



Believe in Possible™

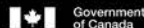
Keynotes and workshops
that reconnect people to
purpose, so they can move
forward with passion again.

For more details, or to book Joe, contact your agent or bureau.

Your team members have what they
need. They've had it all along.

JOE'S STORY REMINDS THEM.

His keynotes light a **spark** within organizations that continues long after each event.
Because alongside the stress, challenge, and change your teams are experiencing . . .



Possibility is Always There.

The possibility that this challenge will
be a defining moment in their career.

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Joe lives every day showing that we are capable of more than we can imagine when we **believe in possible.**

Audiences feel the depth of Joe's words because each one was forged from what we discover about ourselves on the other side of our greatest fears.

After hearing Joe's story, audiences believe they can **overcome any obstacle they face.**

Employees and leaders re-engage, organizations grow, and exhausted, overwhelmed service personnel light up. People realize that the challenges in front of them can be their greatest opportunities for the life they've been searching for.

In a single keynote, entire organizations can change, and each year, Joe's impact is measured in millions of dollars of revenue within organizations and incalculable positive changes in the lives of his audience members.



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 a 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



Your "Skidrow to CEO" message is what the world *needs* today.

I have heard you speak twice now, and both times you successfully touched the audience in a way that only someone who has lived their story can. You taught us all that we can endure change and hardship in life and still come out victorious. Your "Skidrow to CEO" message is what the world needs today.

—**PRESIDENT**, Justice Institute of BC

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Keynote Topics

UNLIMITED POTENTIAL...
UNLOCKED

Customizable keynotes that inspire lifetime
belief in the power of possibility

AVAILABLE IN-PERSON OR VIRTUALLY

For more details, or [to book Joe](#), contact your agent or bureau.



From Skid Row to CEO

Building resilience one step at a time

In this empowering keynote, Joe teaches audiences how to build the resiliency needed to succeed in the face of adversity and change by taking small, attainable steps. Sharing the story of his catastrophic failure and extraordinary success, Joe inspires audiences to see beyond their perceived limitations to overcome life's challenges and embrace change.

This keynote is ideal for anyone who is:

- ✓ Trying to adapt to significant change or disruption
- ✓ Disconnected from their purpose and passion and showing signs of burnout or underperformance
- ✓ Feeling stuck or holding onto limiting beliefs and a negative outlook
- ✓ Struggling to see their potential and ability to accomplish anything!

The audience will leave with:

- ✓ Actionable insights on building personal resilience no matter what challenge or change they are facing
- ✓ A greater understanding of the cumulative impact of small, consistent actions and the motivation to take the first step
- ✓ Renewed interest and focus in their work as they reconnect to their purpose and passion
- ✓ Tools for reframing a limiting mindset so they can see the possibilities in themselves and the world around them

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There's More to You Than You Can See

Collapsing mental health stigma

In this eye-opening keynote, Joe shares the critical role family and community support played in helping him overcome a lifelong struggle with substance use disorder and mental illness. Through the lens of his incredible transformation, audiences will be reminded that every person, including themselves, has enormous potential and will leave inspired to create safe spaces for others to learn, grow, and change.

This program is perfect for leaders and teams who are:

- ✓ Seeing a rapid rise in sick leave, burnout, suicide, PTSD, substance use disorder, and depression in their organization
- ✓ Experiencing productivity decreases, increased sick days, quiet quitting, unmotivated staff, high turnover, or internal strife and tensions
- ✓ Needing to build empathy-based leadership and a psychologically safe work environment
- ✓ Unaware or unconcerned about the stigma and issues surrounding mental health, addiction, and suicide

The audience will leave with:

- ✓ The motivation and tools to develop empathy centered leadership and see the possibilities in everyone they meet
- ✓ Simple steps anyone can take to create a safe space where people are seen and heard
- ✓ Practical techniques for supporting the person AND challenging the behavior, including tools for conducting "Tough Stuff" Mental Health Conversations

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KEYNOTE THREE



To Protect and **Serve**

The life-changing potential of every interaction

In this inspiring keynote, Joe Roberts highlights the life-changing impact first responders can have in every interaction through his own remarkable story. What was a typical distress call for Constable Scott MacLeod (another man with a gun threatening suicide) became a moment that changed Joe's life forever. Joe's story reminds first responders of the power of every interaction and the deep impact they have, but don't always see, on their communities.

