



**SOCIAL  
venture  
INSTITUTE**  
virtual

**HOLLYHOCK**  
LEADERSHIP INSTITUTE



## **PROGRAM AGENDA SESSION DETAILS**

**FEBRUARY 6-7, 2025  
WORKSHOPS: FEBRUARY 10-14**

**coastcapital**

**GENUS**  
CAPITAL MANAGEMENT

**pürppl**

  
GROSVENOR

 **junxion**

 **renewal**  
DEVELOPMENT

  
horizon  
GROCERY + WELLNESS

 **the coaching studio**  
LEADERSHIP DEVELOPMENT

**Spring**

**THE  
TYEE**

  
Chambar

**MT  
+Co.**

 **HARRIS**

## CONFERENCE SCHEDULE

### THURSDAY, FEBRUARY 6

#### 8:00 - 8:45 AM

Morning Movement with Nandi Tippet

#### 9:30 - 10:30 AM

Welcome + Land Honouring with  
Elders Brenda & Rose

#### 10:30 - 12:00 PM

True Confessions: Jessica Norwood  
RUNWAY & Reflection Breakouts

#### 12:00 - 1:00 PM

Break & Roundtables

#### 1:00 - 2:00 PM

Marketplace of Ideas

#### 2:00 - 2:30 PM

Day One Wrap Up & Closing

### FRIDAY, FEBRUARY 7

#### 8:00 - 8:45 AM

Morning Movement with Lo Laurin

#### 9:30 - 10:00 AM

Opening

#### 10:00 - 11:30 AM

Case Study: Jenn Harper  
Cheekbone Beauty

#### 11:30 - 12:30 PM

Break & Roundtables

#### 12:30 - 1:30 PM

Peer Coaching Circles

#### 1:30 - 3:00 PM

Closing Circle

## WORKSHOP SCHEDULE

### MONDAY, FEBRUARY 10

#### 9:30 - 11:00 AM

Marketing Made Simple: Why Doing More Is Holding  
Your Business Back (Courtney Henry)

#### 12:00 - 1:30 PM

Developmental Evaluation for Continuous  
Improvement and Adaptation (Katrina Donald)

### TUESDAY, FEBRUARY 11

#### 9:30 - 11:00 AM:

AI in Action: Practical Applications for Business  
Leaders (Rochelle Grayson)

#### 12:00 - 1:30 PM

In Search of Mino-Biimaadziwin Through  
Generational Wealth (Hillory Tenute)

### WEDNESDAY, FEBRUARY 12

#### 9:30 - 11:00 AM

Welcome to the New Era of the Purpose-Driven  
Business: Why It Matters and What You Can Do  
(Charla Vall)

#### 12:00 - 1:30 PM

The Art of Strategic Decision-Making When  
Everything Feels Important (Kareen Wong)

### THURSDAY, FEBRUARY 13

#### 9:30 - 11:00 AM

Nonviolent Communication Tools to Move You  
Through Hard Things  
(Leonie Smith)

#### 12:00 - 1:30 PM

Measure and Amplify Your Impact  
(Annelies Tjebbes & Meagan Sutton)

### FRIDAY, FEBRUARY 14

#### 9:30 - 11:00 AM

Harness Stress for Your Business Success  
(Debra Joy)

#### 12:00 - 1:30 PM

Financial Activism 101 (Jasmine Rashid)

#### 2:00 - 3:00 PM

Financial Well-Being and Your Business: Answering  
Your Most Pressing Questions (Rachel Dick and Chris  
Moscatello)



## **VANESSA RICHARDS**

**Transdisciplinary Artist, Producer, and Educator**

As an arts-based engagement facilitator, I devise and deliver initiatives with municipal and provincial governments, universities, unions, and cultural organizations. My professional and personal practices centre around community capacity building. For me, Social Venture Institute has been a contributing factor to my sustained belief in people power.

In the realm of social enterprise, I facilitate the Hollyhock Leadership Institute's Social Venture Institute (SVI) conferences. Other aligned organisations I have recently worked with include B Lab, The Just Economy Institute, 312 Main and SFU Radius. Currently I am a member of the advisory to Solid State Community Industries and the Black Arts Centre in Surrey, the first of its kind in B.C.



