

# Debbie Brown

Business Owner / Entrepreneur

## ADVENTURE BUS

Phone: 780.700.8287 Fax: 780.484.9648  
Toll Free: 1.888.969.8287  
Debbie@adventurebuskids.com  
www.adventurebuskids.com



### What is your motivation?

My vision was to create a business model that was aligned with my personal values. I am passionate about teaching and empowering others and improving their quality of life. Creating Adventure Bus has enabled me to utilize my background in rehabilitation and coaching to develop and implement creative and innovative programs and to deliver them in rather unconventional and highly motivational ways. It was also important that the business be a good fit for my family.

### Did you have a life-altering event? How did it change you?

Years ago, I had an injury that resulted in a decade-long recovery. Prior to this, I had been very fit. I had an athletic scholarship and I was addicted to exercise – I had a difficult time understanding why so many people weren't interested in fitness. Dealing with the pain and limitations of an injury taught me a great deal about myself and human nature in general. The experience increased my resiliency as well as my capacity for empathy and tolerance. I have been able to tap into these insights whether working with special needs children, adults recovering from illness or injury, coaching elite athletes or four-year-old soccer players.

### When is it time to give back?

Always. This can be accomplished in many different ways whether you have twenty minutes or twenty million dollars. I feel that it is important to be open to giving and to seeing the bigger picture.

### Who was your mentor and how did they affect your life?

Boris Verkhovsky, now Cirque Du Soleil's Director of Acrobatic Performance and Coaching, had a profound impact on me years ago, as an athlete and a coach. He stated, "You have to begin with the notion that everything is possible. It is at the base of every creation process. If you begin by thinking something is impossible, you are thwarting innovation and creation." He is a master in the art and science of human motivation and performance. His philosophy is to have passion for what you do and never stop learning. Recently, I had the privilege of working with Kimber Lim of Transformational Business as my coach and mentor. Kimber is a brilliant businesswoman with exceptional insight into the human factor. She has the ability to guide others to places they never even contemplated and

she does so with grace, insight and a terrific sense of humour. She has taught me to strengthen and clarify my business vision while creating a more balanced and fulfilling life.

### What do you know now and what will you know five years from now?

I know that I am doing exactly what I want to be doing right now. As with any new business, I also know that there will be so much to learn along the way. I am excited to be on this path and I know that the learning curve will be tremendous – I love a challenge! The journey is just beginning and I am so excited to see where it will lead. Five years from now, I will be able to reflect on all of the bumps and highlights along the way. Those experiences will serve to strengthen my skills and my resiliency – they may also make for some entertaining stories!

**Adventure Bus Mission Statement: To provide high quality, innovative, enjoyable programs that enrich children in their movement education; to exemplify and facilitate the development of positive patterns and attitudes towards fitness, health and well-being that persist over the course of a lifetime.**

**Personal Mission Statement: To lead a vibrant, joyful, prosperous and purposeful life; to always find opportunities for learning and growth; to inspire and empower others to realize their potential; to make a positive difference in the world.**