This keynote is perfect for any first responder who is:

- ✓ Feeling underappreciated under the weight of public hostility, negative headlines, and the growing anti-police movements
- ✓ Needing a reminder of the good work being done every day in their millions of positive interactions
- ✓ Struggling to see the potential in the people they support and serve because of burnout, frustration, or unrecognized bias and stigma

The audience will leave with:

- ✓ A feeling of being honored and appreciated for their work
- ✓ A powerful reminder of their ability to make a difference in their community through a real-life example
- ✓ A rededication and commitment to purpose and passion and tools for staying inspired and motivated despite external factors
- ✓ Greater empathy and respect for the potential of those who struggle with mental health or addiction

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Safety – It's About the Little Things

Leading and inspiring a culture of safety

In this keynote, Joe explores the connection between mental safety and physical safety and shares how anyone can connect their personal purpose to safer behavior. As Joe walks the audience through his first poor choice and how it led to a journey of degradation and despair, they will understand why people make unsafe decisions and how they can intentionally build physically and mentally safer workplaces with every small decision.

This presentation is perfect for safety leaders and teams who are:

- ✓ Unaware of the significant impact mental health can have on job performance and safety
- ✓ Lacking a safe and supportive environment where employees feel comfortable discussing their mental health
- ✓ Struggling to pay attention to the little things, leading to potentially costly mistakes
- ✓ Unsure how they can build a culture of empathy where people feel seen, heard, and safe enough to address potential safety issues

The audience will leave with:

- ✓ A deeper understanding of why the little things matter so much and the motivation to make every small choice a good one
- ✓ A greater appreciation for the importance of advocating for prevention, even if it means having a tough conversation
- ✓ Tools for creating a safe space where people are not only seen and heard but also supported in their struggles

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The Push for Change

How to lead, inspire, and engage on purpose

Pushing a shopping cart 9,064km (5,625 miles) across Canada may sound impossible, but amazing things happen when passion aligns with purpose! Joe shares lessons learned from The Push for Change, a 17-month walk across Canada to support the end of youth homelessness. As audiences follow along with his journey, they'll learn practical insights for developing a purpose-driven leadership that inspires and engages others.

This program is perfect for any audience who wants to lead well but is:

- ✓ One of the 4 in 5 people that aren't playing to their strengths in the workplace
- ✓ Unsure how to handle the issues they're facing with their teams, such as decreased productivity, increased sick days, unmotivated staff, and internal strife and tensions
- ✓ Struggling with apathy, disengagement, and underperformance, due to burnout-out or a disconnect from their purpose and passion

The audience will leave with:

- ✓ Tools they can immediately use to overcome adversity and reframe a limiting mindset
- ✓ The ability to tackle big projects and stay focused by tapping into their deeper sense of purpose-driven leadership
- ✓ Three core things that get people and teams fired up so they can achieve literally anything!

For more details, or to book Joe, contact your agent or bureau.





Customizable Workshops

STEP INTO POSSIBLE

Develop the mindset and skills to thrive through adversity and accomplish audacious goals with customizable workshops from Joe Roberts

For more details, or [to book Joe](#), contact your agent or bureau.

WORKSHOPS ONE



Energy Health Management

How to stress-proof your life and build energy health and resilience



Optimal health & performance aren't just about hard work and accountability; they're also about managing the normal limits of output. Using the latest research from Dr. Sean Richardson and his own experience, Joe shows participants how to develop discipline around recovery and build resilient mindsets that boost productivity and stress-proof their lives.

Your leaders and teams will learn to:

- ✓ Understand the links between stress, energy demands, health, and performance in their lives
- ✓ Use the science of multi-category stress and recovery to support energy recharge
- ✓ Prevent burnout and build their energy health with practical strategies

Attendees will experience an instantly applicable shift in their ability to:

- ✓ Prevent negative outcomes and improve their mental and physical health
- ✓ Build personal resilience and experience increased morale and happiness
- ✓ Respond to stress and burnout effectively so they can be more productive

Tools:

Energy Health Performance Worksheets, including the Energy Health Continuum and The EH Stress Recovery Wheel

For more details, or to book Joe, contact your agent or bureau.





Transforming Emotions

How to respond to difficult emotions during stress, challenge, and change



**90-120 MIN,
IN-PERSON
OR VIRTUAL**

Research on effective emotional transition shows that individuals, businesses, and organizations need the right tools to guide themselves and others through the normal emotional response to stress, change, and challenge. Using Dr. Sean Richardson's PhD research, this session helps participants transform their reactions to challenge and change into powerful foundations for possibility, growth, and resilience.

