



Speakers Bureau of Canada

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## Joe Roberts

Leadership Development, Overcoming Adversity, Change Expert

*"The Skid Row CEO" - Joe Roberts*



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**Language Spoken**

English

**Travel's From**

Toronto, Ontario

## Speaker Biography:

Joe Roberts is an inspirational example of overcoming adversity and managing change. In 1989 he was living under a bridge as a homeless skid row addict. Today he is an author, CEO and internationally sought after professional speaker who motivates and inspires audiences worldwide.

The most effective leaders in society are those rare individuals who can inspire their audience with a passion that can only come from personal experience. As the President and CEO of an extremely successful multimedia company, Joe Roberts has faced and overcome key business challenges, which confront every modern organization. Roberts' business solutions have made millions of dollars for his clients, across a variety of business sectors. It is from this experience that he draws when addressing Fortune 500 companies, boards of trade and professional associates internationally. Former CEO of the multimedia development company Mindware Design Communications, where in less than four years Joe Roberts led the company through an 800% increase in business.

Joe Roberts made his first million dollars before he turned 35, and was named one of Business in Vancouver's 40 Under 40 Outstanding Business People and one of Maclean's 10 Canadians Who Make a Difference. He is also the recipient of the prestigious Ontario Premier Awards for business excellence. Roberts has appeared on many TV shows, news programs, radio talk shows and has been featured in major publications such as *The Toronto Star*, *The National Post* and *Canadian Business*. His book, *7 Secrets to Profit from Adversity*, maps out exactly how to profit from hard times. His presentation of these principles with an exciting combination of inspiration, entertainment, and education is what makes Joe Roberts' programs so unique and effective. As a result, he has become an internationally known and respected speaker on Professional Selling, Small Business Growth, Customer Service and Internet Marketing.

Joe Roberts has established his professional speaking career working with major clients in both Canada and the United States. He has become a favourite at business conventions and corporate meeting events, captivating tens of thousands of people. Now as a partner in a leading edge leadership development company, he is committed to helping people breakthrough the most difficult behavioural barriers to success.

## Topic Presentations

### **From Skidrow to Ceo: There's More to You than You Can See**

Joe Roberts demonstrates how anyone, anywhere can overcome perceived limitations and live their dreams. 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 and philanthropist. Joe's unique style of inspiration combined with his legendary dark humour will have you shed a tear while making you laugh 'til it hurts.

### **The Push for Change: How to Create Engagement With Impact**

In this keynote, you will learn the ideas and design for creating legacy in your life and community. The phrase ANYTHING IS POSSIBLE resonates as you are taken behind the scenes and shown exactly how Joe Roberts created this national project.

### **Becoming a Hero in the Age of Celebrities**

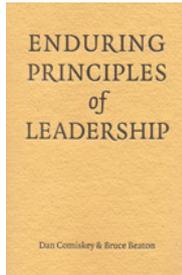
In this session, Joe Roberts takes you on a journey revealing the secrets to a successful and meaningful life. Find your core values and passions. Learn how to turn work into play. Tap into your unlimited energy by aligning your soul and spirit. Create priorities by building balance at home, work and play.

### **Street Smart Selling**

Learn what Joe Roberts learned living on the streets which he translated into sales mastery that landed him on the cover of magazines. Roberts teaches what you need to know to be successful in your sales career. Participants will leave with tools that can be applied immediately to shorten sales cycles, eliminate wasted time, and make fewer calls while building customers for life.



## Books



### **Seven Secrets To Profit from Adversity**

In 1989 I left the streets of Vancouver, B.C. Canada a broken, homeless drug addict. For over 10 years I lived a substandard life then something changed and my life began to get better. This book is a collection of my beliefs, my stories and most of all, my philosophy for successful living. Nothing happens without a dream. In 1989 all I could do was dream and dream I did. I dreamed of a day I would no longer feel the pain and degradation that had been my life. Today I am living proof that nothing is bigger than the spirit to win and reach for a better life. Despite all the obstacles we face, we can overcome, and live the life we imagine. We can truly profit from adversity. I learned that life doesn't give us what we deserve — it gives us what we negotiate. My mission with this book is to help you negotiate what you want out of life. My hope is that it moves you, in its own way, in its own time, toward the change you want. They say change happens in an instant, a flash, in a moment. As you read this book may you have many such moments as the God in me touches the God in you. Blessings, Joe Roberts Jan, 16th 2003

## Testimonials

“I just want to say, Joe did an excellent job in closing out our conference; our members were very impressed with his story and would definitely recommend him as a conference speaker. Our theme this year was “Collaborating and Connecting” and his presentation “Hit it out of the park” for us! He also brings great insight on leadership and has a whole learning program that he does around that as well.”

### ***Senior VP Conference Planning***

“I want to congratulate you on the success of the very informative and productive training program you presented the American Officers at the United States Consulate General.”

### ***Consul General, United States of America***

“Joe, thank you, once again, for your help in making our day a success! Your presentation was a valuable part of the agenda.”

### ***Industry Canada***

“Currently, our organization is faced with a competitive market place and many uncertainties. Your ‘Yes I Can’ attitude demonstrated to our branch managers that it is possible to put our minds to task and overcome these challenges.”

### ***Scotiabank***

“Never have I ever seen a room of people so touched by someone’s story while also being so inspired to take that first step to face their challenges and create their own comeback story. I was in awe the entire time.”

***- Chairperson, UBC Social Enterprise Conference***

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