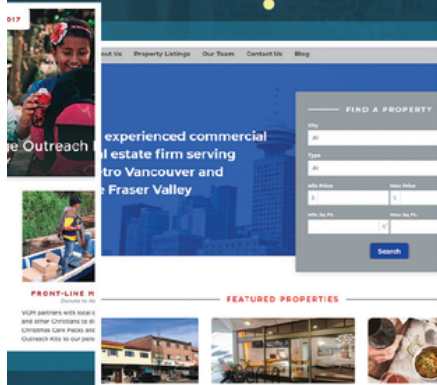
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VIJAY KRISHNAN

LEAD IS NOT A FOUR-LETTER WORD

This session will focus on how your leadership can be a gift to you and your team. What if it was possible to lead in a way that didn't simply use others AND use you up in the process? What are the practices that make leadership a gift both to you and the people you lead and lead with?

Vijay has lead in the private and public sector, for-profit and non-profit for over 20 years. After graduating from the School of Business, Queen's University, Kingston, ON. Vijay spent a little over a decade in packaged goods and retail marketing, followed by 12 years pastoring The Well, a start-up church in Toronto, ON. He is passionate about helping people connect their faith to their everyday life, and in particular for business leaders and entrepreneurs to thrive as people of enterprise and faith. Vijay and his wife, Jenn, are blessed to do life with three sons. He loves good food, loud music and snowboarding the mountain-less hills of Ontario.





Larry will talk about how he views his business as a way to live out his faith in very practical ways. First he strives to build a caring community where each team members is valued and where they can have meaning in work. He is involved in his community. He has worked with civic leaders to address issues of homelessness and refugees. Larry will share his approach to making a practical difference.

Larry Law is CEO and owner of Living Water Resort & Spa, Collingwood, ON, which employs over 500 people and attracts over 100,000 guests per year. The resort is comprised of a hotel, golf course, restaurants, time share, fractional ownership and marina. Larry emigrated from Hong Kong to Canada in 1984. Prior to his focus on Living Water, he was a successful developer and builder in Ontario. He has built thousands of homes in the Greater Toronto Area and was the master developer for the renowned Cornell project in Markham between 1997 and 2003. He has been developing Living Water Resort & Spa, Collingwood, ON, for almost 30 years.





How can you increase your chances of success when assessing ideas? Brad will share his approach to the commercialization of ideas, and how to go from concept to production. Brad will draw on his experience to share principles whereby others can assess innovative ideas.

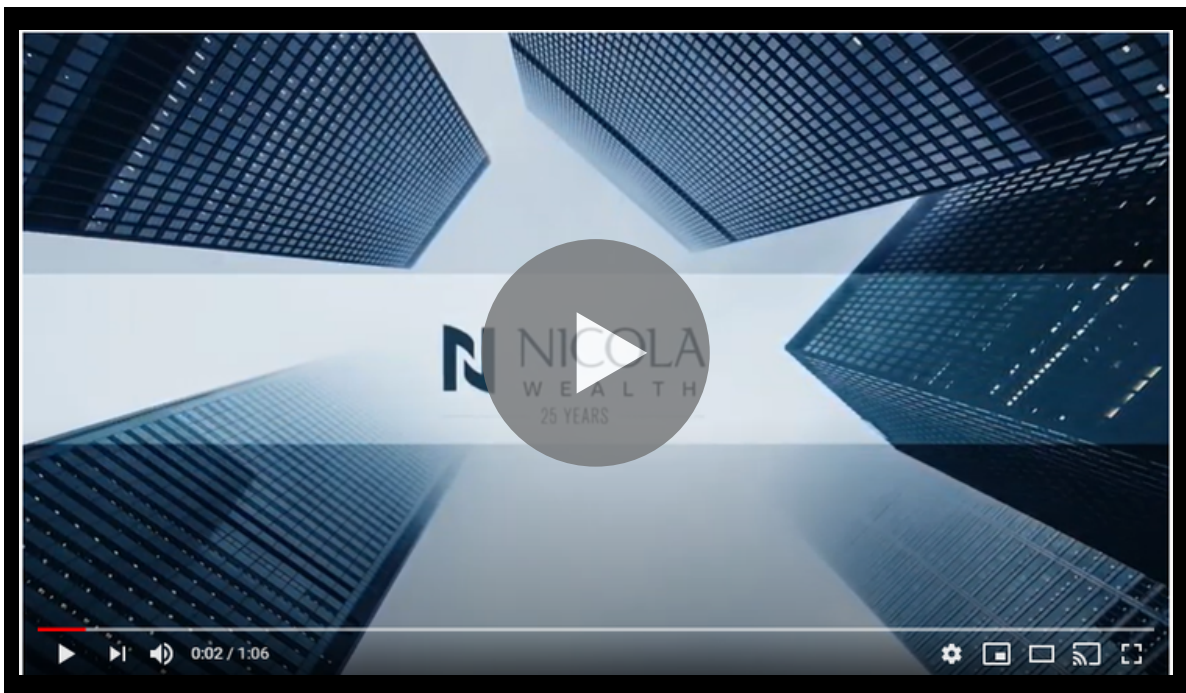
Brad is the Founder of Indykko Ltd. and the Chariman & Co-Founder of [Pela](#). He is a serial entrepreneur who started his first venture in his teens and has always supported himself through business. Brad was pursuing a career in health care when he was inspired to get into the kid's business by reading 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.

