

Barb Stegemann

Author & Social Business Innovator

Please contact a GDA agent for information.

Topics

- Branding & Marketing
- Entrepreneurs
- ESG & Corporate Social Responsibility
- Leadership
- Motivation
- Resilience

About Barb Stegemann

Barb Stegemann’s entrepreneurial vision was formed after her best friend—a soldier—was severely wounded in Afghanistan. Understanding that supporting Afghanistan’s economy was key to building stability for its people, Stegemann created The 7 Virtues, a company that sources organic, fair trade essential oils from countries experiencing turmoil (such as Afghanistan, Haiti the Middle East and Rwanda). Despite addressing complex global matters in her talks, Stegemann uses humour to explain how individuals can use business for good and effect change, both at home and worlds away.

Stegemann became known to millions of Canadians when she became the first woman from Atlantic Canada to land a venture-capital deal on the CBC TV show *Dragons’ Den* for The 7 Virtues Beauty. She went on to become the “Top Game Changer” in the history of the show for creating her social enterprise.

Since then, Stegemann has been named one of Canada’s Top 100 Most Powerful Women in Canada; won the Ernst & Young “Entrepreneur of the Year Award in the emerging Entrepreneur category for Atlantic Canada”; was ranked as one of *Profit Guide* magazine’s “Top 30 Cool and Fabulous Canadian Entrepreneurs”; and was also made the first female Honorary Colonel in the history of 14 Wing Greenwood base, Royal Canadian Air Force. (Her four year term was completed in 2015, but Barb remains an Honorary Colonel in the RCAF for life.)

As a keynote speaker, Stegemann has opened for Erin Brockovich, and is often invited to moderate panels and attend events as a delegate with world leaders such as Bill Clinton.

She is the author of the bestselling book, *The 7 Virtues of a Philosopher Queen*, and the subject of the feature-length documentary *Perfume War*, directed by Michael Melski. The film tells Barb’s entrepreneurial story, and has garnered many awards to date, including being named Best Feature Documentary, Atlantic Film Festival; Cineplex Audience Choice, Victoria Film Festival; and Best Humanitarian Film, Sedona Film Festival, Arizona.

A newsmaker, Stegemann has been featured in major media around the world including in the *The Wall Street Journal Magazine*, *The London Sunday Times*, *The Globe and Mail*, *The National Post*, *Tattler*, and on *CBC*, *CNN*, *Bloomberg*, and more.

Select Keynotes

- **Stoic Principles to Cultivate Resilience and Thrive During Uncertainty**

Winston Churchill said, “Never waste a good crisis.” During a pandemic that drastically hobbled so much of the economy, Barb Stegemann shares in this virtual presentation how to apply the stoic principles used by world leaders to thrive and advance to a higher level during a crisis. **Resilience is the #1 trait of successful entrepreneurs and leaders. Cultivating the stoic principles can help you further develop this trait that will reignite your creativity, fuel innovation, and extinguish apathy and despair.**

In spite of store closures and supply chain disruptions, Stegemann is leading her organization The 7 Virtues to massive sales increases and is preparing for a UK launch. Using her own experiences as proof, she shows how this is a moment of untapped business opportunities for anyone ready to capitalize on them.

- **Philosophy of Leadership: Keeping your Mind, Body, and Spirit Strong and Resilient**



For centuries leaders drew on the wisdom and guidance of great philosophers, like Plato and Marcus Aurelius. In this virtual talk, Barb Stegemann guides audiences through the curated insight she gathered for her bestselling book *The 7 Virtues of a Philosopher Queen*. Go from surviving to thriving by learning about the essence of important ideas from throughout history.

- **For Women: Self-Love is Not an Indulgence, It's a Necessity**

Barb Stegemann wrote her book, *The 7 Virtues of a Philosopher Queen: A Woman's Guide to Living and Leading in an Illogical World*, to help reverse the equation for women. As the nucleus of the family, Stegemann says it's time for women to finally put themselves first before then taking care of the needs of those around them. This virtual presentation outlines how her primary goal with her company The 7 Virtues is to combine products and philosophy together to create self-guided remedies for the body, mind and soul. Stegemann will help audiences understand that whether they are feeling stuck, lonely or overwhelmed, they are not alone – and they have permission to focus on and care for themselves. **Cultivating the stoic principles can help you further develop resilience that will reignite your imagination and extinguish apathy and despair.**

- **The Virtues of Leadership and Success: How to Perform Your Best, Make Your Mark, and Grow**

Once a single mom trying to launch a start-up from her garage, Barb Stegemann has built an international brand thanks to intuition, innovation, and smart risk-taking. Now she shares her incredible story and hard-earned wisdom, as a CEO who continues to steer The 7 Virtues through both unexpected road bumps and surprising growth.

Drawing on the story of her own accomplishments and relevant examples from other industries, Stegemann shares a presentation that's equally suited to equip leaders and team members with the skills they need to face daily challenges and perform their best. Her message of thoughtful leadership, collaboration, and clearly defined ambition can help any organization find new heights of success, while maintaining the crucial balance of serving others while taking care of ourselves.

- **Doing Well By Doing Good**

Barbara Stegemann shares the story of how she launched The 7 Virtues Peace Perfumes out of her garage and on her visa card in Nova Scotia – a brand that is now not only competing with other luxury perfumes, but has created a new movement of Clean & Conscious beauty at Sephora, the fastest growing beauty retailer in the world.

