

# CANDID

THE WELL-PAID PROFESSIONAL MAGAZINE

STORIES OF  
PROFESSIONALS  
CREATING  
SUCCESS ON  
THEIR TERMS



Brevard Nelson



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**FINDING  
THE RIGHT  
INGREDIENTS TO SUCCESS  
IS AN INSIDE OUT JOB**



# CHALLENGE THE STATUS QUO AND MOVE!

## BREVARD

Brevard Nelson is a man on purpose and walks his talk. You'll see what I mean as you read his story. He ain't sitting on the sidelines - that's for sure!

WRITTEN BY GISELLE P. HUDSON

In 2008 the world was experiencing the worst economic disaster since the Great Depression.

Logically it was a horrible time to start anything. It was a period of disruption, much like our collective experiences with COVID 19. But for Brevard Nelson and his business partner Chike Farrell it was the best time to start a business.

- There was a market for innovation (which usually follows any period of disruption)
- Competition was less as many businesses were in chaos
- They were agile – unencumbered by the overheads of a brick and mortar
- and Flexible - faced with a wonderful opportunity to create something from the inside out, without the distraction of what anyone else was doing

At that time, Brevard was doing his Masters in the United Kingdom.

The vision was for Caribbean Ideas to become the “Yahoo” of the Caribbean – for Caribbean people, by Caribbean people.

## **JUST DO IT!**

Brevard’s message especially to young entrepreneurs is simple: “Just do it.”

“Most times we get caught up in analysis paralysis and we don’t take the action that would lead to success. We start worrying about what could happen.”

Brevard applauds those who pick up the mantle, remove the safety net of a job, and go out as entrepreneurs to challenge the status quo.

“In doing that – we as a Caribbean people move forward.”

**“DON’T WORRY ABOUT WHAT COULD HAPPEN. JUST DO IT! ”**

“Just do it” embodies a philosophy that transcends its simplicity and Brevard’s thinking is not dissimilar to the shoe company which made this phrase popular.

It’s not seen as a slogan to Nike but a philosophy which invites people to join them in what they believe and stand for.

Brevard hopes that we can join him in shattering the Caribbean stereotype envisaged by many globally, where we are seen primarily as rum and coke drinking, Mai Tai sipping and beach going people.

“We have the potential to be even greater than we are. Our human capital is a tremendous resource that will propel us to compete globally.”

**“JUST DO IT” EMBODIES A PHILOSOPHY THAT TRANSCENDS ITS SIMPLICITY”**



# HOW DO WE COMPETE GLOBALLY?

In order to do that we must keep our pulse on industry trends not unlike what Nelson did in 2011.

Caribbean Ideas was now being recognized for its future outlook and thought leadership in the digital space.

He wondered if they would be able to connect leaders of Caribbean organizations with cutting edge thinking on how digital technology (web and mobile specifically) could be used to drive positive business and marketing results.

The answer was the launch of the first ever digital conference in the region – Caribbean Digital Expo. Brevard reflects that they just decided to be bold.

The team adopted the approach that if you never ask, the answer will always be “no!” So ask they did. They invited speakers from Facebook, YouTube, MTV, and even the PR Consultants for Rihanna (Barbadian singer, songwriter, actress, and businesswoman) to deliver at their conference in exchange for a vacation in Trinidad and Tobago.

It worked!

In Trinidad and Tobago we don't have a vibrant venture capitalist market. If you want to start a business our angel investors usually comprise of family and friends. This may be a blessing in disguise and just what we need to stoke the entrepreneurial fires, relying less





on funding and leaning more on our innovation and creativity.

**And boy do we have tons of that!**

In addition we need to occasionally take a step back to review what's in front of us – to consider the possibilities and identify the gaps.

There was such a gap in the digital marketing space which Brevard sought to close using education.

Marketing and communication practitioners in the industry needed help in understanding digital habits and practices, loyalty programs, the power of gamification, e-commerce and real time marketing.

Parental involvement is an important factor for successful education. Students need a positive

- Fell 5 places to 94 with right acceleration
- Macroeconomic Environment
- Problematic Factors
- Innovation and Sophistication Factors
- Lowest rank Caribbean country
- How do we move forward?

learning experience to succeed in school: one providing support, motivation, and quality instruction. One could say that Brevard got a double whammy as both his parents were educators.

