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Farley Flex

Judge on Canadian Idol, National Ambassador for
UNICEF

Knowing Yourself: Finding and Managing Your True
Talent

A humanitarian, a mentor and a social activist, Farley Flex is perhaps best known as a judge on the most watched Canadian television show in history, *Canadian Idol*. Flex is an emphatic speaker with a passion to discover, develop and promote the intrinsic talents of young people across the country. *Idol* is simply the most high-profile venture in his crusade to help better the lives of people, especially youth, through a variety of innovative social programs.

Flex was recently named a National Ambassador for Unicef, appointed to the Special Advisory Council to the League of Human Rights, and awarded his second Bob Marley Community Role Model award, for his work in education. He is currently developing a youth social responsibility initiative and an online youth mentorship platform. He is also a partner in the Recess initiative, a social and organizational network platform, working in partnership with school boards and community organizations worldwide. Close to his heart, Flex has also done extensive work motivating youth in First Nation's and other marginalized communities.

Donning his entrepreneurial hat, Flex is the President and CEO of Plasma Management and Productions, has managed multiplatinum artists such as rap pioneer Maestro Fresh Wes, and was the founding music director and former VP of business development at FLOW 93.5, Canada's first urban radio station. He also sits on the boards of BravoFACT, ParticipACTION and the Rotman School of Business ICM Challenge. He has had two high school scholarships named in his honour, and is a member of Toronto Mayor David Miller's Advisory Panel on Community Safety.

Farley Flex Speech Topics

Knowing Yourself: Finding and Managing Your True Talent Farley Flex is a big-hearted speaker who delivers a new understanding of what 'talent' really means, and the role it plays in leading a meaningful life. Careers should be an extension of personality -- and sometimes, that means *not* being in the spotlight. Which is fine. There are many roads that lead to extraordinary lives; it's a matter of finding the things you excel at, nurturing them, and letting them take you to a life full of discovery and surprise, not repetition and compromise. With instructive stories from *Idol*, and from his tireless work at schools and organizations, he inspires audiences to greater levels of achievement in their personal and professional lives. Flex delivers a memorable, moving and motivating speech that will set anyone, young and even old, on an enlightened path to success -- the one he himself began, and never wavered from, years ago.

Turning Potential Into Performance: The Role of a Manager

Part School of Rock and part Rotman School, this talk by Flex shows managers how to find the intangible things that make each person enthused and engaged -- how to build a welcoming, inclusive environment at



work by making sure that every person feels they are an irreplaceable part of a bigger whole. With touching personal anecdotes and strategies, he shows you how to make employees feel like their goals are aligned with the goals of the company -- to make them work with, rather than against, the greater good.