



HOLLYHOCK
LEADERSHIP INSTITUTE



PROGRAM AGENDA SESSION DETAILS

SEPTEMBER 17-21, 2025



coastcapital

renewal
Partners

GENUS
CAPITAL MANAGEMENT

pürppl

horizon
GROCERY + WELLNESS

+ **Junxion**

MT
+Co.

Spring

THE
TYEE

Wednesday Sept 17 DAY 1	Thursday Sept 18 DAY 2	Friday Sept 19 DAY 3	Saturday Sept 20 DAY 4	Sunday Sept 21 DAY 5
Bus Charter arrives around 3pm Room check in starts at 4pm	Tai Chi (7:00-8:00am) Raven Breakfast (8:00-9:00am)	Yoga (7:00-8:00am) Raven Breakfast (8:00-9:00am)	Yoga (7:00-8:00am) Raven Breakfast (8:00-9:00am)	Breakfast (8:00-9:00am)
	Case Study: Starfish Canada (9:15am-10:45am) Olatunji Marketplace of Ideas (11:15am-12:15pm)	MORNING OFF & One-on-Ones <ul style="list-style-type: none">Kayaking Tour (Limited, sign up here)Garden TourNature Walk with Bill	Case Study: Just Like Family Home Care (9:15am-10:45am) Olatunji Business Problem Solving Sessions (11:30am-12:30pm)	Closing Circle (10:00-11:00am) Kiakum Charter Group #1 departs (11:30am)
	Lunch (12:30-1:30pm) Roundtables (till 2pm)	Lunch (12:30-1:30pm) Roundtables (till 2pm)	Lunch (12:30-1:30pm) Roundtables (till 2pm)	Lunch (12:30-1:30pm)
	Opening Reception: Welcome + Land Honouring (5:00-6:00pm) Lodge Lawn	Workshop Breakouts (2:30pm-4:00pm)	Case Study: Nuqo Modular (2:00pm-4:00pm) Olatunji	Workshop Breakouts (2:30pm-4:00pm)
Optional Campus Tour with Mike + Vanessa (6:00pm)	Afternoon Activities (4:30-6:00pm)	Peer Coaching Circles (4:30pm-6:00pm)	Oyster BBQ (5:30-6:30pm) Beach	
Dinner (6:30-7:30pm)	Dinner (6:30-7:30pm)	Dinner (6:30-7:30pm)	Dinner (6:30-7:30pm)	
Orientation (7:20pm) Lodge Connection (8:00pm) Olatunji	True Confessions: Miranda Liever (8:15pm-9:30pm) Olatunji Evening Social (10pm-12:00am) Dana and Joel Solomon’s Home	True Confessions: Jay Coen Gilbert (8:15pm-9:30pm) Olatunji	Ignite (8:00pm) Olatunji Closing Dance Party! (9:30pm-12:00am) Lodge	
Firepit & music		Firepit & music		



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Cortes Island, BC

Co-create the Experience

One-on-Ones

20 minute sessions that participants can book to seek advice, wisdom, and direction in their work from peers. **Sign-up in person at the Lodge.**

Roundtables

Is there a topic that's missing from the SVI agenda that you need to talk through with this crew? We encourage you to actively build your own session! **Sign up 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.

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. Creativity and passion are encouraged. Sign up for Marketplace will open two weeks from Program Launch.

Needs and Offers

Share your Needs and Offers in your Participant Profiles, as well as in-person when we create a Post-It board for everyone to add to.

Peer Coaching Circles:

We will gather in small groups of 5 for these interactive problem solving sessions. Each person can share a challenge and receive supportive peer reflection.

TRUE CONFESSIONS



JAY COEN GILBERT

Co-Founder., **B Lab**
Co-Founder, **White Men for Racial Justice**

Jay Coen Gilbert is strategic advisor to Imperative 21, a global network building narrative power for a just economy. With breakthrough storytelling like the podcast season “Capitalism” from Scene on Radio, Imperative 21 opens cultural space for aligned yet hesitant leaders to reimagine an economic system that cares more about people than profit.

Imperative 21 builds on Jay’s experience as cofounder of [B Lab](#), the nonprofit behind the global B Corporation movement with more than 10,000 companies across 105 countries.

Prior to co-founding B Lab, Jay co-founded AND1, a global basketball company, and subject of documentaries on Netflix and ESPN.

Read more about Jay Coen Gilbert [here](#).

