



## Justin Yaassoub

Justin Yaassoub, Director of All Around Consulting and a decorated former Special Forces Operator, is committed to developing leaders who embody empathy, courage, and self-sacrifice. Drawing from his own life experiences, Justin fosters leadership development in complex organizations and educational institutions such as MacEwan University and NAIT. A passionate advocate for Veterans, Justin supports the Veterans Association Food Bank, recognizing the real struggles Veterans face and the critical role in the food bank plays in improving their quality of life. His belief in service, forged by his military background, extends to empowering communities and frontline leaders, ensuring that both Veterans and leaders alike can thrive under challenging conditions.