



THE MAVERICK GROUP

**RE-ELECT ROD ROSS
LANGLEY SCHOOL BOARD**





THE MAVERICK GROUP IS A GAME CHANGER IN THE EDUCATION WORLD

INTRODUCTION...OUR WHY? TEN YEARS AFTER MAVERICK BUSINESS WAS BIRTHED AT THE LANGLEY SCHOOL BOARD OFFICE WE LOOK BACK AND IT SEEMED AS THOUGH IT WAS JUST YESTERDAY.

Yes everything we do is about our culture, which drives the organization. It has been said that “culture eats strategy for lunch”. Hence forth we have spent time, energy and resources to nurture our culture. We take a bunch of what were traditionally viewed as schoolyard misfits and transform them into a Band of Brothers that are unstoppable. We do this by identifying and unleashing each individual’s core strengths within a greater collective whole.

Setting people free is foundational to our group. In our experience, most high school students are not engaged in their learning, they are going through the motions, collecting credits and looking forward to graduation. In other words, they live restrained, hoping for freedom to come. Knowing this we set out from the beginning to think differently. We desired to create “true learning” experiences. We constantly ask ourselves; “Are we setting people free?” “Are we creating “world-class true experiential learning?” “Would the world care if we were not in business?”

The Mavericks focus on the core strengths of their students while also encouraging students to consistently go outside their comfort zone, face their weaknesses, and experience failure as an inevitable outcome of learning and taking on something great. What do you feel called to do? All students know their God-given strengths and they play it for all it is worth.



LEARNING PROCESS

The Learning Process has at its core an openness to curiosity and reflective practices. We emphasize learning from observation and story at a early age . One of the successes we got early was when we took the ethos of Discovery Channel's "How it's Made" television show to inspire many excursions of "behind the scenes visits" to understand how many world-class BC businesses function (such as GM Place). We were encouraged to look outside of Canada to US and international companies as well. The annual Disney World "behind the scenes" trip is a learning highlight. Touring third world countries and engaging with their peers has been an annual event as we work with NGO's from impoverished countries. The Cuba trip was life changing for many students and continues to be a highlight as students mentor each other and stay engaged for years on social media.

Supporting our younger learners and exposing them to our Mavericks at an early age is core to what we do and to seeding the pipeline. We placed YELL Canada trained "Student Entrepreneurs in Residence" (senior students) on site in elementary and middle schools classrooms to assist teachers in entrepreneurial and maverick like learning environments.



LEARNING PROCESS

MAVERIK - SOMEBODY WHO THINKS OUTSIDE THE BOX BECAUSE THEY DON'T GENERALLY SEE THE BOX THAT OTHERS HOLD THEMSELVES IN. A MAVERIK OFTEN HOLDS INDEPENDENT VIEWS AND REFUSES TO CONFORM FOR CONFORMITY'S SAKE.

Constant feedback drives our organization. Feedback from our Mavericks!! This allows us to respond to need and dream so for students. We so want to meet needs because we know that they can attend school in a hundred different places. Needs that we are awesome at providing are “belonging” and the need to “develop personally”. It is not strange that our Mavericks have Maverick Foundation in their wills! The Maverick Foundation has its account within the Langley School District Foundation and has been a key supporter of our work. Business leaders are thrilled to support the “real learning” that students experience within the new school learning concept that we have become. We love them and they love us back. Our culture honours one another as unique individuals and celebrates each other's strengths and gifts. We enjoy the balance of brutal honesty and optimism in everything we do as we seek to achieve personal and corporate significance.



MAVERICK FACILITY

INCUBATOR

Learning spaces are foundational to our success. We decided that to be serious about thinking differently...we realized that we could not put our school within another school. In partnership with a local university, we created an entrepreneurial space that was open to students 24/7 for our students. The MAVIncubator encourages student businesses and offers students and their teams desks with an electronic security fob to access the facility. Students would have access to key card-accessed copier and printers. Every wall has been designed so that members can write all over them to facilitate free flowing of information.

We designed it so that students could access "maker space". It has been foundational in giving students "space" to grow their ideas and develop their entrepreneurial mindset and experience. Our partnership with a university has allowed students to be sharpened by colleagues from the university community.

