

# PETER VAN STRALEN

Speaker, Author, Executive Coach, & Family Adventurer

## BIOGRAPHY



Peter's story is an entrepreneurial dream. As teenagers, he and his brothers borrowed a lawn mower and began a business, eventually building it into a successful franchise system. Through a commitment to professional development, Peter has reinvented himself many times since his days as a 16-year-old laborer. He became a certified franchise executive and as CEO, he grew his family's business into one of the largest in the industry. He later brokered a key strategic partnership with the Dwyer Group, which led to a beneficial acquisition.

Peter realized early on that if he were to create a remarkable experience for his employees, they in turn would do the same for customers, an idea he called the culture of C.A.R.E.

Now, as an executive coach and public speaker, Peter is able to take his passion to new heights by inspiring other entrepreneurs and company leaders to do the same. His C.A.R.E. leadership program shows them how to create a remarkable environment for employees, a remarkable enterprise for investors, and a remarkable experience for customers.

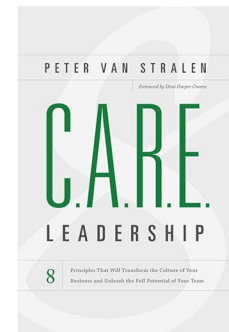
He currently travels full-time with his wife and three teenage children on a mission to share the message of C.A.R.E with the world.

## THE BOOK



"C.A.R.E. Leadership is a must-read for anyone in a leadership position. Whether you're an experienced leader looking for a new perspective or a new leader looking for best practices, this is the book for you. The clarity and focus that Peter brings to his thinking on how to be a great leader is refreshing and his writing makes you feel like you're having a great chat over coffee. Your time will be well spent and your leadership will be reinvigorated."

- **LORRAINE MCLACHLAN**  
PRESIDENT & CEO, CANADIAN FRANCHISE ASSOCIATION



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“Peter van Stralen knows that when you care about your team, they will pass along that caring attitude to your customers, and success will follow. If you haven’t yet created a culture of care in your organization, read C.A.R.E. Leadership and make it happen.”

**- KEN BLANCHARD**  
AUTHOR OF THE ONE MINUTE MANAGER®

“A simple, passionate, personal, powerful and inspiring story. C.A.R.E. Leadership reminds us that the business of enhancing lives enriches our own and helps us change the world in positive and long-lasting ways.”

**- TONY DIGIOVANNI**  
EXECUTIVE DIRECTOR OF LANDSCAPE ONTARIO

## SPEAKING EVENTS



The C.A.R.E. Leadership Presentation will give the audience a clear road map to building and sustaining a Culture of C.A.R.E. within their organization. This program is for everyone because it speaks to leaders at all levels. Whether you are a business owner, a team leader or a new hire looking to contribute to the team. Its’ all about culture, van Stralen argues, and each principle - ranging from “Create a Remarkable Experience” to “Be Humble” to “Listen Well and Communicate with Respect” - gets leaders one step closer to creating a team that is competent, fun, fulfilled, engaged and committed to giving customers the best service possible.



**“PHENOMENALLY INSPIRING AND VERY USEFUL CONTENT.” “YOU MADE ME CRY!”**

**“TOPICS RELATED TO ALL BUSINESSES. GREAT PRESENTER.”**

**“EXCELLENT AND INSPIRING. THANK YOU!”**

**“GREAT PRESENTATION; BEST OF THE CONFERENCE.”**

**“PRESENTATION SHOWS THE BENEFITS OF PASSIONATE INVESTMENT IN BUSINESS.”**

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