# TRUE CONFESSIONS

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**The True Confessions model offers honest, vulnerable experiences of seasoned leaders so that listeners can apply lessons of trials and triumphs to their own venture.**

## JESSICA NORWOOD

**Founder & CEO, RUNWAY**

Jessica Norwood, named one of Essence Magazine's "50 Entrepreneurs to Watch," is an acclaimed author, entrepreneur, investor, and philanthropist. As the founder and CEO of RUNWAY, Jessica leads a visionary team of women of color dedicated to empowering Black entrepreneurs by providing startup capital and ongoing support to nurture their success. Her work bridges the gap between finance and social justice, championing reparative and restorative economic practices that address systemic inequities.



Jessica's innovative leadership has earned her prestigious fellowships, including the Nathan Cummings Foundation Fellowship, Just Economy Institute's Integrated Capital Fellowship, and Harvard University's Hip Hop Archive Fellowship. Her groundbreaking efforts have been featured on NPR, Bloomberg Television, and in Essence, Fast Company, and Conscious Company.

An expert in financial activism, Jessica's work has deeply influenced conversations around economic justice, particularly for Black communities. Her widely celebrated book, *Believe-in-You Money: What Would the Economy Look Like if It Loved Black People?*, has been praised as transformative by leaders such as Edgar Villanova, author of *Decolonizing Wealth*.

RUNWAY is where restorative capital meets community. They are an award-winning financial innovation firm committed to reimagining the financial policies and practices that hold systemic barriers in place – all in the name of Black liberation.

[Learn more about Jessica Norwood and RUNWAY here](#)



# CASE STUDY

**The Case Study format brings enterprises with strategic challenges to a panel of experts and fellow participants. This highly interactive and experiential session provides actionable advice and resources to drive socially conscious growth.**



## JENN HARPER

**CEO, Cheekbone Beauty Cosmetics**

Jenn Harper is not just a name in the beauty industry; she's a revolution. An award-winning social entrepreneur and international speaker, Jenn is the trailblazing founder and CEO of Cheekbone Beauty Cosmetics—a brand that has gracefully painted the ideals of sustainability and inclusion onto a global canvas. From its inception in 2015, Jenn has nurtured Cheekbone Beauty into a B. Corp Certified force, now gracing the shelves of Sephora Canada and 550 JC Penney locations across the USA.

Jenn's journey with Cheekbone began as a digitally native, direct-to-consumer brand that took pride in its commitment to reducing environmental impact and supporting Indigenous communities. Her formidable leadership made sure Cheekbone stood out not only for its stunning products but also for its ethical backbone—it became a symphony of transparency, philanthropy, and support for women and youth. To date, over \$250,000 have been donated to philanthropic causes, testament to Cheekbone's core values.

Jenn Harper stands as more than a CEO; she is a voice for entrepreneurship, exerting influence on topics that are reshaping the business landscape: social entrepreneurship, empathy, representation, inclusivity, and sustainability. Regularly sought after for her insights, Jenn weaves her narrative as both a woman and a representative of North America's Indigenous peoples, substantiating the importance of these values in today's business ecosystem.

Jenn Harper, with Cheekbone Beauty, brings forth a narrative of passion, resilience, and authenticity. Her biography is not just about the ascent of a brand; it's the story of a vision brought to life, of barriers broken, and of a future envisioned where commerce and charity coalesce seamlessly, all painted with the strokes of an eco-friendly brush.

**[Learn more about Jenn Harper and Cheekbone Beauty here](#)**

# CASE STUDY RESPONDENTS

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## **SUZANNE SIEMENS**

**Consultant, Alliance Strategies**

Leveraging over 30 years of financial and executive management expertise, Suzanne guides leaders of for-profit and nonprofit organizations to achieve sustainable growth and meaningful impact. Specializing in business strategy optimization, operational efficiency enhancement, and sustainable impact creation, Suzanne's approach is informed by her groundbreaking work as co-founder of Aisle (formerly Lunapads), an award-winning impact venture.



## **TARA ROBERTSON**

**Principal, Tara Robertson Consulting Inc.**

Tara Robertson is a leadership coach and a diversity, equity and inclusion consultant. As a consultant she partners with corporate leaders to help drive systemic change. As a leadership coach, she serves women of color in corporate careers to go from underestimated and overworked to unapologetic and wildly successful.



## **KRISTIN RICHARD**

**Impact Fund Manager, EntrepreNorth**

Kristin Richard, a proud member of the Red River Métis Nation, is a finance professional specializing in Indigenous markets with nearly a decade of experience in corporate banking, venture capital, and impact investing. She is the Impact Fund Manager at EntrepreNorth, where she leads the creation of Northern Canada's first Indigenous-led, impact-first investment fund.