When we started, we faced head-on the fact that youth under the age of majority (19) can't incorporate or actively manage and govern their company as a Director of Officer. This left youth relying on multiple guardians, parents and/or trusted advisors willing to do so on their behalf, limiting the ability for Mavericks to project their ideas and businesses. As technology facilitates the accessibility and ease with which youth can start their own company, we decided to take a stand that would ensure we stay at the forefront of the industry to open doors for innovation at a young age, thus MAVAccelerator was born. Taking its cues from Tides Canada Foundation in the charitable sector, we created a shared-platform entity specializing in launching youth-led organizations. MAVAccelerator assumes sign-off responsibilities for all activities and temporarily absorbs a youth-led organization or initiative until full transfer is given to the Mavericks upon reaching the age of majority. While we specialized in developing young entrepreneurial leaders and their development, we chose to act as a connector and facilitator outside that scope - companies in the MAVAccelerator are given a full-time mentor/coach and connected to other resources and accelerators best suited to help them grow. These are companies that we feel have the potential to break the \$1M sales level. We move on average three companies per year.

Funding for ventures is supported through revenues from the school districts International Students Program (ISP). Funding for start-up is available up to \$100,000 yet most start-up costs we found are in the \$15,000-20,000 range. We were amazed at the integrity of our young leaders and they did not take advantage nor waste any funds. Each start-up has an advisory board that holds them accountable for the funds and oversees the signing authority and fiduciary duty of the company.

MAVERICK EVENTS & RELATIONSHIPS

The need to belong is so important in our world. We achieve this by inviting all our Mavericks to bi-annual MaverickGrowth Events. The purpose of the events is to bring in World Class Business Speakers who share their story. Many of the speakers have written books and are established authors. This proved to be so popular that the local business groups and entrepreneurs got on board which gave us more leverage with the business community.

Rotary and the Chamber of Commerce jointly partnered on these learning events and these events were sponsored by local entrepreneurs and organizations. Seeding hope is an underlying reason for what we do. At each event we celebrate Mavericks that are Living Recklessly Full and Powerful Lives". Through this recognition all the Mavericks are further encouraged to Follow their Curiosity. We have heard so many stories of people who have been given the courage to strive for excellence, be vulnerable, take on risk, and defy the traditional path or others' expectations. Our culture encourages everyone to "lead extraordinary lives". We skype in world-class business and innovation leaders to share with our community of entrepreneurs.

In the first year we realized that we were raising the entire game of business education such that old established businesses were coming on board to learn and grow their business.

We partnered with UBC, SFU and KPU where our students are given priority entry to their Business degree program. These partnerships give our students that ability to attend university events and rub shoulders with their university colleagues. Our program really started to grow after our first BC Business magazine article came out. Readers from all over the province wanted to engage in this new style of learning

One of our signature events is the MAVERICK Competition (June Demo Evening). With multiple different award categories, winners are often encouraged to apply and participate in other local and international world class competitions and intensive learning experiences. It is divided into three categories; E-Mav (for elementary years; JR Mav (for middle schools) and SR Mav (for Senior students in High school). The "Shark Tank" style event gives students the opportunity to 'demonstrate' their learning and ideas and it engages our local community and stakeholders. This event is powerful in the lives of our students and gives them something to aspire to each year. At all our showcase events we encourage interactions and learning between age groups. Attached to this competition is a budget used to send and showcase our winning Mavericks on a regional and international stage. Examples of this could include TED or TEDX events, SXSW, Walrus Talks, and other incubators and accelerators like Y-Combinator.

The 'X Prize' is an annual award given to the team that solves a major problem in our community and/or world. In many cases, students leveraged and analyzed the public data we were able to get them access to in partnership with the Langley municipality and BC government. Examples of this could be how to reduce energy consumption in our government buildings (ie schools) by 25%. Students from the Fraser Valley are invited and we were so pleased with the results that it grew to be an international competition of high school and university students. Local businesses submitted problems that they needed to be solved and teams that won were acknowledged with cash prizes, mentor relationships and office recognition in our MavIncubator. Looking towards EcoTrust Canada's model of community-led innovation, some of our award winners went on to implement their solutions in other municipalities, and in some cases, entire businesses were started. The Annual Prize of \$50,000.00 is shared with the 1st place winner accessing \$35,000 for post-secondary education / conference fees. Second place receives \$10,000 and third place received \$5000. We decided on an approach that modeled inclusive learning. Using the HeroX website we accessed the entire world and was key to global awareness of our competition.