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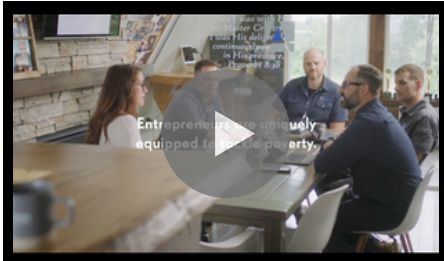


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Royal LePage RCR Realty is a full-service real estate brokerage, with 17 offices and close to 400 salespeople, helping Buyers and Sellers throughout Southern Ontario. In business since 1977, the company holds the leading market share in the majority of its markets, from Orangeville to Owen Sound to Newmarket. Its highly trained salespeople have access to the most advanced technological tools, leading the way through our new “virtual” world of real estate sales. Royal LePage RCR Realty provides an excellent real estate experience, treating our clients with professionalism, honesty and respect.



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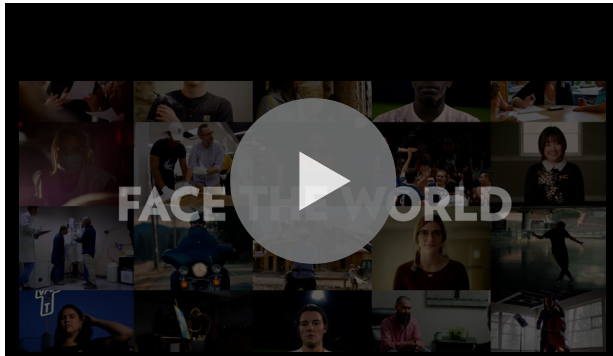
For more than 25 years, Silent Partner Software has dedicated themselves to providing software solutions to nonprofits and charities around the globe. As experts in the nonprofit space, Silent Partner Software prides itself on understanding the current and emerging needs of nonprofits, and building the tools nonprofits need to do more, better.

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Founded in 1962, Trinity Western University is Canada's premier Christian liberal arts university dedicated to equipping students to establish meaningful connections between career, life, and the needs of the world. It is a fully accredited research institution offering liberal arts and sciences, as well as professional schools in business, nursing, education, human kinetics, graduate studies, and arts, media, and culture. It has four campuses and locations: Langley, Richmond-Lansdowne, Richmond-Minoru, and Ottawa. TWU emphasizes academic excellence, research, and student engagement in a vital faith community committed to forming leaders to have a transformational impact on culture.



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Coastal Church is a non-denominational church, meeting in the heart of Downtown Vancouver, and at 6 additional campuses across the lower mainland. Coastal equips urban people through inspired, practical teaching so that they can enjoy the abundant life in Christ Jesus, as given by God the Father, through the power of the Holy Spirit.

Pastors Dave and Cheryl Koop are the senior and founding Pastors of Coastal Church.

**ELO Peer Advisory Groups integrate a new technology-driven approach to deliver the highest value and most time-effective experience for network members.**

### **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.



# CONTACT US



## ELO TEAM

[admin@ELONetwork.org](mailto:admin@ELONetwork.org)