TRUE CONFESSIONS



MIRANDA LIEVERS

Co-Founder & Former COO
Thinkific

Miranda Lievers is a Vancouver-based entrepreneur devoted to helping impact-driven business owners to scale their companies to be bigger than they are. As Co-Founder of Thinkific she's helped over 50,000 entrepreneurs and small businesses grow while educating more than 100 million students around the globe, achieving \$1B unicorn status along the way. She's a mentor for women in business, audacious goal-setter, occasional indie film producer, and mom to 2.

Find her at <https://mirandalievers.com>.



CASE STUDY



RORY RICHARDS

Chief Executive Officer
NUQO MODULAR

Rory has been a dynamic force in Canadian business for more than 20 years . As a proud Coast Salish woman of Sechelt (shíshálh) descent, Rory is proud to bring her diverse background and experience to her role as CEO at NUQO.

A passionate voice for a number of important issues, including Indigenous housing and affordable childcare, Rory remains a dedicated advocate for the communities NUQO serves.

Founded in 2020 and headquartered in Vancouver, British Columbia, NUQO Modular is a female-led, proudly Indigenous construction company recognized for its sustainable and culturally grounded approach to modular building.

Read more about Rory [here](#).



CASE STUDY



KYLE EMPRINGHAM

Co-Executive Director, Finance and Development
The **Starfish Canada**

Kyle is the co-founder of The Starfish Canada and a professor in the Gustavson School of Business at the University of Victoria. He is a social entrepreneur with a masters degree from Simon Fraser University's School of Resource and Environmental Management and an MBA in Sustainable Innovation from the University of Victoria.

The climate crisis and environmental degradation have a disproportionate impact on youth. Youth encounter barriers to capacity-building resources, recognition, and communities that can support their impact as changemakers and leaders.

The Starfish Canada uplifts youth changemakers, amplifying their voices in climate action while centering our approach on equity and justice. We provide the essential education, resources, communities, and recognition for youth to thrive as leaders in shaping a climate-resilient future.

Read more about Kyle Empringham [here](#).



CASE STUDY



CARLA LEON

President & CEO
Just Like Family Home Care

Carla Leon is an innovator. When approached with the opportunity to become part of Just Like Family Home Care, she spearheaded the first social acquisition by charities in Canada. With her vision, Just Like Family has been transformed into a Social Enterprise, with the majority of profits going to charities. During her career, Carla has provided leadership, coaching, mentorship, and education to thousands of entrepreneurs and small business owners.

.Just Like Family Home Care is a Certified Social Enterprise that has been supporting Canadian families with compassionate, personalized, in-home blended care since 2018. Our trusted caregivers and franchise partners are committed to providing not just physical support but also emotional care, resources, and advocacy. As Canada's first social acquisition by a coalition of charities, the majority of our profits are reinvested into our mission to improve aging in place, fostering connection, education, and dignity for every client we serve.

Read more about Carla Leon [here](#).



BUSINESS PROBLEM SOLVING SESSION



EDEN FINEDAY
CEO / Publisher
tâpwêwin media/IndigiNews

Eden Fineday is a nêhiyaw iswêw (Cree woman) from Sweetgrass First Nation in Treaty 6 territory and the publisher of IndigiNews. She is also the CEO and co-founder of tâpwêwin media, the national Indigenous media nonprofit that became the home of IndigiNews in 2025, and a co-founder of the Indigenous Media Association of Canada, a national advocacy body for Indigenous journalists and broadcasters in Canada.

At IndigiNews, Indigenous stories are amplified through trauma-informed, decolonized journalism that honors the experiences, world views, and knowledge of Indigenous Peoples. Through relational accountability we create meaningful connections in communities, and foster truth-telling, accountability, and healing for all Indigenous people.

Read more about Eden Fineday [here](#).



BUSINESS PROBLEM SOLVING SESSION



CHLOE GOODISON

Executive Director & Founder
NaloxHome Society

Chloe Goodison is a community leader, speaker, and advocate dedicated to improving youth health and well-being across British Columbia. She is the Founder and Executive Director of NaloxHome Society, a youth-led charity that provides province-wide drug education and naloxone training in schools, reaching over 40,000 young people to date. Under her leadership, NaloxHome has expanded its impact through local outreach, distributing care packages, hosting clothing drives, and delivering warm meals to Coquitlam's unhoused community.

NaloxHome Society is a registered charity that was formed in response to BC's toxic drug crisis. NaloxHome is youth-founded, youth-run, and provides free evidence-backed, peer-to-peer drug education and naloxone training in BC secondary schools and community settings. NaloxHome's services are offered free of charge to eliminate barriers faced by teachers and community groups.

