

Jonathan Robert

"I help entrepreneurs make critical decisions for their business faster. I've been where you are, and I am here to help you move forward."

TEC CEO Chair
Winnipeg, MB



Hello!

I'm third-generation in a ready-mix concrete business. I have an economics degree from the University of Manitoba and my CMA, and I thought that meant I was ready for anything. I was wrong. Credentials don't prepare you for the soul-crushing weight of total responsibility.

In 2008 my dad began handing me the reins, a proper succession, done slowly. Three years in, in January 2011, he died of a heart attack. We were on the phone when it happened. I was 30. That year was the best year the company had ever had on paper, and the worst year of my life. I became convinced that the most significant thing I would ever do in my career was lose everything my grandfather and my father had built. I lived in constant dread that I would die young from stress, just like my Dad.

For years the business ran me. My identity was welded to it: if the balance sheet didn't look good, I didn't feel like I was enough. Most painfully, I was unhappy with how I was showing up as a parent. Then I joined TEC in 2012. Nobody handed me answers. For the first time I was in a room with people who had sat where I was sitting, and that was what shifted. I went on to build a profitable, dominant company and sold it in 2025.

Twelve years ago I was a genuinely angry man. I've done the work to become a curious one instead, and it's the change I've learned how to help other people make. Today I support my family with chasing whatever lights them up. My wife is flourishing in her career as a psychotherapist.

My mornings start at 5:30 with squash at the squash club or CrossFit. I volunteer with Special Olympics swimming as a coach for my son's team. I'm still working on my French, and one day I hope to write the book. Every Friday is date night, and we just marked twenty years. I've been where you are, and I'm here to help you move forward.

My TEC Group Vision

My mission: helping leaders build the personal foundation and authentic presence required to become everyone's favourite leader.

I believe the best leaders don't need all the answers. They need the courage to make better decisions and the willingness to challenge their own thinking. Over the next five years I want to help 100 executives get unstuck, get less isolated, and make their high-stakes decisions faster.

Human first. No timers, no schoolroom rules. Show up as you are.

Carefrontational. Straight talk, from love and respect, with zero prior bias. I'll challenge any belief you hold without judging you for holding it. The only question that matters is whether it is still serving you.

Peer to peer, never teacher to classroom. I'm not at the front with a slide deck. This is a room of owners who have each other's backs and have earned the right to tell you the truth. **It has to be fun.** If we aren't celebrating the wins, we're doing it wrong.

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,

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