Brevard's mom is a retired educator and former principal of Tunapuna Girls RC. She made many sacrifices along the way to ensure that both Brevard and his brother could move forward in the world.

Brevard's dad, Elton Nelson, was a polymath. He authored several books, the first of which was Metric is Simple (1979) that aimed to allow people of all ages to grasp the concept of the metric system.

He also pioneered the weekly pullout of Common Entrance practice tests that appeared in the Express and later in the Newsday.

# “TEACHING IS CRITICAL FOR THE NEXT GENERATION OF LEADERS...”

Mr. Nelson passed on March 26th 2019. His colleague Haydn Murray, wrote - “Elton Herbert Nelson was a colossus in the history of primary school education in Trinidad. Together with George Singh and Patrick Donatien, he put Curepe Anglican on the map as one of the leading primary schools in the country.”

It seems almost natural to follow the path of his parents.

“Teaching is critical for the next generation of leaders,” he shares thoughtfully.

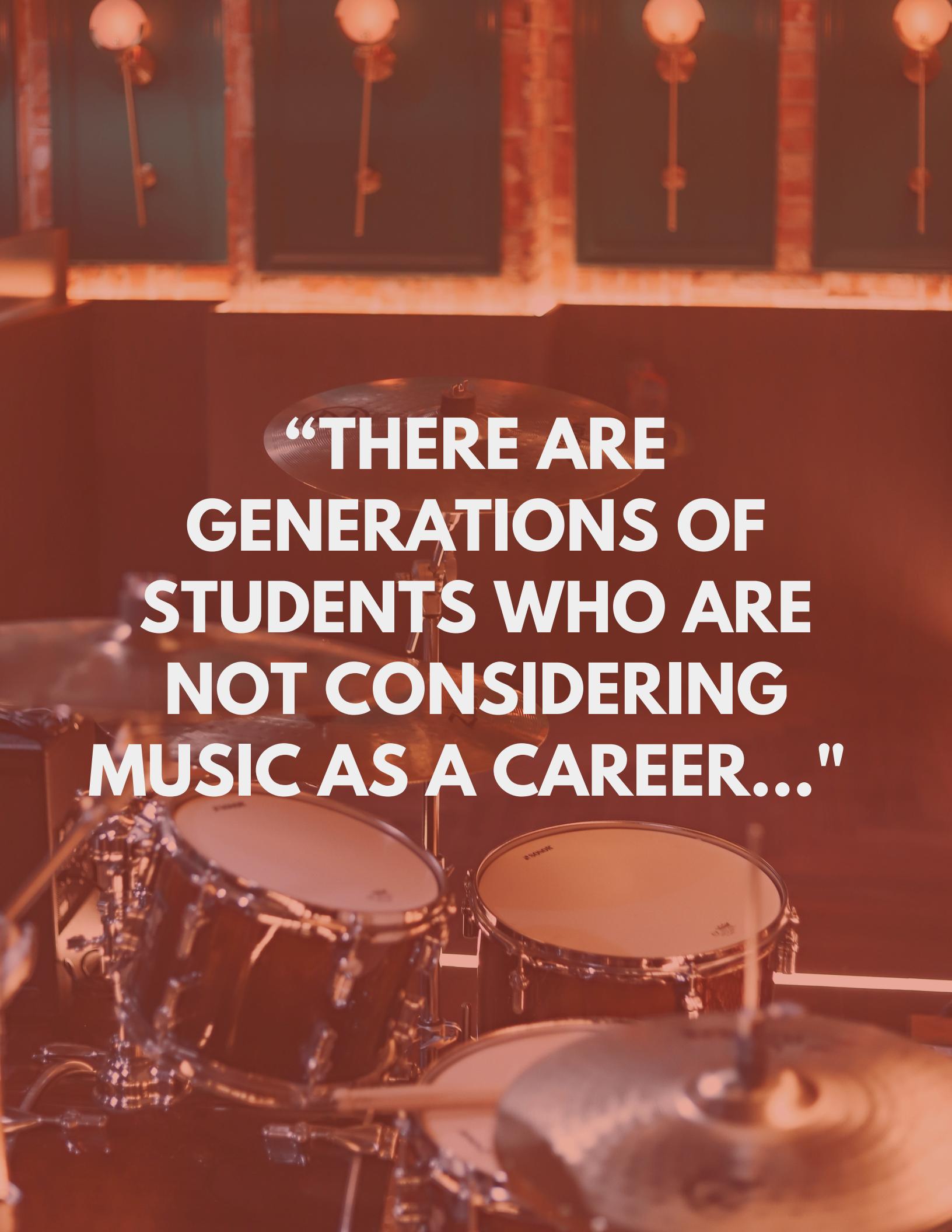
He has been on the board of his alma mater, St Mary’s college, for 12 years and has served as the president of the college’s past student’s union.

