



# JON BACHURA

## GROWTH CATALYST WICHITA

*I love the "Aha" Moment. "Aha!" is the sound of a life changed for the better.*

### A Life Built Around Learning

"I am a professional learner. But earning an honest living as a learner means helping other people apply what we learn together."

For more than 25 years, Jon Bachura has worked alongside entrepreneurs, business owners, students, and families helping them learn, adapt, and grow. His work has included entrepreneurship education, family business advising, leadership development, and peer-based learning.

Throughout the journey, one belief has remained constant: "Learning is a constant, ever-present mandate we all face."

### Where It Started

Jon's story started with a paper route and a pair of Air Jordans. Delivering newspapers at 4 a.m. taught discipline early, while building hotrods in the garage with his father sparked creativity, curiosity, and hands-on problem solving.

In college, Jon began helping local bands secure bookings and negotiate tour opportunities. That work eventually led to leading national tours and working alongside general managers of professional sporting venues.

### Entrepreneurship, Education, and Human Flourishing

As Jon started a family of his own, he became deeply invested in helping small family-owned businesses create value and healthy culture. That path led him into nonprofit entrepreneurship education focused on generational poverty and opportunity creation.

A defining chapter came through the Koch Associate Program in Washington, D.C. There, Jon studied free-market economics and Market Based Management while exploring how entrepreneurial thinking can drive human flourishing.





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Jon later helped Youth Entrepreneurs grow from 3 states to 23 states through immersive entrepreneurial education and market simulations designed to help students experience entrepreneurship firsthand.

He then joined The Catholic University of America's Ciocca Center for Principled Entrepreneurship, where students were immersed in live-market business experiences while discovering vocation, purpose, and leadership.

**"Unlocking the entrepreneur inside every human was often a simple problem of exposure."**

### Learning to Go Together

As Jon's family grew, he became increasingly interested in generational entrepreneurship and joined Legasus Group in Wichita, Kansas, as a Family Business Advisor.

Two major outcomes shaped Jon's time with Legasus:

1. The power of seeing families, businesses, and organizations through the lens of Living Systems Theory, where resources organize organically around the most vulnerable node in the system.
2. The immense power and practicality of peer-based learning.

Jon originally thought his passion was teaching, but during college he discovered his deeper passion was learning. He believes those are two very different things. Teaching is a profession and a trade with real value, but thriving in life requires a lifelong commitment to learning.

At the center of Jon's philosophy is a lifelong commitment to learning:

- Learn to be a leader again
- Learn to be a wife or husband
- Learn to be a parent
- Learn to be an adult child of an aging family
- Learn to be an elder
- Learn to predict the future by creating it
- Learn to honor God with your whole, integrated life
- Learn to rest
- Learn to work hard
- Learn to play and imagine
- Learn how to laugh and make others laugh
- Learn to focus and help others join your vision

And above all: "Knowing this is imperative for everyone, learn to go together."

