

FEATURE

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Marilyn Barefoot
Marilyn Barefoot
Founder

The Journey of
Marilyn Barefoot
From Corporate to Creative Leader

TORONTO – March 20, 2025 – Altius & Fortius™ is proud to shine a spotlight on **Marilyn Barefoot**, a force for greater good. The vibe of **International Women’s Day** may have passed, but its impact remains, and few understand this better than Marilyn Barefoot. Marilyn has prioritised one fundamental truth: creativity is not just an asset, it’s an imperative for evolution. As brands face unprecedented challenges in a dynamically saturated world, Marilyn has become our human-centred strategist, consistently, doubling down on the power of brainstorming and transforming teams into creative powerhouses.

In today’s fast-paced business landscape, creativity is the secret weapon behind every successful brand. Marilyn knows how to journey to the North Star, and inspires the growth mindset, better than anyone. With her high-energy, results-driven brainstorming sessions, she helps brands not only tap into their creative potential but also accelerate key performance indicators (KPIs) around public relations, real world storytelling, multi-sensory experiences and digital humans.

“The most powerful ideas don’t come from spreadsheets or board meetings,” says Marilyn. “They come from play, from curiosity, from unlocking the creativity that’s been buried under years of corporate conditioning.”

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Calming the Perfect Storm in your Tea Cup!

Marilyn Barefoot's signature **BigStorming**® sessions are designed to elevate brand efficacy, empower trust in human experiences and drive real business impact underpinned by win-win-win customer lifetime value, key partnerships, growth, and digital leadership in a networked world.



“
I believe in empowering teams and fostering an environment of open communication and mutual respect. I encourage team members to take ownership of their work and support them in their professional growth.
”



From Corporate to Creative Leader

Marilyn's transition from the structured world of agencies to the dynamic space of solopreneurship was fuelled by one force for greater good “breaking brave”. Having spent years working with fortune 500 brands like **Coca-Cola, McDonalds, Nike, and Microsoft**, she saw firsthand how corporate environments often stifled originality.

“I wanted to create a space where my voice could be heard and my innovative ideas could flourish,” Marilyn emphasises. “The ability to challenge conventional thinking was the missing link in many corporate settings, and that’s why I knew I had to step out on my own.”

BigStorming®: A Game-Changer for PR

What makes **BigStorming**® so effective? It's more than just brainstorming-it's a high-energy, neuroscience-backed, cognitive approach that aligns creative thinking with measurable PR success. Marilyn's sessions focus on show over tell:

- ♥ **Strengthening Brand Positioning:** A well-defined brand voice is key to sustaining success. Modern PR is about building authentic relationships. Marilyn helps brands shape campaigns that build deep public relations.

- ♥ **Shaping Thought Leadership:** Executives looking to stand out in their industries need fresh, insightful, and brave perspectives. Marilyn develops compelling keynotes, media angles, and real world stories that position leaders as industry pioneers.



Breaking

Glass Ceilings

“One of the biggest hurdles was getting people to take me seriously,” she recalls. “That’s why I made a bold move! I put skin in the game!! If a client wasn’t thrilled with my work, they didn’t have to pay me.”

That unwavering confidence, paired with an unmatched ability to deliver results, quickly earned her credibility. **Today, she is a three-time nominee for the Rotman Canadian Woman Entrepreneur of the Year Award and a recognised Mighty Woman in Business.**

The Power Play Myth

Marilyn’s **direct, human, and no-nonsense leadership style** has fostered a reputation for building **high-performance, creativity-driven teams** that thrive on originality, authenticity, the wow factor, and the “breaking brave” thinking. At the core of our humble icon’s work is **“Play fuels innovation”**. Whether she’s mentoring a startup or a Fortune 500 company, her goal remains the same, unlock the boundless creativity that exists within every organisation and individual.

“We’re wired for creativity, but somewhere along the way, we’re taught to suppress it,” she says. “The key is unlearning those limitations and tapping into the mindset we had as children.”

This ethos has made Marilyn Barefoot a highly sought-after Lego® certified professional, not just in digital transformation but in **public relations strategy**. She doesn’t just generate ideas, she aligns Lego® Serious Play® with PR goals and stakeholder expectations.

Final Thoughts

How powerful is play? Marilyn Barefoot's BigStorming® strategy uses hands-on play with playdough and Lego blocks to unlock creativity, stimulating 80% of brain power. Her ultimate goal is to unlock our boundless creativity.



“I prioritise my tasks and set boundaries to ensure I can dedicate time to both work and personal activities. I also practice self-care and make time for hobbies and interests outside of work. This approach helps me maintain a healthy and fulfilling lifestyle.”