How would family/friends describe you?

* Self-motivated, caring, organized, shy, reserved, fun, outdoorsy
* Family is big for me. Always interested in what and how are they doing. Borderline nosy at times. Like knowing what’s going on in their lives and asks a ton of questions. I take it as a bad habit, but just want to know what’s going on in their lives.
  + Brother Colton is 18 and plays for the Saskatoon Blades like I did. We wrestle a couple times a day – can get serious at times.
  + Sister Callie is 14 and get under her skin by asking the same questions over and over or taking her phone.
* Love the outdoors. Grew up on an acreage and have a lake house. Grandmother has a farm which his dad grew up on. Same with mom and was raised that way. Spend a lot of time in the woods, on the water, hunting, and fishing. Like being outside far more than inside. Did not play video games until 14 or 15. Would rather be outside kicking soccer ball or kicking a can. Could get in trouble. Really like the freedom and fresh air. Not a lot of rules. Always good to have friends out on the lake. Love playing Spikeball and competing on any sport. Like hanging out on his Jetskis and boats.
  + Grew up in Fort Saskatchewan, about 30 minutes outside Edmonton as an Oilers fan (dad had season tickets so went to quite a few games).

How would you describe yourself?

* Serious, focused. Laid-back, but knows when I need to put in work. Preparation is a big thing – whether its practice, pregame or game. Same monotone demeanor when get to the rink. Do my job, speak up when its my turn. Young so not doing now, but was vocal in juniors. Wants to be a leader. Lead by example and actions. Get more vocal in time. Not afraid to speak up when something needs to be said – either positive or constructive criticism.
* Struggled first year in Saskatoon. 2nd year new coach used me as the conduit to deliver messages. Coach was great at listening but also understanding what each person needs. I want to learn from that to improve each individual’s performance.
* Routines: Same thing before games since 14. Eat same thing, dress same way, same warmup. All the way up to puck drop. Routine important to put me in good headspace. Legs feel good on ice, get nice sweat in. More ritual than superstition. Warming up with right time on the clock. Optimizing performance.

How would coaches/teammates describe you?

* Trustworthy, motivated, hard-working, dedicated, passionate, caring.

Who do you look up to as mentors?

* Toews (Tazer): speaks up in moment, focused on doing his thing.
* Seabrook (Seabs): vocal, especially on ice. Makes sure everyone feels welcome. Kirby lived with him the past 18 months. Can fire guys up but also a great listener.
* Shaw (Shawsy): vocal as well, missing his voice.
* Keith (Dunc): more to himself, but learned a ton.
* Kane (Kaner): uses his trainer. If he can still perform this well at his age, must be doing something right.

What other athletes/leaders do you admire?

* Lebron James. Vocalizes his voice and tries to effect change. I wouldn’t be that vocal, but really admire him. I come from more privilege than he did. Love how he gives back to the community with his IPromise school. He obviously has the money to fund.
* Important to give back to where you came from. Started charity in Saskatoon with Brad Robins. Wants to do the same in Chicago for those who come out to cheer him on.
* Important to have a genuine voice, but athletes have to be careful what they say so they don’t burn themselves. Anytime we can have fun and see a different side of us is important. Open to opportunities to find those along the way.
* Likes staying in the moment and being present.
* Really admire my dad – has his own business and would do anything for his family. Maybe I haven’t been the best towards him – has really tried to grow in that way the last couple years.
  + Dad (Dale) played with the Fort Saskatchewan Jr A Traders and college hockey at NAIT.

What are some cool experiences you have had?

* Haven’t really done anything crazy. Really like going out to the lake with friends/family. Really like waterskiing – have been trying to improve every year (trying to touch his elbow). Like being on the tube with buddies. Spikeball, baseball, football on beach with buddies are my best memories. No phone service, out there so can stay in the moment and enjoy the company.

Is there a company/brand that messed up that bothered you?

* Nothing comes to mind. Have had Brad by my side to ensure nothing negative happens. Talk once a week to catch up and figure out what is next. Need to be ready to handle and have the ability to adapt/change as needed.

Kirby of the future?

