

BrainstormM



BrainstorM



Brainstorm is an intensely inspiring, one hour show that dives deep into entrepreneurs' emotions to explore and expand their business goals and breakthrough obstacles and internal conflicts. Owners of companies rarely work in a powerful team environment. It's lonely at the top! Time for a very different kind of "intervention". Through a group coaching session, in three weeks, three entrepreneurs learn to open their minds, creatively problem solve together, and exceed their **WILDEST** expectations!

Filmed in British Columbia's beautiful Okanagan Valley, **Brainstorm** will interview and explore the lives of three very different entrepreneurs. Each participant will pinpoint an individual business obstacle to overcome. Using a tried and proven coaching method he developed, host **Randy Lennon** pushes dynamic business owners to look internally at their fear and inhibitions to discover what truly prevents them from reaching their goals.

Each entrepreneur comes to the table with a breakthrough project that will dramatically impact their business and their lives. Randy brings them to a place where a seemingly impossible objective can seem possible. Once convinced and "buying in" to their own project, each one is then asked to commit to the others' projects being achieved as well. All three go all in ... for each other!





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Brainstorm teams up entrepreneurs, and commits them to solving each other's obstacles. They step back from their own business for three weeks and instead use their knowledge, skills, experience and newfound enthusiasm and excitement to aid the other two owners. Each individual opens up and is forced to trust others with their business, using this innovative process of overcoming the emotional aspect of business decisions along with support from Randy and the other entrepreneurs.

Brainstorm explores the emotional side of being an entrepreneur and a business owner. Modelled after **Randy Lennon's** successful radio show and award winning workshop "The Biz Brainstorm", **Brainstorm** will act as the "intervention" of business advice





The Entrepreneurs

Each episode features three new entrepreneurs, very different from each other. They will not have competing businesses and will be in different stages of development. Participants can be from start up to CEO, and from the car dealerships to the personal chefs. Any enterprise that can be imagined under the sun can qualify as long the entrepreneur is the one making the decisions and truly running the company

The audition process will be a filmed screen interview where Randy coaches each one through a compelling process to design their breakthrough “project”. They must have captivating personalities and an insatiable drive to succeed. Once the final three entrepreneurs have been selected, a film crew will interview them and collect material for their on screen introduction and biographies.





Possible Entrepreneurs

Alex Little

The Art of Catering. Alex is the young spirited owner of a catering business, in Kelowna British Columbia. From small parties to big weddings her modern and fresh foods brighten up any event.

Austin Frie

Smokey Castle Coffee. Austin Frie has a passion for coffee beans. Smokey Castle coffee is dedicated to producing an ecofriendly and smooth Smokey coffee. As a recently started company Austin is looking to expand beyond selling locally.

Randy Schueler

Randy is one of the principals at **ENCOMPASS** and specializes in employee benefit and pension consulting, as well as policy and procedure development. He has extensive experience in dealing with different business cultures and arrangements. His enthusiasm coupled with his intuitiveness and desire to help others have allowed him to develop long term relationships based on honesty and trust.



Duane Lockwood

As founder of **Hoopla**, an early stage casual gaming and philanthropic web site, Duane established relationships with some of the sports and entertainment industries biggest stars and leading business and political leaders across North America.

Todd Ramsey

Co Owner **Yeti Farm Creative** – Todd and his wife Ashley started the animation studio just over two years ago and since have made major international partnerships. Dedicated to the craft of animation, they have big dreams of expanding and creating their own animated network television shows.

Yuriko Larson

Vintage Origami, Yuriko moved to the Okanagan with her Husband in 2010 and since has become the region's go to wedding decor specialist. With over 250 weddings under her belt she is well established, and in high demand all over the Okanagan.



The Host

Randy Lennon is a compassionate and dynamic entrepreneur with 39 years of diverse business and life experience. Using his creation, "The Biz Brainstorm" workshop, Randy will coach the entrepreneurs through an emotional roller coaster experience and get to the root of their issues.

Randy Lennon has founded and built successful enterprises in the fields of newspaper publishing, television and radio, recording artist management, retail, advertising and marketing, personal development, new media, and the Internet. He has managed recording artists who have earned US Gold and Platinum Albums as well as the Juno Award in Canada, performed as a regional television and national radio talk show host, and worked as a special advisor to the leader of a major national political party in Ottawa. As Chairman of the Privatization Committee of the board of directors of Access Television network, Randy oversaw the first successful privatization of a public television broadcaster in North America. This complex and dynamic host has years of television and radio experience as host of his own entertainment talk shows and has co-starred with Fred Willard in a situation comedy pilot that aired on CTV.

Despite his success, Randy's "The Biz Brainstorm" workshop is his crowning achievement. He is passionate about investing time into upcoming entrepreneurs and finds the workshops help him grow as a business leader himself. "The Biz Brainstorm" has helped countless individuals with their businesses obstacles and exposed and conquered their inner demons.



Randy Lennon

Tone

Brainstorm will be **INSPIRATIONAL**, focusing on the human side of business and exploring entrepreneurs' personal ambitions, dreams and demons.

Brainstorm will be an **EMOTIONAL** and serious journey. As Randy explores the entrepreneurs' lives and they share their deepest fears and concerns.

