



# Jonathan Willcocks

## Jonathan Willcocks

President and founder, **Pinnacle Pursuits Inc.**  
Age: 36

Jonathan Willcocks founded Pinnacle Pursuits Inc. in 1997 – a Vancouver-based company which provides action-based group learning experiences that enhance individual potential and build effective teams.

Hundreds of B.C. school students, high-flying executives and their families and corporate leaders from around the world have got more in touch with their inner selves through programs designed by Pinnacle.

“I think we are products of two things,” said Willcocks, taking a moment to reflect on his life and accomplishments. “One, of our environment that we’re brought up with, and the other one is our choices based on who we think we want to be – whether we want to change our world, or whether we want to be bold and step forward, and be courageous to take new risks.”

Prior to founding Pinnacle, and three years into a degree program, he received a job opportunity as a boot camp wilderness instructor for young offenders. He subsequently came to lead at the Porteau Camp.

“That was a very, very positive working environment for me,” said Willcocks, who left the camp after seven years with a mission to continue that work with a broader subject base.

*Profession you would most like to try:* **Soccer player, mountaineer/explorer, high-risk/adventure photo journalist or author/speaker**  
*Favourite movie:* **Raiders of the Lost Ark meets Braveheart**  
*Favourite local restaurant:* **Cassis Bistro and Sushiyama**  
*Mentor:* **I do not have one in mind specifically. I have too many people who I respect and admire and try to model.**  
*Currently reading:* **The Diamond Cutter - Geshe Michael Roach**  
*Toughest business or professional decision:* **Leaving my work at Porteau Camp to start my company**  
*Car or chosen mode of transport:* **Toyota Forerunner**  
*Person you would most like to meet:* **Pele, Sir Richard Branson, Nelson Mandela**

*Birthplace:* **West Vancouver**  
*Where do you live now:* **North Shore/Vancouver (just moved back here)**  
*Last CD bought or music downloaded:* **Crazy - Gnarl Barkley**  
*Highest level of education:* **B.Sc.; certified professional leadership coach**  
*What's left to do:* **Write three or more books; have kids; embark on a major jungle trek (e.g. in the Amazon); compete in an international seven-day-plus adventure race like Corsica Raid or Eco-Challenge; complete a trans-ocean sailing trip; help with a major community building project in a third world country for at least two weeks; live in a Buddhist monastery for one month-plus; become a pilot; and continue growing Pinnacle Pursuits internationally**

Pinnacle, which he runs with wife Cheryl, was founded on the principles of experiential learning through group experiences that Willcocks described as meaningful and relevant to the group’s real life living, learning and working situations.

The award-winning, decade-old company, whose project-driven revenue has climbed from around \$400,000 a few years ago to between

\$1 and \$3 million, also has many more corporate clients than it did a year ago.

“People are starting to realize that the dynamic and the power of group work, of the forum experience around the success of what it means to build a team, really, really helps both personal integrity and company integrity to help people find purpose and meaning in their work.” ■

**“People are starting to realize that the dynamic and the power of group work, of the forum experience around the success of what it means to build a team, really, really helps both personal integrity and company integrity to help people find purpose and meaning in their work”**

**2007 BiU Forty under 40**

