PRESS KIT · PRESENTATION PACKAGE FOR EVENT ORGANIZERS

FRANK LEBEL

International inspirational speaker · English & Français

"Your attitude defines your altitude."

Bullying, a drug-induced psychosis at 17, bankruptcy, cancer… and yet: entrepreneur, co-author of a #1 International Top Seller with Brian Tracy and a two-time TEDx speaker. Frank Lebel turns adversity into fuel — and shares it on stage to inspire schools, companies and conferences.



- #1 INTERNATIONAL TOP SELLER
- TEDx SPEAKER ×2
- RECOGNIZED BY QUÉBEC'S LIEUTENANT GOVERNOR (2024)
- BILINGUAL EN · FR

Book a 30-minute meeting: calendly.com/franklebel

linkedin.com/in/franklebel · Talks: resilience · mental health · faith & hope · entrepreneurship

MY STORY

An altitude line made of falls… and comebacks

Labeled an 'underachiever' at school, bullied, thrown into a drug-induced psychosis at 17 after heavy cannabis use, Frank Lebel could have given up. After rehab at Le Grand Chemin, he rebuilt himself — first through music with his band Mindz, then through a digital-marketing career launched in 2010.

Life tested him again: a business bankruptcy in 2018, then thyroid cancer in 2021. Each time, he got back up. In the middle of the pandemic he co-founded the Union PPC agency, created FEEDBAAK in 2022 — an AI-powered customer-listening app — then acquired ADUX Stratégies in 2024.

That same year, he fulfilled the dream written on his vision board: becoming co-author of an #1 International Top Seller alongside the legendary Brian Tracy, and received recognition from Québec's Lieutenant Governor for his resilience, perseverance and courage. Now a two-time TEDx speaker, Frank shares his story in English and French to inspire youth, teams and audiences around the world.

Age 17
Drug-induced psychosis · rehab

2003–2008
Mindz music band

2010
Started digital-marketing career

2012
Birth of Lily-Rose · Founded AnnonceDon.ca (nonprofit)

2018
Business bankruptcy · consumer proposal

2020
Birth of his daughter Marguerite · Co-founded Union PPC

2021
Thyroid cancer

2022
Founded FEEDBAAK

2024
Acquired ADUX · Lieutenant Governor honor · Top Seller with Brian Tracy

2025
2nd TEDx talk — San Esteban (Mexico)

2026
Divorce · Graduated from EEB's Élite program — the climb continues

> *"The key is to refuse the victim role. When adversity strikes, ask yourself: what can I learn from this?" — Frank Lebel*

KEYNOTES · TALKS · TESTIMONIALS

Themes that resonate, in English and in French

01

Resilience, courage & determination

How to get back up when everything collapses: the facts are the facts, but we hold the power to give them meaning.

- Breaking out of the victim mindset
- Turning hardship into opportunity
- Your attitude defines your altitude

02

Mental health & addiction

An authentic testimonial: drug-induced psychosis at 17, rehab, and rebuilding — no taboos, plenty of hope.

- Prevention for young audiences
- Asking for help is an act of courage
- Rebuilding yourself, one day at a time

03

Faith, hope & giving back

Faith that our dreams can come true, hope in the darkest moments, and a sincere desire to serve others.

- The power of the dream board
- Paying it forward
- Staying the course through the storm

04

Entrepreneurship & pushing limits

From the 'kid from Quebec City' labeled an underachiever at school… to entrepreneur, top-selling author and international speaker.

- Bouncing back after bankruptcy
- Uniting instead of enduring (Union PPC)
- Innovating with AI while staying human

THREE AUDIENCES, ONE MESSAGE OF HOPE

HIGH SCHOOLS

A direct testimonial: bullying, substance use, mental health. Frank was that kid.

COMPANIES

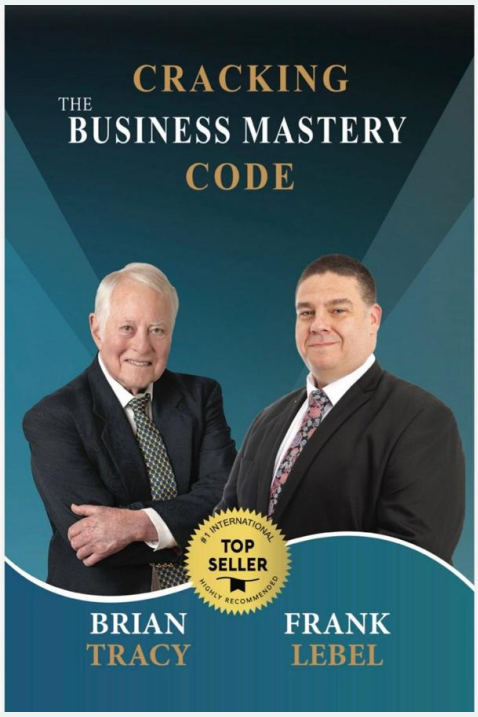
Team resilience, mental health at work, customer listening — from an entrepreneur who built, lost, rebuilt.