## Mindful Movement

Thursday, February 6, 8:00 - 8:45 AM

Nandi Tippett

Learn how to alchemize your energy into positive outcomes with mindful movement. Nandi will guide you through a 45-minute combination of physical postures, breath control, and meditation that signals safety in your body and calms your mind.

This session will conclude with mindfulness exercises that involve mentally scanning your body from head to toe, which can encourage mental fortitude and focus.



# MORNING MOVEMENT

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## Morning Yoga

Friday, February 7, 8:00 - 8:45 AM

Loretta (Lo) Laurin

Connect to your breath and body in a gentle and refreshing morning movement session. This Hatha Yoga-based class will help you ground and energize for the day ahead. The class will be choice-based, body-neutral, and accessible for a range of abilities.

Bring a mat if possible.





# BE PART OF THE AGENDA

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SVI is all about community and peer-learning; We invite you to play an active role in shaping the agenda. Here are a few ways to engage and take the stage to make the most of our gathering:

## Marketplace of Ideas

These fast-paced **60-second** presentations allow you to introduce yourself and your projects to the gathering. This is your chance to pitch an idea or make that ask. [Sign up here!](#)

## One-on-One Advisor Sessions:

These are 20-minute mini-coaching sessions with fellow participants.

[Book a spot here!](#)

## Peer Coaching Circles

We gather in small groups for these interactive problem-solving sessions. Each person can share a challenge and receive supportive peer reflection.

## Session Starters

Have a music, poetry, or music practice you want to share with the group? Sign up to share your talents in a 3-minute spotlight! Email us at [svi@hollyhock.ca](mailto:svi@hollyhock.ca)

## Roundtables

[Sign up here](#) to host a casual, unstructured conversation with your fellow participants. Whoever shows up for the conversation are the right people there, and people are welcome to pop in and out.



## Marketing Made Simple: Why Doing More Is Holding Your Business Back

Monday, February 10, 9:30 - 11:00 AM

Courtney Henry  
CEO & Principal Strategist, The Success Solution

Are you feeling overwhelmed by marketing your business? Do you find yourself constantly doing more—posting, emailing, creating content—yet seeing little to no results? Or, is the thought of marketing so intimidating that you find yourself constantly putting it off or avoiding it altogether?

If you answered yes to any of these, you're not alone. Many business owners and entrepreneurs believe that the key to marketing success is doing more. But, that belief is actually holding you back from the growth and impact you desire.

Join us to learn a simple, yet powerful marketing framework that is guaranteed to help you stop spinning your wheels and start maximizing your ROI.

In this workshop, you'll discover how to:

- Align your marketing with your purpose
- Choose the right marketing channels and tactics for YOUR business
- Plan your marketing in a way that nourishes you and your business
- Understand if your marketing is working, and what to do if it's not



## **Developmental Evaluation for Continuous Improvement and Adaptation**

**Monday, February 10, 12:00 - 1:30 PM**

**Katrina Donald**  
Principal Consultant and Leadership Coach  
Ever-so-Curious Consulting

Explore how developmental evaluation (DE) supports innovators to be curious during the development of new initiatives, so they can learn from and respond to complexity with creativity, improvisation, and experimentation.

In this interactive session we'll explore a process to help you scope a DE plan that helps you learn into your goals and continuously improve your strategies.



## **AI in Action: Practical Applications for Business Leaders**

**Tuesday, February 11, 9:30 - 11:00 AM**

**Rochelle Grayson**  
Founder, Mosaic Accelerator

This engaging, hands-on workshop dives into the world of artificial intelligence, focusing on practical applications that can transform small and medium-sized businesses. Tailored for business leaders, this session explores how AI can be used to streamline operations, boost customer engagement, and drive growth—all without a technical background. You'll gain insight into accessible AI tools that align with your goals, helping you create new efficiencies and enhance decision-making with data-driven insights.

Whether you're looking to simplify daily operations, elevate your marketing strategies, or better understand your customers, this workshop provides real-world examples and actionable steps that make AI an empowering asset for your business.

By the end of this session, you will:

- Understand the fundamentals of AI and how it can support various business functions, from marketing to customer service.
- Identify specific AI tools that are cost-effective and easy to implement for small to medium-sized enterprises.
- Learn how to integrate AI into daily operations to save time, cut costs, and increase productivity.
- Gain insights on customer behavior and preferences to enhance engagement and loyalty.
- Walk away with an AI action plan tailored to your business goals, enabling you to take immediate steps toward innovation and growth.

