

Jordan Friesen, O.T. Reg.(MB)

President, Mindset Mental Health Strategy Inc.

Jordan is a mental health expert with experience leading national programs and initiatives focused on workplace mental health. As a consultant, he uses his knowledge of best practices to assist organizations who want to take progressive action to support the mental health of their employees as an imperative for the future of work. A skilled educator, Jordan can distill complex ideas into actionable insights for a wide range of audiences, from executives to students. Grounded in his own lived experience of illness and recovery, he takes a person-centred approach to making workplaces healthier and, ultimately, more human again.

Jordan's clients include financial institutions, consulting firms, government agencies, communications and marketing agencies, and manufacturing companies, among others. He is known for his pragmatic approach, ability to coach and influence leaders, and his drive to help companies meaningfully move the needle on mental health in their workplace.

Jordan is a registered occupational therapist and holds a Master of Occupational Therapy degree from the University of Manitoba. He is also a CMHA Certified Psychological Health and Safety Advisor. He lives in Winnipeg, Manitoba with his wife Caitlin and daughter Charlotte. In his spare time, he can be found cycling, backcountry hiking, and enjoying local craft beer.