

# Skid Row

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# CEO



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. 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, Joe delivers his keynote messages at conferences, conventions and special events, teaching people *“there’s more to you than you can see”*.

Bookings contact:  
K&M Productions (Toronto)  
Tel 905.831.0404 - info@kmprod.com  
www.kmprod.com

## From Skidrow to CEO

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

Ever find yourself walking down the street minding your own business and life **“life’s you”**?!

Every one of us is confronted by adversity, challenge and change. We face it in our families, our health, with children, and our finances. All of us get our share of the tough stuff.

In this keynote, Joe teaches 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.

One hour with Joe leaves an impression that lasts a lifetime where you will learn:

- **How to turn every obstacle into an asset**
- **How to reframe and give perspective to life’s challenges**
- **How mentorship changes lives**
- **The importance of paying it forward**
- **How to stay inspired and motivated despite the world outside**

**JOE ROBERTS**

## Partial Client List

Aeroplan  
Alberta Pharmacist Association  
Association of Municipal Clerks and Treasurers Ontario  
Association of Manitoba Municipalities  
BC Funeral Directors  
Boys and Girls Clubs  
Calgary Flames  
Canadian Centre for Substance Abuse  
Canadian Independent Adjusters Association  
Canadian Insurance Claims Managers Association  
College of Surgeons and Physicians  
Consulting Engineers of AB  
Credit Union Managers Association Manitoba  
Desjardins  
Dominion Lending Centers  
Fraser Health  
Freedom 55  
Habitat for Humanity  
Hunan Resource Management Association Manitoba  
Industry Canada  
Ministry of Children and Families  
Ministry of Community Support and Culture  
Development  
Addictions Ontario  
Ontario Insurance Adjusters' Association  
Police Chief Leadership Conference  
Salvation Army  
Saskatchewan Association of School Business Officials  
Scotia Bank  
TD Bank  
United Way  
Unites States Consulate General  
RCMP - Saskatchewan Victims Unit

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than you can see”*

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## TESTIMONIALS

*“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**

*“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.”*

**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**

*“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**



## Awards & Media

Joe is the recipient of the Courage to Come Back Award, The Ontario Premiers Award, and was nominated by MacLean’s Magazine as one of ten Canadians that make a difference. He also received Business in Vancouver’s 40 under 40 and Zoomer Magazine 45 over 45. Joe has appeared in the Globe and Mail, The Toronto Star, Canadian Business, MacLean’s Magazine, The Vancouver Province, CTV Nation News, Global National News and CBC National News to name a few of his media appearances. Video clips and articles can be seen on the website.