Transform your business with AI—one practical, achievable step at a time!



## **In Search of Mino-Biimaadziwin Through Generational Wealth**

**Tuesday, February 11, 12:00 - 1:30 PM**

**Hillory Tenute**  
CEO, Lodge Consulting

This presentation explores the path to mino-biimaadziwin—living the good life—through the lens of an Anishinaabekwe's pursuit of generational wealth.

Rooted in the timeless teachings of community interconnectedness and holistic well-being, we will delve into the delicate balance required to navigate two competing worlds: the modern economic system and traditional Indigenous values.

Guided by the principles that "no one should go without" and "you only take as much as you need," this session will provide insights into harmonizing these worlds, disrupting family intergenerational trauma and ensuring that wealth creation benefits the next seven generations.

Join us to explore strategies that honor Indigenous teachings while fostering sustainable and inclusive growth.





## Welcome to the New Era of the Purpose-Driven Business: Why It Matters and What You Can Do

Wednesday, February 12, 9:30 - 11:00 AM

Charla Vall  
Consulting Director, Junxion Strategy

The role of business in society is changing. Profits and shareholder value are no longer the be-all-and-end-all. Employees, customers, and investors increasingly expect your company to be making a positive impact on society. In fact, studies show that 93% of employees believe companies must lead with Purpose rather than solely focusing on making money.

This is not a tick-box exercise: becoming a Purpose-driven company takes a lot more than making a charitable donation.

What is this new era and what can you do about it?

### What You'll Learn:

- The trend towards Purpose-driven business and why it matters
- The 4 key benefits of becoming a Purpose-driven company
- How to find your company's purpose and create a purpose statement
- How to infuse Purpose into your organization's culture, starting now



## The Art of Strategic Decision-Making When Everything Feels Important

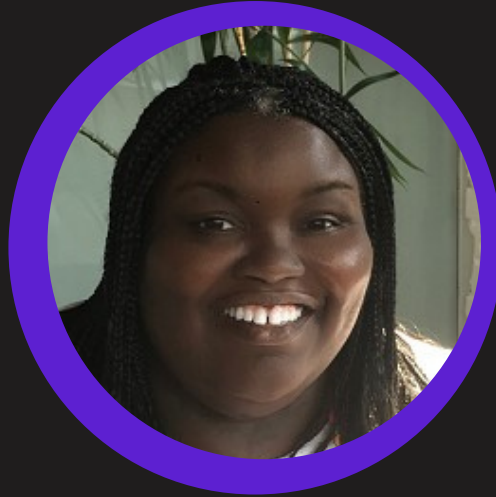
Wednesday, February 12, 12:00 - 1:30 PM

Kareen Wong  
Principal Consultant & Coach,  
Kareen Wong Consulting

This workshop is for social impact leaders and entrepreneurs who feel like prioritization is one of those trick questions—where no answer seems quite right. If you've ever found yourself frustrated or overwhelmed by the never-ending task of deciding what matters most, you're not alone. In the social impact space, prioritizing can feel emotional, deeply personal, and sometimes even existential. It's no wonder decision fatigue, burnout, and self-doubt can creep in.

In this interactive and energizing workshop, we'll cut through the overwhelm and explore the roots of those tricky feelings. Together, we'll unpack the narratives that fuel guilt and indecision, while challenging the myths that keep us spinning our wheels. I'll share simple, practical tools to help you clarify what's truly important, align your choices with your values, and cultivate habits that support your well-being.

You'll walk away with actionable strategies that you can apply to your life and work right away. Even better, you'll be in community with others who face the same challenges, and we'll create a space where you can connect, share, and yes—have some fun along the way!



## **Nonviolent Communication Tools to Move You Through Hard Things**

**Thursday, February 13, 9:30 - 11:00 AM**

**Leonie Smith**  
Founder, The Thoughtful Workplace

Conflict can be managed in a way that centres learning and generates more connection between people.

Learn how tools for Nonviolent Communication can help you and your team navigate difference and conflict. Move through conflict by connecting to what you find meaningful and learn how to widen the window of welcome for hard things.

Join this practical, skill-building workshop if you are looking for tools to support team cohesion and inclusion.



## Measure and Amplify Your Impact

Thursday, February 13, 12:00 - 1:30 PM

**Annelies Tjebbes & Meagan Sutton**  
Roots & Rivers Consulting

Are we making a difference? How can we capture and share the impact we are having? How can we deepen our contribution to meaningful change?