MAVERICKS X PRIZE

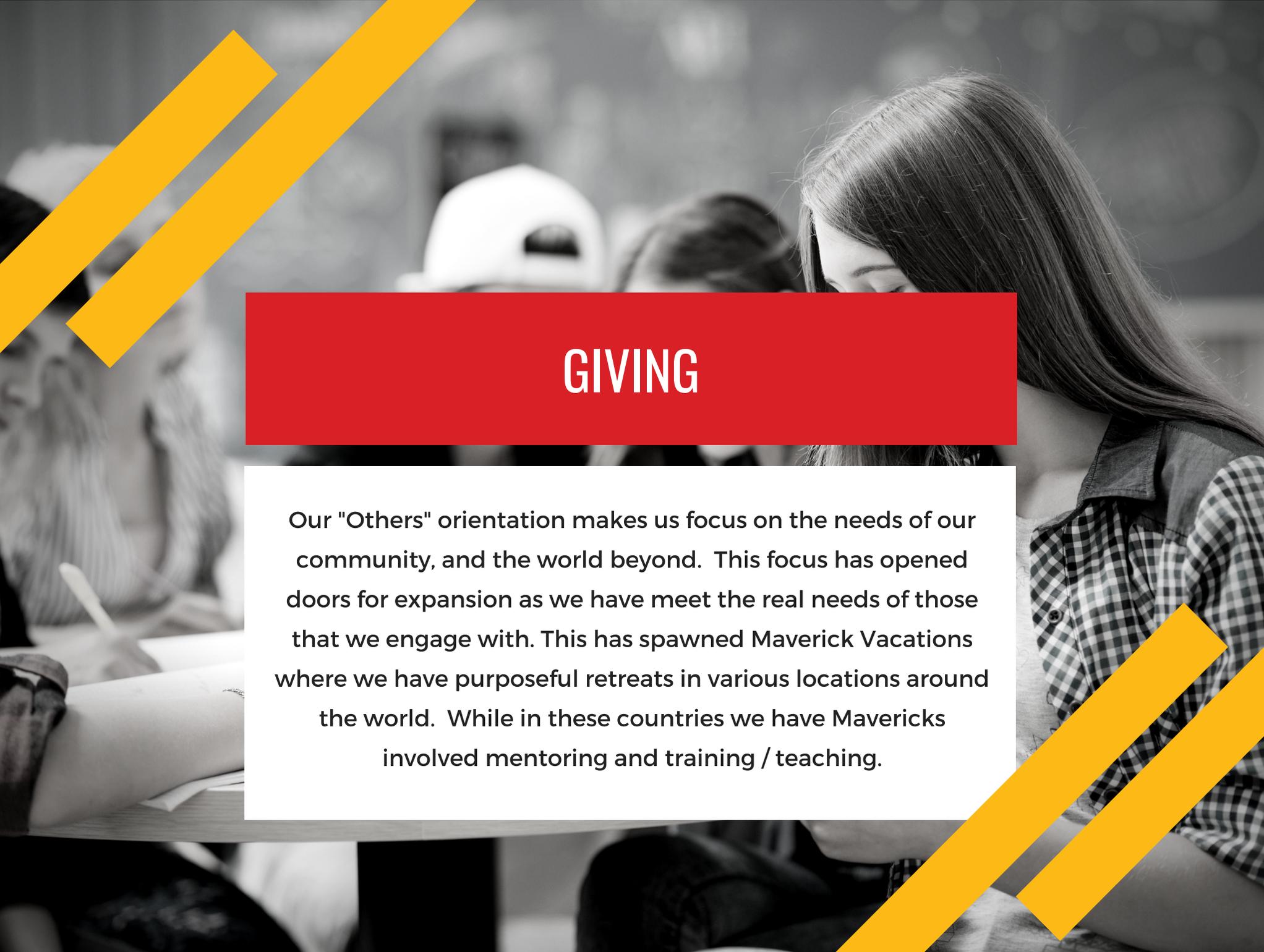


DUE TO THE LARGE PRIZES WE RECEIVED NATIONAL AND INTERNATIONAL MEDIA COVERAGE.

Each year our Maverick Friends nominate and vote for the MAVERICK Award for Business and Life Excellence . This is an award based on recognizing businesses locally and globally that are an inspiration to our students. All our celebrations are video broadcast from each location and shared on our website as well. The MAVERICK Awards have been televised for the last five years. Our strategic relations with Mark Burnett of Survivor and Apprentice fame have made all the difference. We strategically partner with excellent people and companies that share the same heart for others as we do. They must value our relationship ahead of business interests. In other words, they value and respect our cause and the unique way we go about making the world a better place.