Your leaders and teams will learn to:

- ✓ Understand the basic brain science of emotional responses to stress and change
- ✓ Move themselves and others from survival to performance mode using 4 essential steps
- ✓ Provide support before a challenge arises using key communication tools
- ✓ Leverage the crucial link between transforming emotions and positive health

Attendees will experience an instantly applicable shift in their ability to:

- ✓ Respond to their own and others' emotions in healthy ways
- ✓ Make sense of emotionally triggering situations so they can grow and become more resilient
- ✓ Increase their productivity and performance by increasing their positive mental health
- ✓ Move from emotional reactivity to a healthy outlook on life

Tools:

Transforming Emotions Worksheets

For more details, or to book Joe, contact your agent or bureau.





90-120 MIN,
IN-PERSON
OR VIRTUAL

The Brain Science Behind Achievement

A practical system for reaching uncommon, audacious goals

This life-changing workshop equips participants with the same systems and brain science Joe used to walk the length of Canada during the Push for Change campaign. As participants learn to eradicate their illusions, they will uncover the courage needed to go after their most audacious goals.

Your leaders and teams will learn to:

- ✓ Understand where they are getting stopped in any area of their life with a practical, science-based model
- ✓ Implement a process for identifying the unconscious drivers that run their life
- ✓ Free themselves from their limiting personal illusions and embrace their inner strength in the face of adversity

Attendees will experience an instantly applicable shift in their ability to:

- ✓ Connect to their purpose and boldly tackle their most audacious goals
- ✓ Navigate the personal and situational roadblocks common to everyone's journey
- ✓ Utilize the extraordinary humanity already at their core to be more effective in life

Tools:

The Science Behind High Performance Worksheets, including the A+I-R Model

For more details, or to book Joe, contact your agent or bureau.





90-120 MIN,
IN-PERSON
OR VIRTUAL

Dealing with the **Tough** Stuff

How to deliver results from critical conversations

This highly actionable workshop empowers participants to consider the human element in a discussion, so they not only survive their tough conversations but thrive within them. The result is improved conversations and better places to live and work.

Your leaders and teams will learn to:

- ✓ De-personalize tough feedback and avoid the language that causes conflicts
- ✓ Uncover some of the root causes of difficult behavior
- ✓ Be assertive and crystal clear with their requests in any situation

Attendees will experience an instantly applicable shift in their ability to:

- ✓ Experience less conflict in their workplace and lives
- ✓ Identify and implement behavior change strategies that are clear and effective
- ✓ Conduct more productive performance and compliance discussions no matter what concern they're addressing

Tools:

Tough Stuff Workbook

For more details, or **to book Joe**, contact your agent or bureau.





60-90 MIN,
IN-PERSON
OR VIRTUAL

The 10 Day Challenge

5 daily recovery strategies to energize your everyday life

A perfect follow-up to the energy health management workshop, this recovery challenge provides participants five practical recovery strategies anyone can build into their routine to better respond to stress, fatigue, and burnout in their life and get back to where they want to be!

Participants* will learn to:

- ✓ Implement the foundational 5 Daily Recovery Strategies (mental, physical, emotional, social, and environmental) into their life
- ✓ Bust out of and even prevent the early stages of burnout
- ✓ Crank up their recovery to get back on track and be performance ready

Attendees will experience an instantly applicable shift in their ability to:

- ✓ Shift away from unsustainable, unhealthy aspects of their life and set the foundation for sustainable, long-term energy health
- ✓ Manage energy, habitualize energy health, and intentionally build resilience so they can maximize performance.
- ✓ Manage, lead, and live their best life every day!

Tools:

10 Day Recovery Challenge Course Worksheets, and the 10 Day Challenge Checklist

** To maximize the challenge's effectiveness, participants must have previously taken the Energy Health Management workshop*

For more details, or to book Joe, contact your agent or bureau.





