

Title: Lifting Others to Success: A Winning Strategy for Business Managers

[Opening Slide with Steve's Name and Title]

Steve Briere: Good afternoon, everyone! It's great to be here with all of you today. I'm Steve Briere, and I've spent a lot of time on the ice, coaching goaltenders at the NHL level and running hockey camps for players at all levels. But today, we're not here to talk about slap shots or glove saves—we're here to talk about something we all need in the business world: leadership. Specifically, the kind of leadership that helps us lift others to new heights.

Now, you may be wondering: how does hockey relate to the financial services industry? Well, a hockey team isn't that different from a business team. Both need the right mix of talent, strategy, and, most importantly, the right kind of leadership to succeed. Today, I want to share a few stories from my coaching days, and I hope these stories will help you think about how you lead and how you lift those around you. Let's get started.

[Slide Change: "The Value of Supporting Others"]

Steve Briere: Picture this—Winnipeg, Manitoba, in the dead of winter. I was a kid who wanted nothing more than to play hockey. But money was tight, and hockey gear? That stuff was pricey. I remember going around the neighborhood looking for dropped coins—literally anything I could find to save up. That's how I got my first set of gear. And you

know what? It wasn't the fanciest, but it worked. I learned pretty early on that if you want something, you find a way.

That experience shaped how I see leadership today. It's about doing whatever it takes to help others get what they need to succeed. I remember helping a young goalie named Freddie, who was struggling with his confidence. Freddie was talented, but he needed someone in his corner. I knew that if I could help him see his potential, he'd be able to achieve things beyond what he could imagine.

I want you to think about this for a second. How many of you have faced a moment in your career where you had to improvise—where the resources you needed just weren't there? What did you do? [Pause for a few seconds, make eye contact with the audience.] In those moments, it's not just about our own drive but about the people who believe in us along the way.

[Slide Change: "The Power of Belief"]

Steve Briere: Let me share another story—this one's about Jack Campbell. Jack is a phenomenal goalie, but he went through a rough patch when he first joined the Leafs. His confidence was shaky, and he needed someone to help him see what he couldn't see at that moment—that he was still the incredible goaltender we all knew he was. My role wasn't just about tweaking his stance or fixing his technique. It was about reminding him that I believed in him. That kind of belief can change everything.

In fact, I've seen this kind of transformation more than once. There was a time when I was working with a young goalie at my hockey academy. He had all the skills, but he

doubted himself every step of the way. I took the time to sit with him, share stories from my own career, and help him understand that everyone—yes, even NHL goalies—goes through rough patches. Slowly, I saw his confidence build. He started making the saves he used to doubt himself on. And just like that, he transformed.

Now, let me ask you—how often do you remind your team members that you believe in them? And I don't mean just a casual "good job." I mean really showing that belief, especially when times are tough. When was the last time you sat down with someone on your team, looked them in the eye, and said, "I know you're going through a lot right now, but I believe in you"? [Pause for impact.]

[Slide Change: "Building Resilience Together"]

Steve Briere: You know, resilience is something that gets thrown around a lot these days. But let me tell you what resilience really looks like. It looks like Curtis McElhinney and Freddie Andersen, two goalies who were teammates on the Leafs. On paper, they were competing for the same job. But instead of tearing each other down, they built each other up. They pushed each other to be better every day. They celebrated each other's wins and offered support when things weren't going well.

I remember Curtis coming up to me after a particularly tough game for Freddie. Instead of feeling happy that he might get more playing time, Curtis said, "I want Freddie to succeed just as much as I want to succeed." That's resilience. It's about knowing that your strength doesn't come from the weakness of others—it comes from everyone being at their best.

Think about your workplace. How often do you see people competing in a way that's not productive? How can you foster an environment where your team members lift each other up instead? Imagine what could be accomplished if everyone on your team felt they were in it together—that each person's success was the group's success.