Brevard is a firm believer in giving back and sharing everything he has learned.

He initiated an alumni association in his primary school working with and helping underprivileged at risk students who are brilliant but don’t have the opportunity or guidance to help them unlock their true potential.

The Trinidad and Tobago Music Company Limited (MusicTT) was established in 2014 with the mandate to stimulate and facilitate the business development and export activity of the music industry in Trinidad and Tobago to generate national wealth.

Despite this effort, there remains the view that Trinidad and Tobago does not have a defined music industry, but pockets of artistes, producers and persons marketing and promoting music.



**“THERE ARE  
GENERATIONS OF  
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NOT CONSIDERING  
MUSIC AS A CAREER...”**



Brevard sees the potential that exists for the industry to be enhanced and for it to become exceedingly profitable.

"There are generations of students who are not considering music as a career, so five years ago I cofounded the Rosemond Academy for the Performing Arts."

He sees the future as promising however there is a need for the industry to be more organized with more effective marketing and management.

**"We need to invest in us."**

Scientists agree that great drummers can use high-level mathematics in their drum patterns, instinctively using figures known as fractals.

I'm not sure if, Brevard chose to teach himself the drums because he is good with figures – data driven, analytical and logical, but I do feel that

everything that he has shared about the evolution of Brevard – the individual, and Brevard – the business owner will no doubt eventually come together to make him an excellent drummer.

Qualities like persistence, the key to all things. Only persistence will get you to where you want to be. It is the one thing that will keep you going when times get tough, and they inevitably will.

And with persistence must also come patience.

No matter how experienced you are, there is always something to learn.

Then there's passion. Passion has driven Brevard to put himself out there and take risks.

And finally – adaptability. Brevard has seen himself become more adaptable by pushing himself and stepping out of his comfort zone.



Change is the only constant, and he knows this well. Caribbean Ideas is now Caribbean Ideas Synapse. The name Synapse was chosen because synapses play a powerful role in enabling communication between the different parts of the brain.

As an integrated marketing agency, the ability to craft and orchestrate marketing solutions that seamlessly cross media-channels, driven ultimately by the ability to be great at both left and right-brain marketing, is essential.

One of the challenges faced today is cutting through a crowded digital space. Brevard believes that the right blend of knowledge,

design and creativity can really make Caribbean Ideas Synapse, attractive to potential clients growing forward. "Our job is to help our clients find growth in a platform world."

The future looks bright for this entrepreneur. Uncertainty is par for the course and Brevard is up for the challenge.

His mom was always a strict enforcer of rules both home and school, and she never stopped encouraging him to dream big and do his best.

This continues to be a huge motivational force in his life, taking him from strength to strength.



## Is Your Business Aligned for Growth?

Your business should work for you—not against you.  
But too often, hidden constraints slow growth, reduce profitability, and create unnecessary friction.

- 🚫 If scaling feels harder than it should be...
- 🚫 If marketing and sales aren't driving predictable results...
- 🚫 If you know something needs to change, but you're not sure what...

Alignment is the key.

Every business, whether a growing organization or a solo practice, needs clear positioning, a scalable structure, and a strategic approach to remove bottlenecks and accelerate results.

The first step? A Private Business Alignment Briefing.

Take the First Step → Let's Get Clear on What's Holding You Back:

- 📌 For Business Leaders (20-100 Employees):
  - ✓ Discover where misalignment is costing you revenue and efficiency.
  - ✓ Get a Strategic Business Alignment Report pinpointing key areas of improvement.
  - ✓ Preview The Hudson Alignment Framework™ and how it removes constraints for sustainable growth.

📌 For Solo Professionals & Solopreneurs:

- ✓ If you're a consultant, service provider, or coach, staying aligned is just as critical.
- ✓ Select the Business Alignment Workshop (Live, 15 attendees max) or the Self-Paced Alignment Workbook and receive details.

17 Your Next Step Starts Here. [Click this link now to take action.](#)

