



Dawn Postnikoff

“Business leaders don’t need more information — they need perspective, accountability, and the freedom to talk openly about what’s working, what isn’t, and what comes next.”

TEC TSB Chair
Courtenay, BC

Hello!

My career is rooted in building and leading businesses of all shapes and sizes — starting them, growing them, and guiding teams through complexity. My perspective comes from lived experience, not theory.

In 2008, my husband and I sold everything and bought Paradise Valley Golf Course in Medicine Hat — a leap from corporate consulting into small-business ownership. For 18 years, I led our team through uncertainty, growth, and a successful exit. Those years taught me many things, including how lonely leadership can feel.

On Vancouver Island, I founded Edible Vancouver Island, co-authored two regional cookbooks, and advised food and hospitality owners through major transitions. Across industries, the pattern is the same: leaders need clarity, perspective, and accountability.

As a TEC Chair, I offer what I once needed — a confidential space where business owners can think clearly, speak honestly, and make confident decisions alongside other growth-minded leaders. What I bring is a blend of pragmatism and possibility, grounded in real operations, real teams, and real stakes.

My TEC Group Vision

This is a group of small business owners on Vancouver Island who are tired of figuring everything out on their own. They’re growth-minded, willing to be honest about their challenges, and committed to supporting their own and each other’s growth. This is a space for real conversations — the kind you can’t have anywhere else.

Personal

I chose Vancouver Island as my home base because I’m happiest near the ocean. Or in my kitchen, or out on our boat! I love the pace, the people, the beaches and the island vibe. My husband Les, our five kids and their growing families all keep life eventful and full of laughter. I love to cook, travel and explore new coastlines every chance I get.

What defines me isn’t what appears on my LinkedIn profile or my website. It’s how I think, connect, and create value. I’m a catalyst—someone who makes things happen while others are still weighing their options. That’s the energy I bring into every room, especially into my TEC group.”

Let’s Start the Conversation

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Take The Leap Towards Transforming Your Leadership Skills Now!

Connect with me today to start your journey towards growth and opportunities that align with your business and personal goals. Elevate your business and personal success with me and my group of exceptional business leaders by your side!

Respectfully Yours,