These are the questions that rattle around in the heads of leaders of socially-minded organizations and businesses. They are complex questions but they do have answers. With a robust impact measurement strategy, you can improve your organization's ability to assess, communicate, and deepen your impact.

Annelies and Meagan will walk you through the fundamentals of impact measurement (IM) and set your organization up with the tools and skills to do IM in-house. They will outline decolonial and story-based approaches to IM intertwined with traditional tools and frameworks including theory of change and skillful indicator development.

Join to learn how to define the change you are trying to achieve, develop a plan to measure outcomes, and build tools and skills to communicate and amplify your impact.



## Harness Stress for Your Business Success

Friday, February 14, 9:30 - 11:00 AM

Debra Joy  
Founder, The Success Solution

Are you working harder than ever, constantly spinning plates and hustling to increase your business impact, but despite your best efforts it never feels like you're doing "enough"? Worse still, is the constant pressure taking a toll on your health, your relationships, and your ability to think clearly and creatively? Are you committed to a sustainable planet, but the way you're working isn't sustainable?

If that describes you, it's time to learn a nourishing, regenerative approach to running your business and life. You'll work with your body's rhythms to perform in the way nature intended you to. Rather than a self-care practice to help you unwind from stress, this workshop will teach you to ride the waves of stress naturally, to become stronger, smarter and calmer, because let's face it: Stress is inevitable - in business and in life.

In this transformative session, you'll learn how to:

1. Work according to your natural rhythms.

Learn why traditional approaches to "stress management" aren't serving you, and how to harness your body's natural stress response to enhance your performance and decision-making and work in a way that actually feels good.

2. Flow into Peak Performance Mode.

Master a science-backed approach to focused, high-impact work periods that maximize your productivity while preserving your energy - perfect for busy entrepreneurs juggling multiple priorities.

3. Shift into Calm and Connected States.

Access a simple yet powerful technique that helps you shift from overwhelm to clarity in moments - use it to ground yourself before important meetings, during challenging decisions, or whenever you need to perform at your best.

4. Prioritize According to your True Purpose

Learn to identify and focus on activities that drive real business impact, breaking free from the exhausting cycle of being busy without seeing results.





## Financial Activism 101

Friday, February 14, 12:00 - 1:30 PM

**Jasmine Rashid**  
Director of Impact, Candide Group  
Author of The Financial Activist Playbook

During this workshop, we will explore practical ways to transform our relationship with finances—from finding joy in budgeting to leveraging our buying power— to build a fundamentally more just economy.

Participants will be encouraged to identify ways in their our own lives to reclaim wealth and well-being, as well shift the flow of money and power toward collective liberation.



## **Financial Well-Being and Your Business: Answering Your Most Pressing Questions**

**Friday, February 14, 2:00 - 3:00 PM**

**Rachel Dick, Senior Manager, Social Purpose Business Innovation**  
**Chris Moscatello, Director of Small Business**  
**Coast Capital**

The financial well-being of a business can be complex and overwhelming but we're here to help. Join Chris Moscatello, Coast Capital's Director of Small Business and Rachel Dick, Senior Manager, Social Purpose Business Innovation for a session that will dive into the financial questions that keep you up at night as a business owner and entrepreneur.



# PRODUCER TEAM

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**Orane Cheung**  
Operations Lead  
Hollyhock Leadership Institute



**Laurel Dault**  
Director  
Hollyhock Leadership Institute



**Vanessa Richards**  
Producer & Lead Facilitator

# ADVISORY CIRCLE

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**Pamela Chaloult**  
Co-Founder SVI Women  
Founder & CEO, Practical  
Feet Advisors



**Kel Moody**  
Founder, Alluvium  
Gatherings



**Alexia McKinnon**  
Director of Indigenous  
Programs, Beedie School  
of Business (SFU)



**Jackee Kasandy**  
Founder | CEO, Black  
Entrepreneurs & Businesses  
of Canada Society



**Carla Heim**  
Director, Sustainability,  
BDC



**Melissa Allen**  
Executive Director, League  
of Innovators

# ADVISORY CIRCLE

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**Maggie Chan**  
Director, Tech Adoption  
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**Cynthia Billops**  
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ICA Fund



**Mariana Martinez  
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Operations Coordinator,  
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**Shauna Harper**  
CEO, WeBC



**Brianne Miller**  
Founder, Nada Grocery &  
Director of Community &  
Regenerative Capital,  
Coralus



**Suzanne Siemens**  
Consultant, Alliance  
Strategies