The show will send a **POSITIVE** message; anything can be achieved with renewed enthusiasm, belief, focus and a little teamwork.



Act I

Introduction

- We are introduced to three entrepreneurs and their businesses.
- Cameras visit their businesses and hear their compelling stories.

Act II

Workshop and interview

- The entrepreneurs individually work with Randy and discuss their businesses.
- They explore future goals and troubles/challenges they currently face
- Randy works through a powerful process to help the entrepreneur design the three week project
- Then, The Brainstorm. An exciting 4 hour workshop that is shot in its entirety. Clips from this workshop set up Act III and are used throughout the program.



Episode Structure

Act III

Working together

- Cameras track the entrepreneurs for the next three weeks as they set up meetings for each other, hire new employees, or rearrange their strategies.
- Randy meets each entrepreneur back at their business location to check in and coach on the progress being made

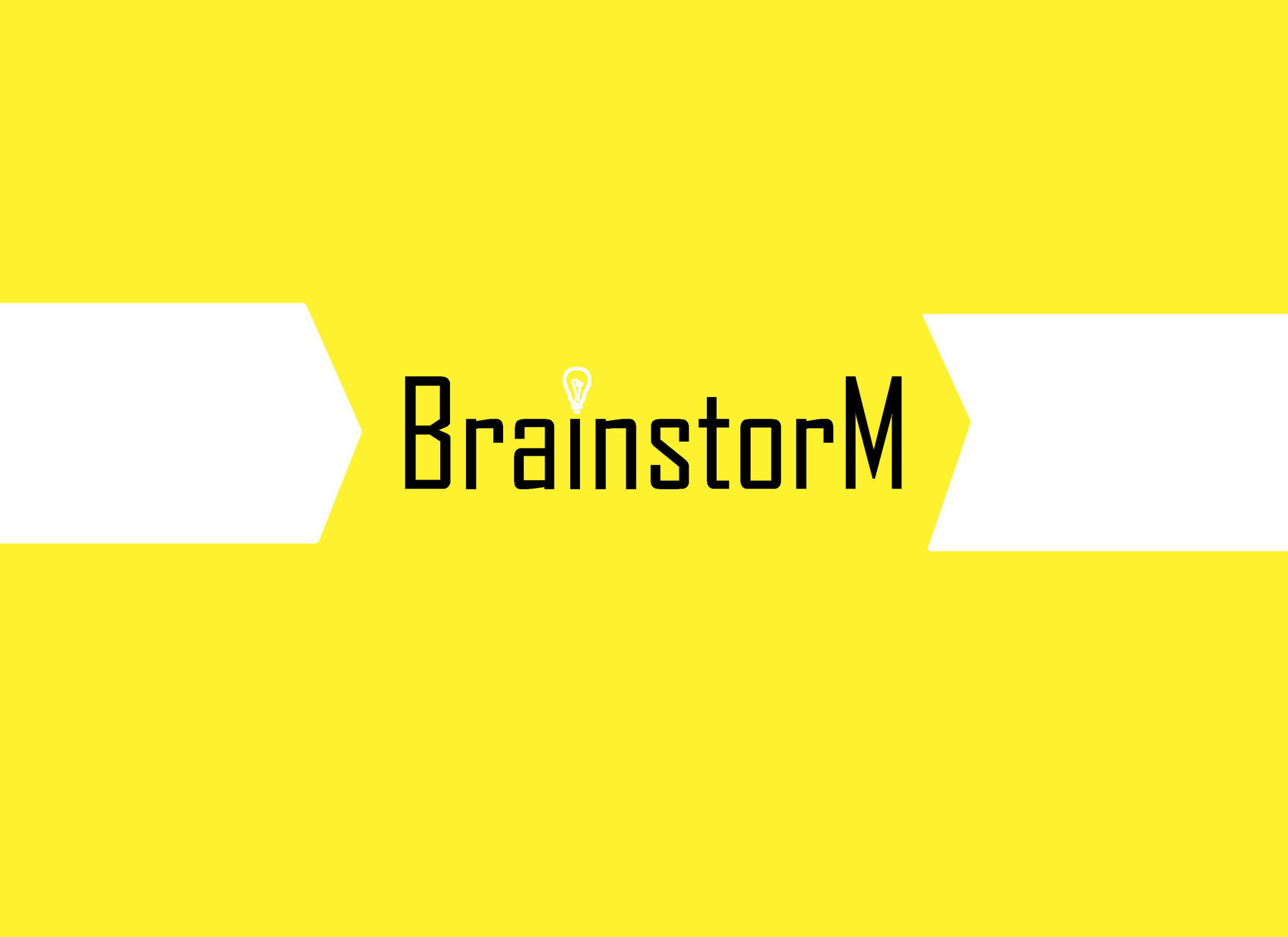
Act IV

The results

- Camera's watch as the participants goals are achieved, whether it was increasing sales, opening a new location, making the right hire, or closing a critical financing.
- The fruits of the entrepreneurs labors are captured on film

Act V

- The entrepreneurs meet with Randy one last time at the original location
- Randy gives them advice on how to continue on the right path.
- They toast to each other and share their insights and celebrate their successes.



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