



I'm Clement — Why I Built What About It..?

Entrepreneur – Clement Letendre

Clement Letendre is a builder and operator who thinks in systems, not tactics. He designs businesses by walking through the real experience first — anticipating friction, confusion, energy points, and failure points before they show up in real life. He evaluates operations, incentives, culture, leadership behavior, and customer experience as one integrated system because people experience businesses as a whole, not in pieces. He didn't expect the trip to Amsterdam to go in a different direction — but he learned to pay attention when things do.

Persuasive without being pushy, Clement earns alignment by thinking from the other side first and addressing concerns honestly. He's tenacious in the way builders are tenacious — steady with hard problems, patient with uncertainty, and unwilling to trade integrity for shortcuts. Calm under pressure, he reduces chaos by clarifying what matters and helping others make better decisions.

People sometimes read Clement's intensity as control. It isn't. He's particular about clarity because he's thinking from the listener's side first. He's kind about mistakes because he knows growth comes from learning, not fear. He's persistent about resolution because unfinished problems compound. He gives people more than one chance to do the needful and believes accountability is about building trust, not asserting power.

If something works, it has to work for the people inside it as well as the numbers attached to it. Clement isn't interested in winning at the expense of culture. He's interested in building environments where good behavior compounds into good results.



Person – Clement A. Letendre

Clement Letendre is shaped by lived experience more than theory. Across decades of entrepreneurship and leadership, he has lived the full arc of building — growth, risk, failure, rebuilding, and endurance. A father of two, he grounds much of his worldview in responsibility and perspective earned the hard way.

In parallel with business, Clement spent years coaching youth sports at a competitive level, including international hockey behind the Iron Curtain in the late 1980s and more than two decades of baseball coaching. Those years reinforced his belief that leadership is modeled, not declared — that adults carry a quiet responsibility in shaping others through presence, patience, and example.

Known for a calm, grounded presence, Clement values clarity over noise, restraint over bravado, and kindness without weakness. Shaped by French Canadian, Indigenous, and Irish heritage, he listens first and avoids posturing or manufactured urgency.

He is the creator and host of the What About It..? podcast and a writer and songwriter, but he doesn't separate creativity from practicality. Insight only matters to him if it helps people live or work better. Today, he stays involved in several ventures with a focus on coherence, integrity, and building things that last.

If you're looking for someone performative or transactional, he's not that. If you're looking for someone steady, present, and principled — he shows up.