

Pareto Systems CEO Duncan MacPherson

Guided by a passion for unlocking potential, Duncan leads Pareto Systems as CEO, where we partner with Financial Professionals and visionary financial firms. Our goal? To architect businesses that are not just profitable, but also purposeful. Recognized for our unique methodology inspired by best practices and the principles of 'The Blue Square Method,' Duncan and the team aim to help professionals find their own 'Blue Square'—that sweet spot where business aligns with passion and purpose.



Duncan MacPherson
Speaker | Business Coach | Author

As a speaker in high demand, Duncan travels extensively throughout North America and around the world, conveying dynamic and fact-rich presentations that have made him a popular spokesperson for the Financial Services industry. Duncan's expertise in demystifying business development and marketing in the financial world has universal appeal; from the high-level advisor to the successful wholesaler, to corporate financial institutions. Duncan's primary goal is to help Professionals achieve liberation and order in their businesses through step-by-step methodology and execution.

"Busy doesn't mean productive. Productivity comes from having a plan and a process and the ability to communicate that to clients."

Duncan is also an industry best-selling author and has written many books including: *The Advisor Playbook* and *The Blue Square Method*; the mindset and best-practices of top fee-for-service professionals.

Beyond the office, Duncan loves spending time with his wife and two sons. They enjoy the four-seasons playground they call home in beautiful Kelowna, British Columbia, Canada. He enjoys staying active with recreational activities such as golf, tennis, pickleball and skiing.