Read more about Chloe Goodison [here](#).



WORKSHOPS



MIKE ROWLANDS
Treasurer & Past Chair
Junxion

Agile Strategy for the Social Venture

Today, effective strategy integrates culture and brand, embraces the change that's all around us, and is captured in a living document that empowers leaders through change, growth, and organizational development.

In this session Mike Rowlands will share insights into Junxion's Turning Point™ approach, which blends Agile methodologies, Appreciative Inquiry, stakeholder engagement and systems thinking in an integrated model that's been implemented by many SVI alumni in their ventures—and a long list of visionary, social purpose organizations.

Read more about Mike Rowlands [here](#).



WORKSHOPS



RACHEL DICK
Senior Manager, Social Purpose
Business Innovation
Coast Capital

Defining and Measuring Your Social Purpose

The social purpose economy is growing in Canada with more and more businesses defining a reason for being centered on creating a better world and on profitably solving the problems of people and planet. But, defining and implementing a social purpose can feel daunting.

From selecting and articulating a social purpose to authentically bringing purpose to life across all facets of your business and sharing your progress, there are a number of steps to take and things to consider along your unique journey.

Sharing Coast Capital's experience developing, implementing, and now measuring its social purpose, this workshop will walk through suggested steps of a purpose journey and explore opportunities for purpose integration and measurement within your own business.

Read more about Rachel Dick, [here](#).



WORKSHOPS



COURTNEY HENRY
Founder & Principal Strategist
GrowthMinded Strategy

Stop Guessing, Start Growing: Learn the Strategic Marketing Framework That Drives More Results with Less Effort

Are you tired of throwing marketing tactics at the wall and hoping something sticks? As a mission-driven entrepreneur, you need a strategic approach that aligns with your values while driving real business results.

In this intensive 90-minute workshop, you'll learn and apply the proven Understand > Message > Market Framework — a systematic approach used by successful businesses across every industry to reduce marketing effort while dramatically improving impact and outcomes.

This isn't about learning more marketing tactics. It's about mastering a strategic framework that will transform how you think about and execute your marketing, whether you're launching a startup, scaling an existing business, or preparing to attract investors.

You'll leave with more than just knowledge — you'll have a completed strategic foundation for your business that you can immediately implement, plus real-time feedback from an experienced marketing strategist.

This workshop is perfect for socially-conscious entrepreneurs who want to:

- Grow revenue without compromising their values or burning out
- Stop wasting time and money on marketing that doesn't work
- Build a sustainable, repeatable system for attracting ideal customers
- Create marketing strategies that support long-term business goals
- Develop the strategic clarity that investors and partners look for

Read more about Courtney Henry [here](#).



WORKSHOPS



SIRI AMRIT KHALSA

CEO / Founder
Aligned Impact

SIGNAL OVER NOISE: THE PRECISION PRINCIPLE THAT TRANSFORMS DECISION-MAKING

Most growth-stage founders are drowning in their own success, tracking dozens of metrics but still making gut decisions because nothing feels trustworthy. You're not broken; your data diet is.

This workshop introduces the Precision Principle from Aligned Impact's Pathway to Data Mastery: the ability to identify, amplify, and act on signal while filtering out noise. Through live demonstrations and real-world case studies, you'll discover how mission-driven businesses transform overwhelming spreadsheets into confident decisions using just 5 key metric categories mapped to their core business process.

Perfect for CPG, wellness, and mission-driven brands in the \$500K-\$5M "messy middle" who know their numbers matter but feel lost in the data. No prep required—we'll work with your actual business challenges in real-time. Walk away knowing exactly which numbers drive your business forward and which ones are just keeping you busy.

Read more about Siri Amrit Khalsa [here](#).



WORKSHOPS



CHRISTA OVENELL

CEO / Founder
Death's Apprentice Education & Planning



MEGAN SHELDON

CEO / Founder
Be Ceremonial

LOSS LEADERS: NAVIGATING GRIEF & LOSS IN THE WORKPLACE

Loss is an inevitable part of life and, by extension, the workplace. Whether it's the passing of a team member, a significant organizational change, or personal grief associated with invisible losses such as miscarriage, divorce, or caretaking for aging parents, leaders must be equipped to navigate myriad challenges with compassion and competence.

This workshop addresses the often-overlooked aspects of leadership during times of loss. Participants will explore the emotional and operational impacts of grief within organizations and develop strategies to support their teams effectively.

