

avenue



5 **Qualities of Great Leaders**
(and how to develop them yourself)

Fireside Fashion
Cozy up after a day on the snow in ski-inspired styles
Plus: Snowboarding gets back to big mountain riding

The Skinny on Pork
Heirloom hogs are having a heyday

15 **Best Business Lunches**
Where to dine on your expense account's dime

Midcentury Remodel
A '60s home gets a modern upgrade

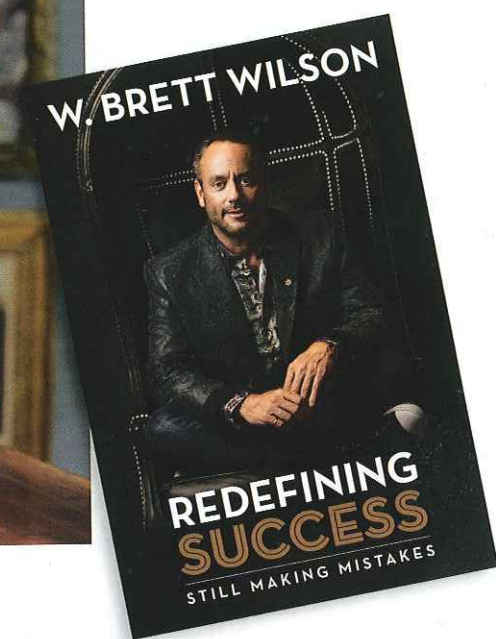
Top 40 Under 40

Meet Breanne Everett and the rest of this year's class of impressive young talents

Download our iPad app now!



Avenue Calgary



Regrets, He's Had a Few

In his candid new book, celebrity entrepreneur and philanthropist W. Brett Wilson lays all his cards on the table

Like his fellow TV *Dragons*, W. Brett Wilson can now add “author” to his heady list of accomplishments.

But the Saskatchewan-born millionaire-businessman's first book is no self-aggrandizing chest-puffer on how to get rich quick. Rather, in *Redefining Success: Still Making Mistakes*, out Nov. 6, Wilson gets candid about the dark days that befell him on account of his relentless push for material success and his rise to the top of Calgary's oil-industry elite. Among the things he refuses to gloss over are the dissolution of his marriage, a battle with prostate cancer and a strained relationship with his kids.

“It's a very personal story, with some very public mistakes that I've made and some challenges that I've faced,” Wilson says.

In the last chapter, Wilson goes as far as to list his “Top Five Regrets,” even though he

posits that he makes a point not to dwell on his past mistakes.

“The most obvious thing I call a regret is that I didn't take more time with my now-deceased relatives to understand their story,” he says. “I'm now deeply disappointed that I don't know the stories that came to get me to where I am.”

But that's not to say that *Redefining Success* is mired in melancholia. The book's reflective tone gives Wilson a platform for his redefined philosophy of success — one that puts happiness ahead of one's bank balance.

“The first message is that it is society that cranks us up so much in terms of expectations that we have a house and a career and a business and a life that is based on what other people perceive is right,” he says. “If you define success based on the size of the car, size of the wallet, size of the office, you're going to pursue a certain

set of dreams and goals. But, if you define success by the size of the smile, it's probable that you might achieve a different degree of balance and a higher degree of happiness.”

Wilson's philosophies on modern philanthropy also figure prominently in *Redefining Success*, particularly the misbegotten idea that charitable giving should be seen as a “responsibility” or obligation for those who have experienced financial success.

“Those who view philanthropic work from the perspective of opportunity are going to look at it differently,” he says. “When you're told you *have* to do something, as opposed to getting the *opportunity* to do something, you're going to look at the world differently.”

That style of straight talk, underscored with encouragement, has much to do with Wilson's popularity as a media personality, both during his stint on *Dragon's Den* and as host of the Slice network's *Risky Business*. Though he once had a significant corporate profile as the former face of investment banking firm FirstEnergy Capital Corp., Wilson says he's still trying to come to grips with being recognized among the general public. He's often approached and asked if he's “that *Dragon* guy ...”

“My standard line is: No, that's my idiot brother,” he says. —*Shelley Arnusch*