

INNOVATIVE DESIGN OF AN INNOVATION WORKSHOP

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FOR IMMEDIATE RELEASE

The G. Wallace F. McCain Institute at the University of New Brunswick (WMI) has created an innovative approach to helping companies tackle the challenges of innovation and change.

“This event has been designed to address one of the major obstacles of innovation – corporate wide buy-in”, commented Kathy Watt, a member of the event’s steering committee. “Each of the three days will focus at a different level of the organization while maintaining a common thread through the entire program.”

Facilitating the program, an innovative product itself, will be Dr. Doug Wyles, a dynamic and engaging international workshop leader. Doug travels extensively throughout the world presenting seminars to both public and private companies. “After working with Doug on an earlier project, we are excited to be able to give wider access to Doug’s experience,” states Nancy Mathis, Executive Director of the Wallace McCain Institute. “He is one of the most skilled speakers I’ve encountered, getting to actions rather than just a ‘feel-good’ session.”

The three-part series is also innovative in use of a moving location. It will be offered through one day workshops in each of Fredericton, Saint John and the Miramichi, giving participants an opportunity to visit other cities. The Enterprise Agencies in the three cities have provided sponsorship funding to the event to order to bring the sessions to their region. The provincial educational sponsor is the NB Securities Commission.

“The mandate of the WMI is to help entrepreneurs succeed in New Brunswick...and helping them manage change and improve innovation falls squarely into that mandate”, states Mathis.

“If pre-sold seats are any indication, this will be a sold-out event,” remarked Stephen Dixon, one of the members of the Steering Committee for the event. “The intent and design of the series means that both public and private sector organizations will realize benefits. This type of series, especially with the effort that has been invested into the research, planning and design, has long been needed in New Brunswick. I can’t wait to attend myself!”

Registration is capped at 50 and will be open until April 1st. The brochure and registration form can be found at <http://www.wallacemccaininstitute.com/uploads/File/Innovation%20Series%20Brochure.pdf>.

About the G. Wallace F. McCain Institute

The focus of the Wallace McCain Institute is to support the next generation of senior business leaders in the province to meet the complex challenges facing New Brunswick. The program will be a catalyst for shifting the business culture of the province and advancing the values of entrepreneurship and innovation. The development and deepening of relationships and networks is fundamental to how the Wallace McCain Institute will deliver on its mandate.

Programs will range in depth, from a very intensive cohort program where high potential leaders will interact in a series of experiences to one-off workshops and lectures on themes relevant to New Brunswick business issues. The program will use innovative pedagogy to convene people, share best practices, assist in the application of learning, and inspire change. The activity of the institute will be province wide with a physical presence at Beaverbrook House in Saint John. For more information, see www.WallaceMcCainInstitute.com.

For more information, contact Nancy Mathis at nancy.mathis@mccain-institute.com.