

THE MENTOR EXPERIENCE



MIKE "PIN BALL" CLEMONS,
TORONTO ARGONAUTS
VICE-CHAIRMAN

Philanthropy—Giving Back To The Community

Mike "Pin Ball" Clemons, says, "My mom taught me it wasn't enough to just make great plays on the field. To truly make a difference, I needed to give back to the community in which I lived."

Mike has always been a leader of leaders. He would lead by example. He never asked someone to do something he wouldn't do himself. He left everything on the field—nothing less than his best efforts. When he became coach, he became the great motivator because he wanted to empower others to do the same—focus on the moment and give it all that you have. Mike has always been able to focus on the present and to make things happen. These are the marks of great leadership.

Now, Mike is focussing on "What does it take to be a community change agent?" Among his recent efforts Mr. Clemons is volunteering as a judge for the Aviva Community Fund competition. Aviva has provided the money, Mike his name, and together they are accomplishing great community goals. Everyone wins.

Mike Clemons takes his leadership seriously and is giving back to the community. He is using his name and motivation skills to assist others to stronger leadership positions.

Over the past 20 years of advising corporations, I have observed a positive trend where business is becoming more strategic in supporting community

organizations through a targeted focus on philanthropy. That is a good thing.

It creates a win-win situation when businesses achieve concrete goals such as better brand recognition and reputation or employee retention by giving in meaningful ways, such as encouraging staff involvement with charitable partners on company time. Consumers tend to favor businesses with a clear philanthropic focus. As more and more businesses realize that 'doing good is good for business,' we will see the results in our own communities.

Mike Clemons sets a great example for leadership, mentoring and coaching. Helping others creates win-win.