

Leader of Tomorrow:

..... Shane Kraft

Company: Optimum Wellness Centres

Collaboration is a term that describes Shane Kraft's approach to life and business. As a practicing chiropractor in Calgary for 16 years, Kraft is now the chief executive of Optimum Wellness Centres, which has 19 locations in Calgary. He has met skilled health-care professionals in a wide range of disciplines that now form the services his company offers – chiropractic, physiotherapy, traditional Chinese medicine, naturopathic medicine and massage therapy.

"I believe our present health-care system is a crisis-sick care model that is not cost effective and does little to educate and encourage health and prevention," says Kraft. He hopes to see a health-care revolution that will redirect health-care spending into communities with a collaborative approach aimed at education and programs designed to encourage people in the community to improve and maintain health.

"All of the patients we serve are part of the community and businesses, particularly health-care businesses, have an obligation to listen and respond to the needs of the community," he says.

Leaders have a sense of urgency about getting things done and an unrelenting tenacity to see their vision through to completion, he says. He is currently creating a charitable foundation within his company so that leaders representing Calgary's communities can have a voice in how they give back to their communities and families. It's about being accountable to those you serve, believing in your vision and building consensus to effect positive, lasting, meaningful change.

"Every one of us requires a sense of belonging – this is one key to good health and happiness," says Kraft. "Our communities can help foster a sense of belonging."



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