[Slide Change: "Interactive Moment"]

Steve Briere: I want to do something interactive here. Take a moment, turn to the person next to you, and think of one way you could support them if they were facing a challenge. It could be a skill you have that they might need, a perspective you could offer, or just being there to listen. Go ahead—I'll give you a couple of minutes to share. [Pause and encourage people to talk. Smile, walk around the stage, and engage with a few groups.]

Alright, I hope that felt good. You see, supporting each other isn't just something that feels right—it's actually one of the best ways to create high-performing teams. It's what turns a group of individuals into a team that's ready to take on anything.

[Slide Change: "The Ripple Effect"]

Steve Briere: One of the most rewarding parts of my job is seeing the ripple effect when I help someone succeed. When I helped Jack Campbell find his confidence again, it wasn't just about Jack playing better—it lifted the whole team. Confidence is contagious. When one person starts performing at a higher level, others notice, and it gives them the belief that they can step up too.

There's another story that comes to mind from my early coaching days. I had a goalie named Tyler, who struggled with his mental game. We worked on it day in and day out. Eventually, Tyler started to thrive, and his teammates noticed. They started believing in their own abilities more, and the energy in the locker room shifted. The ripple effect of Tyler's success was felt by everyone.

Think about a time when someone on your team had a breakthrough moment. How did it affect the rest of the group? [Pause briefly.] Those moments can have a powerful ripple effect. That's why investing in lifting each other up matters. It doesn't just make that one person better; it raises the whole group.

[Slide Change: "Challenges as Opportunities"]

Steve Briere: I want to talk a bit about challenges. We've all faced them, right? I remember when I made the Manitoba Mustangs. It was a big deal for me, but then came the challenge—\$2,000 to play, and we couldn't afford it. I wrote a letter to the head of Manitoba Minor Hockey, Diane Woods. I offered to pay whatever I could with my paper route money. And you know what? She gave me a scholarship. She took a chance on me.

And that scholarship wasn't just money—it was belief. It was someone saying, "You're worth investing in." That's the kind of belief that keeps people going when things get tough. And let me tell you, every time I felt like I was facing a wall in my career, I remembered Diane's belief in me.

How often do we, as leaders, take chances on our people? How often do we look at someone struggling and say, “I’m going to give them a shot because I believe they can do it”? Taking a chance on someone isn’t a risk—it’s an investment. An investment in them, and an investment in the success of your entire organization.

[Slide Change: "Creating a Culture of Lifting Others"]

Steve Briere: So, how do we create a culture where lifting others up is the norm? It starts with setting an example. When you, as leaders, demonstrate that success isn’t just about you, but about the entire team, people notice. It’s about celebrating small wins, offering a helping hand, and creating an environment where it’s okay to be vulnerable.

I remember working with a young goalie who had just joined my camp. He was intimidated, felt like he didn’t belong, and I could see it on his face. Instead of letting him feel isolated, I asked one of the more experienced goalies to help him out. They started training together, and before long, that young goalie was thriving. It all started with a small action—a simple gesture of support.

I encourage you to start small. Tomorrow, when you go back to your teams, find one person who could use some support. Maybe they’re struggling with a project, or maybe they just need a confidence boost. Go out of your way to help them. You’ll be amazed at the impact that one small action can have—not just on them, but on the entire team.

[Slide Change: "Wrap Up & Takeaways"]

Steve Briere: As we wrap things up today, I want to leave you with a few key points.

First, success is about how far you can lift others. Whether you're on a hockey rink or in a boardroom, the same principle applies. Second, belief is a powerful thing. Believing in your team members—especially when times are tough—can make all the difference. And lastly, lifting others up creates a ripple effect that benefits everyone.

I hope you take these lessons back to your teams, and I challenge you to be the kind of leader who lifts others up. Remember, success isn't about getting to the top alone—it's about bringing as many people with you as possible. Thanks so much for your time today, and I can't wait to see the incredible impact you'll make.

[Slide Change: "Q&A"]

Steve Briere: Alright, we've got some time for questions. Who wants to kick us off?

[Smile and open the floor for questions, making sure to engage and keep the conversation flowing.]

[Outro Slide with Thank You Message]