

The “I Think I Can” Canadian *tour*

by Donna Messer

I originally wrote the program for businesswomen, but there are so many businessmen out there that have asked to be included in the journey, that I have rewritten the tour to include both genders.

Remember the little engine that could? Well, just like that little engine, “I think I can” ... I think I can connect businessmen and women across the country.

As a professional speaker and trainer, I have spoken to thousands of businessmen and women in every province, throughout North America, and around the world. I travel across Canada on a regular basis and my audience is most often men and women in small business. In 2003, I will connect everyone I meet during my journey.

We ask that each person go online and register. Everyone must provide us with their W3—Who are you? What do you need to succeed? What are you willing to share that will help others? We will provide a section on the Forum for their potential success story. Each story will begin with “I Think I Can,” but I need the following...

We have set up the Forum to allow registered participants to connect, and learn about each other. We will provide the tools required to build the rapport that will build business. We will teach men and women in small business, how to help each other and to use the available resources, both from government and industry. We are strong supporters of Industry Canada and use www.infoexport.gc.ca for all our international trade information needs. We source financial information for small business from our Canadian banks and share what we find.

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If you want to get on board the “I Think I Can” Tour, you will be connected to everyone I meet as I move across the country. My training programs and keynotes are all about building rapport, the power of positive linking, and knowing how to create effective teams. Each of the people in my audience will have already identified their needs and will be ready to join me on the journey.

The journey begins in January; we will be making stops in Toronto, Mississauga, Ottawa, Montreal, and Halifax. All of the business people we meet during this tour will be connected once the journey has been completed. We will post a map of our travels on our Web site and let everyone know where we will be each month. This is a journey of discovery for me, and for the businessmen and women I meet as I travel. I will write about the journey, about the people I meet and about the tools available in each province to help small business succeed.

We have invited associations and Chambers of Commerce in every province to join us, to get on board the “I Think I Can” Tour. We are looking for businessmen and women from across Canada that not only think they can—they did! We want their stories, and with the help of a team of advisors, we will edit their stories and include the winners in upcoming issues of BusinessWoman Canada and Small Business Canada Magazines.

The “I Think I Can” Tour is all about success; about believing that you can achieve. We want to share your secrets to success with our readers. As a broadcast journalist, I want to write and record the experiences of the people I meet as I cross the country. I was featured in the program 2nd Chance that has aired on Global Television across the country—I believe this is an opportunity to provide another program about the women I meet during the journey.

We know we will have the support of associations in every province. The governments in each province will also be on side, for we will share what we learn as we cross Canada. Federally, the government is determined to “brand Canada”

and using the strengths of the businessmen and women I meet and the interviews I record, we will create an incredible vehicle that will document just what those strengths are. I will be taping, writing, and photographing businessmen and women and documenting their stories in each province.

We will be holding events in every province—many of these events will be held in hotels that were once connected by the railroad, we will showcase how they were part of the growth of Canada.

It was our idea is to make this a journey, and to begin it with the story of the “little engine that could.” Remember, the little engine spent most of her life, going nowhere, shunting back and forth in the railroad yard, it was only when given the chance to help someone in need, that she recognized that she had the skills to take the train over the mountain—it was the little engine who said, “I think I can, I think I can...”

“I Think I Can” is a book, about the men and women I meet, the country I love, and the journey I make. We will photograph and profile men and women in business from every province and at the end of the journey we will have the book, complete with photographs, plus a database of all the Canadian businessmen and women who not only think they can, they will succeed, by sharing their knowledge, contacts and resources and it will all be done because... I think I can!

Join me on the journey. **SBCM**

Donna Messer is the founder of ConnectUs, a company that provides the inspiration you need to succeed. The author of Effective Networking Strategies, she uses a strategy, which includes assessment, evaluation, an action plan, and a series of events to provide the opportunity to practice what you learn. At ConnectUs: “If you can conceive it, you can believe it – and with a little help, you can achieve it!” A goal is just a dream with a destination! Connect with Donna.



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