



JASON BACON

Go-getter
DISC Type : d

CEO and Co-Founder at Sidekick Digital
Northern Sunrise County, Alberta, Canada

Overview

Jason Bacon is the CEO and Co-Founder of Sidekick Digital, where he focuses on making technology accessible for Canadian organizations. With a background as an Entrepreneur Strategist at ATB Financial and a Bachelor of Management, he has extensive experience guiding businesses from startup to sale. People who have worked with him describe him as a strategic thinker, master collaborator, and a positive guide.

Jason is deeply committed to the entrepreneurial community, dedicating his time to advising, training, and mentoring founders. He finds fulfillment in helping those around him become the best versions of themselves, both personally and professionally. His work with organizations like Firecircle highlights his passion for supporting innovators and fostering growth within the business ecosystem.

He has directly coached and advised thousands of entrepreneurs across the province of Alberta.

Personality Overview

Vision Oriented

Direct & Candid

Challenger

They don't always try to control the conversation but neither do they like yielding it fully. They care equally about the product and its potential impact. They focus on objectivity in a pitch and pay little attention to bells and whistles.

Topics They Care About

Entrepreneurial Coaching

His entire career is built around advising and training entrepreneurs on strategy, business planning, and growth, working with thousands of business owners.

Impactful AI

He is focused on helping businesses implement AI and automation in a way that generates a tangible impact on their financial statements, not just for the sake of technology.

Team Dynamics

As a certified Working Genius Facilitator, he is actively involved in helping teams improve collaboration and productivity by leveraging individual strengths.

Founder Mentorship

He serves as a mentor for organizations like Firecircle, demonstrating a passion for sharing his knowledge and supporting the next generation of business leaders.

Alberta's Business Scene

[Predicted] With his entire career focused on supporting businesses in Lethbridge and across Alberta, he is deeply invested in the local economic community.



Media Appearances

Jason has no verified media appearances

Work History

- 1-2026
CEO and Co-Founder at Sidekick Digital
- 1-2021
Founder at Sunstone Strategic
- 5-2020 - 3-2021
Senior Manager, Entrepreneur Education at ATB Financial
- 2-2018 - 5-2020
Entrepreneur Strategist at ATB Financial
- 8-2015 - 2-2018
Business Analyst / Project Coordinator at Community Futures Lethbridge Region

Education

- 2020 - 2020
Inclusion at Work Certificate from NorQuest College
- 2009 - 2013
Bachelor of Management from The University of Lethbridge

More Information

Social Presence :



Prographics :

Exp : **12** Location : **Northern Sunrise County, Alberta, Canada** Job Level : **Leadership**

Designation : **CEO and Co-Founder at Sidekick Digital**

Insights For Selling To Jason

👉 During A Call Or A Meeting

DO's

- Be crisp while making the pitch
- Ask them questions confidently while doing discovery, don't be apologetic
- Make sure that you respond to any queries from them quickly

DONT's

- Don't expect them to change their mind quickly if they say no once
- Don't try too hard to get friendly, let it happen with time
- Avoid long winding pitches, stay objective

👉 When Cold Calling

Insights

Pattern Interrupt: Confident style, with a mix of informality and formality gets their attention.

Pace: Speak slightly fast. Sound like a 'gets shit done' person.

Tone: Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

Tactics To Win: Strong words, focus on results, respectful confidence

Mistakes To Avoid: Apologizing, nervousness, information overload, social proof

Making The Ask: Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

Subconscious Driver: Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

Script

Greeting: Jason, this is [user_fname] at [user_companynamewordstwowords].

Opener: In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

Introduction: We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

Ask: Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

Close: [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect_email] works well?

👉 When Writing An Email

Subject: To the point

Example: Personalization', 'Sales conversion' etc.

Salutation: No

Example: Skip 'Hi', 'Hey' etc., use only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Could use

Closing Line: Clearly state your ask

Example: Something like 'Can we get on a call tomorrow at 1100 hours and finalize this?'

Complimentary Close: None or standard

Example: Skip 'Warm regards', 'Best wishes' etc., just write your name

Tone of Words: Confident, challenging

Overall Messaging: Focused on results

Length of Mail: Very Short

Example: Less than 75 words

👉 While Negotiating & Closing

The secret to closing fast with Jason is

- *Belief in the product plays an important role, followed by objective proof and testimonials.*

Will you ever get a clear answer from Jason

- *They may hesitate slightly, but if they are not convinced, they will say no.*

Insights For Deal Planning

How Fast (Or Slow) Will Jason Move?

- *They are neither the fastest decision makers nor the slowest.*

Can Jason Take Some Risk Or Not?

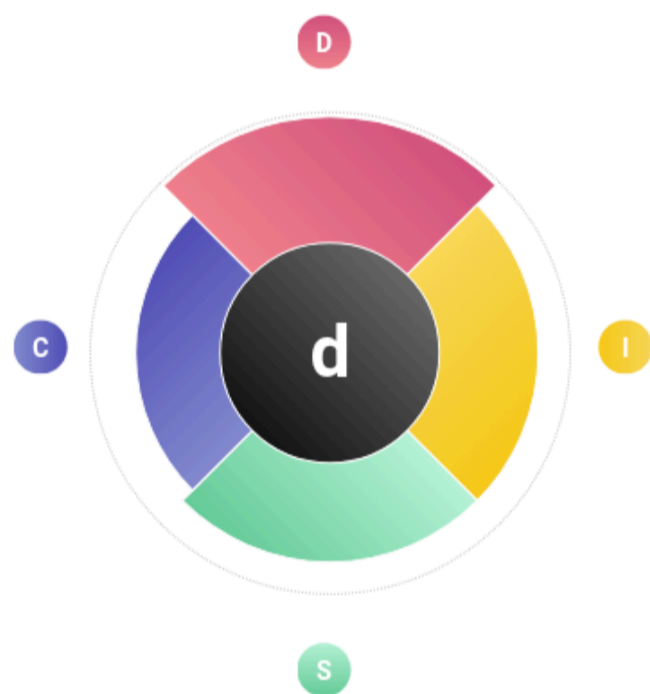
- *They can take risks only after they have analyzed the advantages and disadvantages.*

You And Jason

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Jason's Key Traits



DOMINANCE

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.