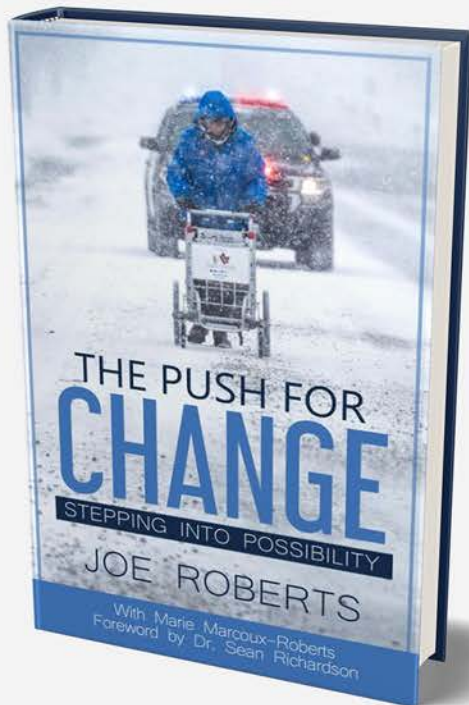
The Push for Change

In 2017, Joe completed a 17-month trek across the width of Canada pushing a shopping cart. His goal was simple, to raise awareness and funds for youth homelessness. An extraordinary success by any standards, **the Push for Change** forever changed the lives of Canada's homeless teens.

You can learn more @
WWW.THEPUSHFORCHANGE.COM

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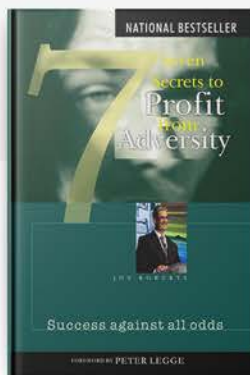
The Push for Change

Stepping into Possibility

Awaken your inner strength for achieving the unthinkable as you read this extraordinary story.

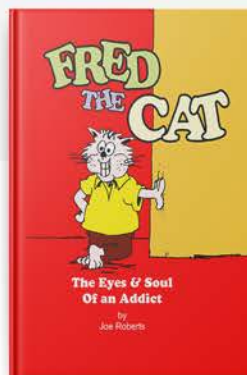
On a cold rainy night in 1989, Joe Roberts was homeless and destitute on a park bench in Vancouver, but he made a promise that if he was granted a second chance in life, he would pay it forward.

Walk with Joe through his personal transformation, his success in business, and the epic pay-it-forward campaign that saw Joe walk across the entire width of Canada.



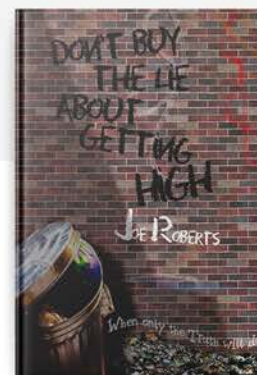
7 Secrets to Profit from Adversity

Learn the attitude and philosophy behind Joes' dramatic story of success, taking him off the street and helping him overcome key business challenges as the President and CEO of a highly successful multimedia company.



Fred the Cat

Fred the Cat is a delightful cartoon storybook that narrates Joe's incredible journey from the innocence of childhood to the degradation and pain of street life. Find a piece of yourself as you walk with Fred through his transition from a failed life to freedom, joy, and happiness.



Don't Buy the Lie About Getting High

Walk with Joe on his incredible journey through addiction. This simple yet very powerful cartoon-narrated story illustrates the dangers that can lead to homelessness and addiction.

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There's **more** to you than you can see.

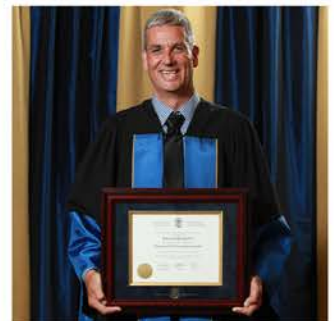
Because *when you believe in yourself*, anything is possible.

Joe ROBERTS

Awards

Joe's tireless efforts on behalf of the children of Canada, as well as his own remarkable journey to success, have **earned him numerous awards.**

- ✓ The Meritorious Service Medal of Canada
- ✓ The Ontario Premiers Award
- ✓ The Courage to Come Back Award
- ✓ Nominated as one of ten Canadians that make a difference by MacLean's Magazine
- ✓ An Honorary Doctorate from Laurentian University
- ✓ The Senate of Canada's 150th Anniversary Medal
- ✓ The BC Medal of Good Citizenship Award
- ✓ 50 Outstanding Canadians - Shaw Communications
- ✓ 40 Under 40, Business in Vancouver



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