* Want to be a champion/winner first and foremost. Seek team success and individual accolades will come along the way. Want to be an impact player for a long time and drive the team. Seek out key moments to perform when lights are the brightest. Saw Toews/Kane/Dunc gain those accolades.

Off-ice interests?

* Want to try to learn the guitar. Always liked music, specifically country. Played the piano when he was growing up.
* Like making connections, friendships, bonds with other sports. Grew up an Oilers fan. Like finding common ground. Would be cool to be a lyricist someday but not sure he could do that.
* Likes style/fashion. Bovquist/Nylander taught him a lot about shopping. Does not want to be that extravagant, but interested.
* Big fan of the Bachelor (per interview with Brett Kissel).

What do you want others to see about you?

* Seek genuine connections on a personal level. Want to put things out there for a purpose not just to put things out there. Athletes are the same as everyone else even if they are put on a pedestal by fans like gods. Want to become friends and create relationships on social media.
* Fun going to the rink at home and seeing familiar faces. Have been given so much by parents and community/friends have always had his back. Not the most fun when cameras are always on – like being myself at home.

Player/Brand platform in action?

* Influencer. Everyday/fitness apparel. Received a bunch of stuff from Nike I wear all the time.
* Footwear/designer collaborations. Like shoes but not as much as Seabs. Like comfy shoes. Training shoes specifically. Or normal everyday shoes. More interests in clothes/hats.
* Cars. Dad collected old muscle cars (mustangs, truck). Bought my aspirational car (Mercedes G63). Love cars and wants to collect one day.
* Music collaborations. Listens to mostly everything. Mostly sticks to country, but listens to house music and rock when working out. Also a fan of older rap (Likes Tupac, Biggie, Eminem, 50 Cent.).
* Food – likes everything. Nothing I won’t eat. Chicken and pasta on game days. Grew up on steak and potatoes, but bigger opportunity to diversify palate in Chicago. Have always eaten pretty well – mom is good cook.
* Have gotten into art a bit – video and photography piqued my interest. Books by David Yarrow seemed cool. Likes paintings he sees on Instagram. Not the best at taking pictures, but like looking at them and trying to find good art.
* Fitness huge in my life. Has always been that way.
* Would like to do video game endorsements but not good at them.
* Like doing youth hockey camps but haven’t had the time. Nothing with his name on it yet. Dad has a camp for kids Kirby’s age as well as his sister.
* Top interests: outdoors, clothing, music/art, cars, working out/fitness.
* Like the idea behind the scenes content as I work through my injury. Journey back to the ice. Would like help with that. When I’m at the gym, I’m there to work. Seems like other sports are more vocal than the NHL in supporting their players. Talks with Nylander a lot about that.
* Doesn’t want to do anything that’s look at me or self-centered. Be team-focused. Work with Nylander for injury return. Doesn’t want to come off as selfish.

Pick 1 of the 2 word pairs?

* Outdoorsy, leader, predictable, purposeful, chill, reliable, dynamic, stylish, hometown.
* Like having my own space where I don’t have to share a building with others.
* Like wearing suits. If it was a choice, would dive into other outfits but not too outrageous. Casual, but something authentic. Cowboy boots/hat to surprise people that way. Would dress in other teams/sports outfits. Did an ugly suit trip in juniors.
* There is a person you are at home and a person at the rink, but its hard to flip a switch. Answered the above questions at the intersection of home/rink. Might as well be you.

What statement most resonates?

* I want to find the ideal and want to bring others together. Want to leave the world a better place of course but hard to change the world.

Social media presence?

* Didn’t have much of a social media presence growing up. As a young kid, don’t need to focus on that. Dad felt it would be better to focus on the game. When established, can try to expand. Brad really like that he was a clean slate. Want to form a picture/idea first. Lot of room to grow and become genuine. Need to become more personable via social. Spend most time on Instagram/Twitter.

Growth?

* Want to be flexible and dynamic as a person. At rink have to be serious to succeed at what I do. Want to look for opportunities to be fun. Find a good balance so you don’t turn into Captain Serious like Toews. Want to find a good balance of personality and being serious.