

# THE MAVERICK GROUP

## THE MAVERICK GROUP IS A GAME CHANGER IN THE EDUCATION WORLD

Our Manifesto Our Vision Our Heart

2027 DRAFT VERSION 6



*“Any invasion of armies can be resisted, but not an idea whose  
time has come.”*

**Victor Hugo**

### INTRODUCTION...OUR WHY?

Ten years after Maverick Business was birthed at the Langley School Board office I look back and it seemed as though it was just yesterday. We never thought that selling “educational freedom” would grow to the international force we are today.

Yes everything we do is cool about our culture drives the organization. It has been said that “culture eats strategy for lunch”. Henceforth we have spent time, energy and resources to nurture our culture. Our initial epiphany came from the 2011 movie “Moneyball” where the struggling Oakland A’s being at the bottom of the baseball success ladder looked to a new way of doing things. General Manager Billy Bean decided that if they could not ‘buy’ talented players he was going to have to think differently. Thus, the story goes and he takes his bunch of misfit players and transforms them into a Band of Brothers that were unstoppable. What did he do? He identified the players ‘core strengths’ and had them focus solely on that.

Setting people free is foundational to our group. Most high school students are not engaged in their learning. Going through the motions, collecting credits and looking forward to graduation and the resulting hoped for freedom. Knowing this we set out from the beginning to think differently. We desired to create “real learning” experiences. We constantly ask ourselves; “Are we setting people free?” “Are we creating “world-class real learning?” “Would the world care if we were not in business?”

Our business school focuses on the core strengths of its students. What are you designed 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**. One of the successes we got early was when we took Discovery Channels “How its Made.” Television show as a key way to engage students in learning. This allowed for many excursions to “behind the scenes visits” to many lower mainland businesses (such as GM Place). This also encouraged us 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.

**Maverick** -somebody who holds independent views and who refuses to conform to the accepted or orthodox thinking on a subject

**Constant feedback** drives our organization. Feedback from customers...Mavericks!! This allows us to respond to needs and dreams of our students. We so want to meet needs because we know that they can attend school in a hundred different places. Needs that we 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 and 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

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. We created a space that was open to students 24/7 for our students. Each entrepreneur would have a 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”.

## MAVERICK EVENTS AND RELATIONSHIPS

The need to belong is so important in our world. We achieve this by inviting all our Mavericks to bi-annual **Maverick Growth** 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 got on board which gave us more leverage with the business community. Rotary and the Chamber of Commerce jointly sponsored these learning events. Giving 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 Live their Dreams. We have heard so many stories of people who have been given the courage to go for gold in their dreams because of our school. 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 are regularly compared to Richard Branson's Virgin Group of Companies. So much to say that we have been hosted by Richard Branson on his private island in the Caribbean. **We have small ownership stakes** in all our Maverick businesses within our group. This small percentage of profits allows us to grow and scale our work to other locations.

#### ACADEMIC PARTNERSHIPS

We **partnered with UBC, SFU, KPU** and **TWU** where are 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

#### MAVERICK COMPETITIONS

One of our signature events is the **MAVERICK Competition**. 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. 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 interage observations – meaning that Senior students observe the Junior student learners. **YELL Canada's** model of supporting younger learners by having YELL trained **"Student Entrepreneur in Residence"** (senior students) on site in elementary and middle schools.

#### THE M PRIZE

The **'M Prize'** is an annual award given to the team that solves a major problem in our community and/or world. Examples of this could be; How to solve 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.

#### MAVERICK AWARD FOR BUSINESS AND LIFE EXCELLENCE

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.

#### MAVERICK UNIVERSITY

**Our love of customer** (our Mavericks) is world-class. Our members regularly speak to 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 of personal and business success. 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](http://mavuniversity.com) for more information. The purpose of MavU is to encourage and recognize non-academic learning. Our members appreciate the certificate and recognition at our annual Mav dinner that we built into June Demo Evening.

#### MAVERICK PARTNERS/MENTORS/COACHES

Our mentors at [Gazelles](#), [Y Combinator](#) and our partnership with [Man Talks](#) / Real Talks Summit allows us the ability to access world-class learning and coaching. We modelled much of our program on the insights that we learned from Y Combinators founders. They are regular video Skype presenters to our students. Through this relationship it has brought our students into friendship with students from all over the world.

#### MAVINCUBATOR/MAVACCELERATOR/MAVCAMP

Mavericks opened its first **MAVIncubator** to encourage student business ventures. This facility was unique because it allowed for 24/7 access to entrepreneurial space. A partnership with a local university – it has been foundational in giving students ‘space’ to grow their ideas. It also gives our students the ability to be sharpened by colleagues who attend university. 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 \$15-20,000 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. Once sales are established, we move our Maverick brand companies to a higher level **MAVAccelerator**. In this part of our facility the companies are assigned access to full time coach / mentor. This are companies that we expect to break the \$1M sales level. We move on average three companies per year. Our annual summer **MavCamp** has been a highlight where students engage with inspiring speakers and activities including political, union,business and aboriginal leaders.



GIVING IS BETTER

#### WHAT WE MEASURE

Our critical numbers that we monitor are Maverick group sales, new Maverick company sign-ups and money given away. Sales because that is the engine of profits are made to support the culture. Money given away is our metric to measure our success in delivering on our **brand promise that “giving is better”\***. 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.

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 area 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.

## 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.

## MAVERICK SERVICE EXCELLENCE

The relationship with our mentors/trainers/teachers/coaches and our students is mature. Students are treated as adults. 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 PRINCIPLES

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.

We embrace Bold learning opportunities.

We value real learning.

## 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.

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. Students FIRST.

LOVE YOUR FRIEND, EVERYONE A FRIEND



## Maveriks Wisdom

**Whether You Think You Can Or You Can't  
You're Probably Right.**

If you think you are beaten, you are;  
If you think that you dare not, you don't;  
If you'd like to win, but think you can't,  
It's almost certain you won't.  
If you think you'll lose, you've lost;  
For out in the world you'll find  
Success begins with a fellow's will  
It's all in the state of mind  
If you think you are outclassed, you are;  
You've got to think high to rise;  
You've got to be sure of yourself before  
You can ever win a prize  
Life's battles don't always go  
To the stronger or faster man;  
But sooner or later the man who wins  
Is the man who thinks he can.

With thanks from Terry Smith, owner, Smith Gardens

**Don't Believe the Lie...** what you believe is more important than the reality of the situation.

**Remember the Big Picture...** Life is a Long-term game... don't get lost in the short term.

**Don't take an Offense...** Forgiveness is what we all need.

**Embrace Failure...** It is just another way of learning.

**Be an Asker...** Expect good... You never know what will happen when you ask.

**Take Risks...** Without the acceptance of risk man will never escape the humdrum monotony of daily living.

**Be Frugal...** It's not how much you make... it is how much you save! (Rockefeller)

**Love one another...** especially your customers!

**Team...** We are all in this together... Look for a win-win.

**Don't Despise humble beginnings...** You never know where you will get your next home run from.

**Maveriks**  
RUN FREE