



CONTINUING STUDIES@UVIC

"My business is my livelihood and my passion. I've got plans in place now to back up my goals. I sleep much better at night."

BIO

Matthew started his biking food-tour business during his last year in university and now employs five guides. He got creative during the pandemic, but has had to learn to be agile because of supply-chain issues with his partners in the food industry, and because of extreme weather events in the region which have affected tourism.

MATTHEW
THE INNOVATOR

Business Owner
Private sector (tourism)
Late 20s
Capital Region, BC

CORE BELIEF

Success is about stepping out of your comfort zone and committing to improve skills.

PRIORITIES

Expand my skills in leading with confidence and direction, during a crisis as well as in preparing beforehand.

NEEDS

- Developing a team to run the business instead of performing all key roles himself
- Confidence to handle any sort of disruption
- Diversification of the business as it grows

FRUSTRATIONS

- Confusing and restrictive policies for businesses
- Not enough hours in the day

MOTIVATIONS

- Giving clients a one-of-a-kind experience
- Promoting local business and products
- Developing continuity plans for the sake of his business and to secure the livelihoods of his employees

DETAIL-ORIENTED



KNOWLEDGE OF OPERATIONS OUTSIDE OWN AREA OF EXPERTISE



COMMUNICATOR



RISK-TAKER



CREATIVE THINKER



SOCIAL CONNECTOR



University
of Victoria