



leveraging intellectual capital



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My 'brain reserve' is an opportunity to step back from my busy business and family life to look at where I have placed my priorities. I have found listening to my peers problem solve and give each other feedback to be enlightening."

Curtis J. Malinowski
Director,
Business Development
joppa business development

brain reserve is a team of professionals who provide Interactive Business Learning Experiences designed to help business leaders increase their personal worth, develop their character, experience their courage, and celebrate their excellence. Founded in 1998, **brain reserve** remains dedicated to helping business leaders experience their perfect blend of joy and profit through two primary offerings:

Exchange™: **brain reserve** brings 10 business leaders from non-competing companies together with a seasoned business mentor and a trained conductor (facilitator) in a confidential monthly half-day meeting to focus on goals and actions plans, learn new skills, share their experience and get valuable feedback.

Based on the most successful elements of the Young Presidents Organization (YPO), Canadian Association of Family Enterprise (CAFÉ) and The Executive Committee (TEC), the ViRTUS Exchange™ goes a step further with its signature Mentor and Conductor pairing, providing unprecedented support and maintaining effective, focused communication.

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