

# Joe Roberts

Skid Row  
CEO

## JOE



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 street person**. Today he is an author, CEO and internationally sought after professional speaker who motivates and inspires audiences worldwide.

Today, Joe delivers his keynote messages at conferences, conventions and special events, teaching people how to **Profit from Adversity**. How anyone can tap into the unconquerable power of the human spirit and rise above.

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.

Joe's business solutions have made millions of dollars for his clients, across a variety of business sectors. It is from this experience that Joe draws when addressing Fortune 500 companies, boards of trade and professional associates internationally.

## MEDIA & AWARDS

- Maclean's Magazine  
– Canadian Honor Roll
- Courage To Come Back Award
- Ontario Premiers Award
- Canadian Business - Cover Story
- The Vancouver Province
- The Toronto Star
- Business in Vancouver's 40 under 40
- CTV, Shaw TV, CBC, City TV, Global

## Partial Client List

Freedom 55  
TD Bank  
Scotia Bank  
Payroll Loans  
David Ash  
Vancouver Board of Trade  
Calgary Chamber of Commerce  
College of Surgeons and Physicians  
Industry Canada  
Calgary Flames  
Society for Marketing Professionals  
Commonwealth Trust  
UBC  
New Media BC  
Home life Benchmark  
Police Leadership Conference  
The Justice Institute  
Focus Conferences  
Unites States Consulate General  
United Way, Salvation Army  
Union Gospel Mission  
Boys and Girls Clubs  
City in Focus

## THE SKID ROW CEO



## Inspiration, Performance Results



- Bestselling author
- Adversity, Sales and Leadership
- Experiential speaker
- Active corporate leader and CEO
- Entrepreneur



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## TESTIMONIALS

*"When we initially hired you for our sales seminar needs and we were impressed with your consultative approach and how you quickly responded to our business pain. You delivered content that was bang on, relevant and valuable for our people.*

*We were so impressed with your ideas we decided to invest further and invited to attend our show as an observer and sales coach. Your motivation and leadership inspired all of us and the end result has been the successful gathering of over four hundred new prospects for us to follow up with.*

*Your energy, enthusiasm and no nonsense approach to the science of selling is exactly what our team needs to take this company to the next level."*

Bionic CCTV



*"To be a Keynote Speaker is a challenging role. The Keynote presenter must set the tone, engage the delegates and inject a special energy that sets the pace and tone for the conference. You did this in an exemplary manner. I thank you."*

Focus Conferences



*"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



*"Your 'Yes I Can' attitude demonstrated to our branch managers that it is possible to put our minds to task and overcome these challenges"*

Scotia Bank

*"Financial advisors, customer service officers, administrative staff and management, all of whom could relate to your message.  
You added additional impact by customizing your talk for our group. "*

TD Canada Trust



*"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



*"You took us all on a journey that left us inspired motivated and refreshed."*

Calgary Flames Enterprise



*"Your outstanding communication skills have empowered each and every one of us today. I recommend your services to any organization who needs to inspire its employees"*

University of British Columbia



*"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"*

Justice Institute of British Columbia

*"Great work! Professional as always.  
Feedback from the other Doctors and Professionals was very positive.  
Thanks for your hard work."*

The College of Physicians and Surgeons of BC

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## KEYNOTES

### From Skid Row to CEO

Learn how high achievers model winning thoughts, actions and behaviors.



Have you ever failed or fallen short? Do you feel you're missing the boat on a successful life? Why is it that some people seem to thrive despite the odds against them?

In this session, Joe teaches how anyone anywhere can overcome perceived limitations and live their dreams. Gain the wisdom and real life experience from one man's experience from life on the streets to corporate leadership and success.

Through Joe's entertaining and inspirational real life approach you will learn:

- How to turn every obstacle into an asset
- How to reframe and give perspective to life's challenges
- How to create a "YES I CAN" attitude
- How to stay inspired and motivated despite the world outside
- How to build your competitive advantage

### One Day to Change Your Life Forever

How to change anything in your life starting today.



Does change really happen in an instant? Why do some people achieve more than others? How can focusing create the results you want out of life?

Creating a laser-focused vision is the idea behind this session. All great tasks and accomplishment began on a day just like this one. Joe will show you how to develop a plan to reach your goals, uncover and revisit your deepest hopes, dreams and aspirations. You will develop the tools necessary to create and build your ideal life based on your beliefs and values.

You will leave with the understanding of how to:

- Significantly increase your productivity at work and play
- Set real goals that will motivate and inspire you
- How to change your life instantly
- Take responsibility for where you want to go in life
- Eliminate the negative influences in your life

### The 7 Secrets to Scientific Selling

How to sell more, work less and build customers for life.



- What are the four core elements necessary to conduct any sales process?
- What are the most common mistakes made by salespeople today?
- How much would you pay to get an **accurate** sales forecast?
- How can you build customers for life?
- There is a science to selling and Joe Roberts knows the formula.

Having led a company through an 800% grow over four years, he teaches the scientific process and tools necessary to succeed.

Participants will leave with tools that can be applied immediately to shorten sales cycles, eliminate wasted time, make less calls while converting more deals and build customers for life.

In this program you will learn from him how to:

- Stop selling and start solving
- Avoid the mistakes made by 80% of all salespeople
- Learn how to identify true opportunities from the "Time Burglars"
- How to effectively track and manage a sales pipeline
- How to build customers for life

### Becoming a Hero in the Age of Celebrities

How to create abundance using integrity-based leadership.



What are the common dominators of great leaders past and present? How do we summon courage, determination, perseverance and faith?

In this session, Joe 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.

In this program you will learn:

- How to find real meaning at work and in life
- How to enrich your personal and professional lives
- How to leave a legacy for generations to come
- Get everything you want by helping others get what they want
- How to lead by example