CONFERENCES & EVENTS

A bilingual keynote honed on the TEDx stage: emotional storytelling and concrete lessons.

ACHIEVEMENTS

From dream board to reality



"Cracking the Business Mastery Code", co-written with Brian Tracy (2024)

A few years ago, Frank wrote on his dream board: 'write an international best-seller.' Three years later, in November 2024, he became one of the 23 co-authors of this book, published by Brian Tracy Publishing — ranked #1 International Top Seller upon release. An entire chapter is devoted to resilience, hope and the power of believing in your potential.

#1
INTERNATIONAL TOP SELLER

23
CO-AUTHORS

2
LANGUAGES ON STAGE



Frank on the legendary TEDx red carpet

International TEDx speaker ×2

Frank has stepped onto the iconic TEDx stage twice: at TEDxHawkesbury (Canada, 2023), then at TEDx San Esteban (Saltillo, Mexico, 2025), alongside 22 international speakers from six countries. He also took part in 'On parle de santé mentale', Télé-Québec's educational web series on mental health for teenagers (2021).

Recognition from Québec's Lieutenant Governor (2024)

Official certificate awarded by the Honourable J. Michel Doyon to highlight his resilience, perseverance and courage.

Serial entrepreneur — AnnonceDon, FEEDBAAK & ADUX Stratégies

Founder of AnnonceDon.ca (a nonprofit classifieds site with a US$480,000/year Google ad grant, 100% of profits to charities including the Le Grand Chemin Foundation), of FEEDBAAK (an AI-powered customer-listening app) and co-owner of ADUX Stratégies, a digital agency that has served 200+ clients since 2020 across Quebec, Canada and the United States. 2026 graduate of the Élite program at the Beauce Entrepreneurship School.

PRESS & MEDIA

Frank in the news

HONOUR	Certificate of Recognition from Québec's Lieutenant Governor (2024)	
TÉLÉ-QUÉBEC	'On parle de santé mentale' — educational web series for teens (2021)	*youtu.be/cv2mwe_dGXk*
BEAUCE MÉDIA	A book by François Lebel — attitude defines altitude	*beaucemedia.ca*
VANGUARDIA (MX)	TEDx San Esteban: international speakers in Saltillo	*vanguardia.com.mx*
BEAUCE MÉDIA	FEEDBAAK: turning criticism into opportunity	*beaucemedia.ca*
BEAUCE MÉDIA	ADUX Stratégies: a story of perseverance	*beaucemedia.ca*
LES AFFAIRES	Tech & AI — a passport to the future	*lesaffaires.com*
PODCAST	Interview: machine learning and marketing	*podcasts.apple.com*
PIGE QUÉBEC	Interview: digital-marketing specialist	*blog.pige.quebec*
EVOL	Mental health & entrepreneurship: protecting your well-being	*evol.ca*
EVOL	Evol advisory brigade — profile	*evol.ca*
EEB	Élite cohort — Beauce Entrepreneurship School	*eebeauce.com*
LINKEDIN	The Importance of Self-Reflection During Difficult Times	*linkedin.com/in/franklebel*
PRESTIGE	AnnonceDon.ca among La Ruche's crowdfunding projects (2013)	*magazineprestige.com*

FRANK'S OTHER PASSION — MINDZ (2003–2008)

Before the TEDx stage, there was the music stage: Frank was part of the band Mindz from 2003 to 2008. His music is available on Spotify: open.spotify.com/artist/4A7eBVyREII1ppFiZV7GDr

TECHNICAL DETAILS

Everything you need to plan your event

LANGUAGES

English & French

FORMATS

45–60 min keynote · school testimonial · workshop · panel · Q&A;

AUDIENCES

High schools · companies · conferences & associations

TRAVEL

International (based in Quebec, Canada)

THEMES

Resilience · mental health · addiction · faith & hope · entrepreneurship

TECHNICAL

Headset mic, 16:9 projection (if needed)

SHORT BIO (COPY-READY FOR YOUR PROGRAMS)

Frank Lebel is a bilingual inspirational speaker, entrepreneur and co-author of 'Cracking the Business Mastery Code', a #1 International Top Seller, with Brian Tracy (2024). A survivor of addiction, bankruptcy and cancer, he delivers a powerful message of resilience, faith and hope. A two-time TEDx speaker, recognized by Québec's Lieutenant Governor, he addresses schools, companies and conferences.







Give your audience a story that changes lives.

Booking: calendly.com/franklebel · LinkedIn: linkedin.com/in/franklebel

Talks delivered in English and French, anywhere in the world.