Our love of our Mavericks (our“customers”) is world-class. Our members regularly speak o their friends about the difference being a part of the Maverick Group has made in their lives. As a core belief is that everything is improved and sustained not by “shooting stars – that come and go” but by enhanced team relationships . We are better together. Although we live by a “no pressure” philosophy everyone is encouraged to be a member of a Maverick Team. These groups facilitate real relationships to strengthen members sense of belonging and personal development. Another product we developed is Maverick University ...a non-academic online university, focused on helping our Mavericks personal and professional development. This university is all about encouraging you to be real, be yourself, recognize your core strategic strengths and assisting you to be all you can be. See mavuniversity.com for more information. The purpose of Maverick is to encourage and recognize non-academic learning and to aggregate and grant access to world-class content for our students. Our members appreciate the certificate and recognition at our annual Mav dinner that we built into June Demo Evening.

Our mentors at Y Combinator and our partnership with TED / Tim Ferris / Design Matters / Man Talks and others has allowed us the ability to access world-class learning and coaching. We modelled much of our program on the insights that we learned from Y Combinator, 500 start-ups, the Thiel Fellowship and other organizations. The leaders of these groups are regular video Skype presenters to our students. Through these relationships our students have built meaningful connections and friendships with other young leaders from all over the world.



GIVING

Our "Others" orientation makes us focus on the needs of our community, and the world beyond. This focus has opened doors for expansion as we have meet the real needs of those that we engage with. This has spawned Maverick Vacations where we have purposeful retreats in various locations around the world. While in these countries we have Mavericks involved mentoring and training / teaching.

GIVING IS BETTER

Being an entrepreneur and company owner is an honour; it is a gift we received knowing it comes with a great responsibility to build and contribute to a brighter future for people and planet. We support our Mavericks in learning the best frameworks and principles of social innovation and corporate social responsibility to embed them into their everyday business as a form of “great entrepreneurship.”

We support anyone who values human dignity and the values of freedom and personal responsibility. Because of this everyone is our FRIEND and we get along with everyone. Love your friend...Everyone a friend. That is why ownership at Maverick is different than other businesses. We value people and we put on emphasis there. We realize that the internet has fundamentally changed life and business and we wanted to move forward with new models and leave the old ones behind. We are happy when our Maverick companies are financially successful because that means we are meeting our core value that “we always under promise and always over deliver”.

It feels so good to know that you are creating independent business owners. We take great joy in knowing that the wealth we are creating for others in assisting our Maverick companies in reaching their needs and dreams.

Perhaps it is putting an extra \$400 into a young family’s income for the month or a young person’s first job or assisting them with paying for university. This gives us joy. We focus on results not just giving. Our Maverick products are the best available. We allow others to license our brand which allows us to expand further.





MAVERICKS ADVISORY BOARD

The Advisory Board was critical to our early success. Our criteria that Board Members have to be leaders in their industry with a minimum of \$1 million in sales. They each had to be willing to support the start-up funding of \$5000 annually.

They must allow their staff to act at mentors and support our annual fund to augment our budget so that we stay a world class leader in entrepreneurial and innovation education. Advisory members opened-up their homes and businesses to events. The Board also has a quote of 20% of seats to be filled by young entrepreneurs / Mavericks



MAVERICK SERVICE EXCELLENCE

The relationship with our mentors/trainers/teachers/coaches and our students is mature. Students are treated as adults and responsible citizens. The golden rule is a foundational guiding principle to us. Our business trainer/coaches are available until late at night. As we have always said we are a “team” and because of that we regularly will have dinners together with the learners and the “still learning”. Many of our students have stayed in touch for years and we value their input.

FOUNDATION

- We live by the Golden Rule:
- We treat others like we would like to be treated.
- We have fun every day.
- Our school is more fun than fun!
- We focus on strengths based focus for our learners.
- We value Team.
- We need others to achieve world class learning.

PRINCIPLES

- We embrace Bold learning opportunities.
- We value true experiential learning.
- We seek out wisdom.
- Everyone should have 3 mentors as a minimum.
- We believe in “no box” thinking.
- Nothing is impossible. It just takes a little more time.
- We value the pursuit of being “world-class”.
- We value seeking out great students to join our family.
- Learners FIRST. We value “constant improvement.”
- We value risk-taking.

CODE OF CONDUCT

- Learners will be;
- Honest
- Real
- Engaged
- Collaborative
- Risk-takers Problem solvers
- Creative