Particularly relevant for leaders committed to fostering inclusive and supportive environments, recognizing that addressing loss is integral to organizational health and sustainability. Our session emphasizes the importance of empathetic communication, flexible policies, and the integration of rituals to honour times of transitions.

Read more about Christa Overnell [here](#), and read about Megan Sheldon [here](#).



MEET THE TEAM



Mike Rowlands
SVI Producer, Hollyhock
Board Member &
CEO, Junxion Strategy



Suzanne Siemens
SVI Advisor &
Consultant, Alliance
Strategies



Vanessa Richards
SVI Producer & Lead
Facilitator, Director,
vanessarichards.com



Joel Solomon
SVI Advisor, Hollyhock
Board Member Emeritus &
Co-Founder, Renewal Funds



Brianne Miller
SVI Engagement Lead &
Director of Community &
Regenerative Capital,
Coralus



Mark Busse
SVI Strategic Advisor &
Independent Consultant,
Facilitator, and Coach



Orane Cheung
Operations Lead,
Hollyhock Leadership
Institute



Laurel Dault
Director,
Hollyhock Leadership
Institute



Travis Clifford
Program Coordinator,
Hollyhock Leadership
Institute



Nicole Ebert
Partnerships & Ecosystems
Hollyhock Leadership
Institute



THANK YOU TO OUR PARTNERS

coastcapital

GENUS⁺
CAPITAL MANAGEMENT

renewal
Partners

pürppl

+ junxion

THE
TYEE

MT
+Co.

horizon
GROCERY + WELLNESS

Spring

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Participant Charter

Embrace ease in your journey to Hollyhock and ride the **SVI Participant Charter**

Hollyhock organizes a charter to take you directly to Cortes Island with pickups in **Vancouver** and **Nanaimo**.

Limited seats available.

Reserve your spot here



Flying

If your time is limited, you can **register your interest** in flying from Vancouver Airport South (YVR-S).

Charter flights are possible to arrange, flying from **YVR-S** direct to **Cortes Island**.

- Cost: \$610 per person, one way (based on a total charter cost of \$3,045)
- Capacity: 5 passengers Vancouver → Cortes, 6 passengers Cortes → Vancouver
- Luggage: 25 lbs per person, soft-sided bags preferred.

If you're interested in joining a flight, **please register your interest** so we can group travelers together.



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Meals at Hollhock

Food is served buffet style, with accommodations arranged according to registration information that participants provided.

View up-to-date info on the Restaurant menu on the [Restaurant page](#).

Activities and Exploring

Beyond scheduled sessions, there are many ways to slow down and connect with the land — from guided nature tours, to wellness offerings like astrology, massage, and more.

Discover all options for your stay [here](#).





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Campus Spaces

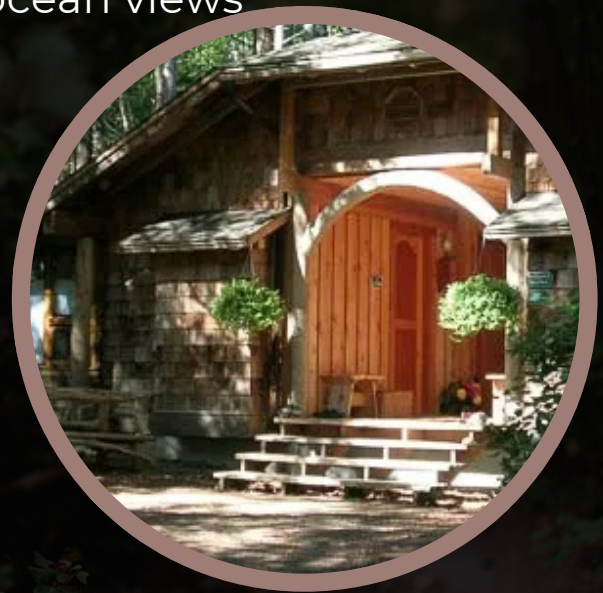
Hollyhock campus on Cortes Island offers an immersive retreat experience nestled between the Salish Sea and ancient forests, featuring beautiful gardens, multiple meeting spaces like Olatunji Hall and Raven, and inspiring ocean views

See all the Campus spaces [here](#)

Body Works

Restore yourself with our comprehensive Healing Arts offerings such as Massage and Craniosacral therapy.

See our complete list of offerings and book at the following [link](#).



Spa and Sauna

In 2024, the campus added upgraded ocean-view hot tubs, a sauna, and an outdoor shower overlooking the sea, enhancing both relaxation and connection with nature.

See the updated [Campus Amenities](#).

