



Julien Leblanc

Managing Partner and Co-founder
of *blueprint North America*

Growth Strategist
fueled by passion
and purpose.

Lives in Ottawa, Canada
with his wife Bridget and daughters
Naomi and Rowyn.

blueprint North America

We offer training, coaching, consultancy and keynote addresses that help **build confidence** in individuals, teams and organizations in three areas:

1. PERSONAL CONFIDENCE

2. SALES CONFIDENCE

3. STRATEGIC CONFIDENCE

4. LEADERSHIP CONFIDENCE

Anchored by our values – Purpose, Performance and Positivity – we believe that **success can be planned**, that winning is by design, and that you are the architect of your outcomes. Using blueprint processes, tools and concepts helps commercial professionals to learn to be disciplined, plan to be prepared, and **choose to be confident**.

What **inspired** you to dedicate your life to helping people and organizations unleash their potential?

Between 2006-2010, while leading global sales and marketing training development for McCain Foods, I had the privilege of partnering with the founder of blueprint UK (Ronnie Macdonald) and his team to help us build and enhance our go to market strategies and capabilities. Watching, collaborating and learning from Ronnie inspired me to make this my life's quest. In June 2012, with Ronnie as a business partner and mentor, we opened blueprint North America.

Proudest business accomplishment?

Becoming an entrepreneur. I opened my first start-up with one of my best friends, it's called [hearingaidrental.ca...](#) we're still going strong and helping people live better!

What advice would you give new leaders?



Fall in love with the process and don't get married to the results. This nugget of wisdom came from interviewing my brother, an entrepreneur obsessed with not only challenging the status quo, but knocking it out. He's the Co-founder and President of Flixel.com – check it out.

FAVORITE...

TED TALK

Start With Why by Simon Sinek
This 18 minute video changed everything for me!

BOOK

Having just finished reading 1000 books on the science of success since 2005 (this is by far the craziest challenge that I ever accepted and the most rewarding on so many fronts), I'm going to go old school and say my favorite book is *Think and Grow Rich* by Napoleon Hill written in 1950.

CITY

Fell in love with Paris on my first visit there – I felt an instant connection with the city being French Canadian. Rome was a close second given my passion for history. Yes, you can combine business travel and fun!

QUOTE

"Foundation before Creation" from my 10 year old daughter Naomi – She's now my guru.

