

2iC

PEER GROUP for the "2nd - in - Command"

The Wallace McCain Institute's mission is to "help entrepreneurs have a better chance of success". After years of working with founders, presidents and CEOs, it is clear that the most important thing they need to succeed is not access to capital but rather access to great people to help translate their dream into reality. In order to address this need, WMI established a peer group for 2iCs that began in the fall of 2010. First priority will be given to the 2iCs of current or past members of the WMI Entrepreneurial Leaders Program (ELP). A maximum of 16 registrations will be accepted at the conclusion of an interview process.

"Every day there is a **new direction or idea** and it is a distraction to the staff."

"The **vision** may be clear in the CEO's head, but they don't know how to tell the troops."



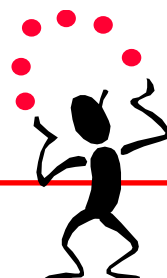
"My challenge is to translate what the CEO says into **tangible plans** people can follow."

"Everything is always **urgent** and there is always a fire to put out."

2015 TOPICS AND SCHEDULE

Many of the favourite ELP speakers will be brought in for the 2iC sessions so that the learning and resulting concepts are easily shared between the entrepreneur and 2iC. Sessions have been scheduled to "back onto" ELP7 meetings so that, in the event both are participating in successive sessions, the 2iC and CEO can plan a "debrief chat" on Thursday evening as one program ends and the other starts.

Oct 21/22	Leadership , peer coaching, goal /setting and measures. Getting the ground work laid for the program.	Feb 3/4	Marketing your brand and leveraging social media and PR to increase your visibility.
Nov 11/12	Team building and problem solving. How developed is your team and what processes exist now?	Mar 9/10	Selling to both internal and external customers, achieving extraordinary results by making compelling pitches with clear ROI and win:win.
Dec 2/3	4R's : Recruitment, retention, reward & recognition. What's your employment brand? Integration to existing team. Hire slow and fire fast.	April 13/14	Money matters. Managing the budgets and forecasting the operation.
Jan 6/7	Aligning people to the corporate strategies. Translating vision into plans. Engagement, identifying pivotal people, gaps to fill, people that don't fit, training & development needs.	May 11/12	Metrics , KPI's and dashboards. Creating the system to monitor what has been put in place.
		June 8/9	Change management . Driving the bus and correcting as you go based on measurements .



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PROFILE

Your 2iC does so much for the company. Give back to them with this unique peer group experience. A 2iC that would be suitable for this program has a profile similar to the bullet items below:

Many hats to balance:

- Putting out fires
- Submitting funding applications
- Talking to the press
- Conducting the performance evaluations
- Keeping the CEO sane

Likely attributes:

- The "go to" person for the CEO
- The COO, GM, CFO, VP Bus Dev
- The internal leader who needs to grow for the company and for themselves.
- The one that feels like a partner, with or without equity

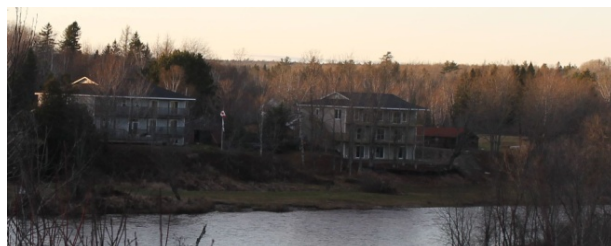
SESSION SCHEDULE

Wednesday	<ul style="list-style-type: none"> • 1 – 5 Forum and parking lot • 5 – 7 Break and dinner • 7 – 9 Deep Dives
Thursday	<ul style="list-style-type: none"> • 8 -9 Breakfast • 9 – 12 Workshop • 12 – 1 Lunch • 1 – 2:30 Afternoon speaker • 2:30 – 5 Peer coaching & 30 day Goal Setting

The program includes nine monthly sessions that are 1.5 days each. Each one will follow a basic schedule and include 50% external content from speakers and 50% internal content from participants and moderated sessions.

LOCATION

The sessions will all be held at Upper Oxbow outside Miramichi, NB. This group will have exclusive use of the facility. All meals & meetings will occur on site.



REGISTRATION DEADLINE JULY 25th

The total program cost is \$5000 + HST. This includes speakers, food, accommodations and materials. This must be paid in full before the first session. Acceptance will be based on an interview process scheduled in August with both the CEO and 2iC.

Company: _____

Name of person registering: _____

Contact email to book the interview: _____

SEND THIS FORM TO: Nancy.Mathis@WallaceMcCainInstitute.com

UNB and the Wallace McCain Institute are committed to protecting the personal information of all applicants. The information collected on this application form will be used solely for the purposes of selection for the current year's 2iC program members and will be accessible only to the WMI staff. For more information on the protection of personal information at UNB, please consult the University Secretariat, University of New Brunswick, PO Box 4400, Fredericton, NB, E3B 5A3 www.unb.ca/secretariat (506) 453-4613.