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Lori Power is president of MP Benefits Inc. She is a business owner, writer, public speaker, educator, zoom caster and, as we all are, . . . so much more. Connecting people and serving the community are the joys that come with being the founder and owner of MP Benefits. Many companies overlook the strategic value of how benefits add to the productivity of staff, creating a bridge between the employee journey and customer experience. Power is inspired by people, places and everyday adventures. Each day is made up of the moments that create the tapestry of life, and Power loves to collect these stories. Power is a published author of fiction and nonfiction. The latest nonfiction installment, *They'll Never Know*, highlights the psychological relationship between people and insurance. From ancient Greek and Roman times through to the slave trade, 9/11 and beyond, the book uncovers people's real relationship to the notion of insurance. MP Benefits Inc. is the 2022 winner of the EBN Excellence in Benefits Award. Power has been featured on the Corporate Connections speaker series, Global News, CBC, *HR Reporter*, *Smokin' Bulls* podcast, *Advisor Advantage*, *Benefits Genius*, *BCC Drivetime* and *Every Other Wednesday* corporate culture conversations, and she hosts a weekly Zoomcast entitled *Let's Talk about this SHiT*.