With compelling storytelling, she shines light on her approach to business, and explains how social enterprise can be used to help reverse global issues, such as war and poverty, around the world. She shows us that the Return on Investment and the *Return on Love* are not mutually exclusive. We can (and must) have both together.

"Nine out of ten Millennials will switch brands for one with a cause. We have a cause."

– Barb Stegemann

- **Adapt and You Will Succeed. Guaranteed: Embracing a Pivot to get to Profit**

Best selling author, Barb Stegemann shares how living the stoic virtues that guided warriors through war and strife for thousands of years stand the tests of time and if followed, will lead you to success and joyful living guaranteed. She shares how wonder instead of judgement will lead you to all of the resources you need. She shares stoic wisdom that Churchill and Aurelius used from Plato and Socrates to Mary Wollstonecraft. These principles apply to our lives today, they just manifest themselves in different ways. The root is following your ethics and the daily practice of the virtues.

Barb shares how she too uses this wisdom successfully in her own social enterprise, The 7 Virtues was experiencing retail challenges as many businesses try and navigate the generational buying shift to Millennials. She herself had to adapt and she ended up launching a new contemporary peace perfume line with the fastest growing beauty giant in the world, Sephora.

"I wrote a book on the stoic virtues and I still am in awe that if you follow it, these principles will lead you to success and joy guaranteed."

– Barb Stegemann

- **Branding, Re-Branding, and Winning Over the Millennial Market**

Barb Stegemann dives deep into how to brand to engage the millennial market, when it's time to rebrand, and how to change your image with the least financial impact. Her socially-conscious enterprise has spoken to the millennial generation, as seen through her perfume line's success. She'll show you how to win over this new wave of consumers and help you rebrand for better business.

- **Turning Dreams into Reality: How I Got my Business to Where it Is Today**

Barb Stegemann had a dream to help rebuild the lives of farmers in war-torn countries. She didn't know how and she didn't know what it would take, but she was determined to make a difference. She identified a method, rolled up her sleeves and began outsourcing ingredients for perfume from war-riddled countries. Let Barb take you on her journey from conception to international success, all while making a socially-conscious impact on the world.

- **Stoic Principles For Business To Thrive During Uncertainty**

Winston Churchill said, "Never waste a good crisis." During a pandemic that has drastically halted a great deal of the economy, Barb Stegemann shares in her best selling book how to use the stoic principles used by Churchill and many great world leaders to thrive and advance to a higher level during a crisis. Her own social enterprise saw 600 retail doors shut. By applying the guaranteed principles she teaches to her own business, her company, The 7 Virtues has tripled sales, despite the massive store closures and despite the inability to cross the USA border she is retailing directly to 110 million Americans on QVC. With plans to launch in the UK, all during the pandemic! There are untapped business opportunities right in front of you. If you are present.

- **Philosophy Is The Original Psychology; Keeping Your Mind, Body And Spirit Strong During Adversity**

For centuries leaders drew mental strength from the wisdom of the great philosophers from Plato to Marcus Aurelius. Philosophy guided leaders through war, strife and hell on earth and inspired them to keep going. Barb Stegemann has curated the great wisdom from the philosophers.

- **Self-Love Is Not An Indulgence. It's A Necessity**

Barb Stegemann wrote her book, The 7 Virtues of a Philosopher Queen – a woman's guide to living and leading in an illogical world, to reverse the equation for women, the nucleus of the family to finally put themselves first and then take care of the needs of those around them. She teaches how her company's natural perfume aromatherapy and philosophy together creates self-guided remedies for the body, mind and soul. Whether you are feeling stuck, lonely or overwhelmed, you are not alone and will find the wisdom in this program become unconquerable.

Select Book Titles

- **2008:** The 7 Virtues of a Philosopher Queen : A Woman's Guide to Living and Leading in an Illogical World

Select Testimonials

As we expected, Barb had our attendees on the edges of their seats and on the verge of tears throughout her talk. We feel that her inspirational message hit home with many of our attendees. Please relay to Barb that everyone loved her. WE love her.

– B.A., PARTNER & CREATIVE DIRECTOR, L'MOOR

We had the pleasure of having Barb Stegemann as a speaker to wind up our year and she exceeded all expectations. From an organizer's stand point, she was accommodating and easy to work with. We explained our goals and she enthusiastically offered ways she could tailor her speech to make them happen. After we had finalized our arrangements we made an additional request of Barb, asking that she speak at the Deloitte Leading Women's Spring Breakfast while she was in town and she happily complied. Contrary to some speakers who can be prima donnas she was a real contributor, willing to go to all lengths to ensure the success of our program. Agreeing to a second speech in one day made a big day for Barb. She gave a keynote address to over 600 ladies before 8:00am, followed by a book signing and then an hour presentation to another 100 women that afternoon. She was a pro and pulled out all the stops delivering wonderful results to rave reviews in both instances. We had many women tell us that she was the best speaker she had ever heard and another who thought she could make a living as a stand-up comedienne.

– J, EDWARD SCHOOL OF BUSINESS

Please thank Barb again for the amazing event yesterday. I had so many women who came up to me post event confiding that she and her words resonated profoundly with them; some in regards to their personal situations and others work-related. Many said it's the message that they have been searching for in books for years, unsuccessful until now, until your message. You were on point, real, humorous and relatable. They wanted to hear more. I can't thank you enough.

– R.B., J, FLY JAZZ CANADA