



Dine and Dive Advisory Dinners hosted by the Wallace McCain Institute

Notes for Clients

Dine & Dive offers entrepreneurs throughout Atlantic Canada the opportunity to meet with a group of experienced advisors (An 'advisor pod') over a meal to undergo a 'deep dive' on their business. This consists of interactive dialog among the group to help work through issues and provide advice or network to help work through those challenges.

Advisors volunteer their time to review the entrepreneur's business documents and come to the dinner. There is no commitment past reviewing materials and attending the dinner. The Wallace McCain Institute's (WMI) mission is to "*help entrepreneurs have a better chance of success*". To that end, WMI is covering the cost of the dinner.

The advisors enjoy a great meal and engaging conversation and the client entrepreneur gets a 3-hour deep dive on their business with a talented group of people they would otherwise not have access to without worrying about cost.

We hope that you will find your advisory session to be thought provoking and very beneficial to your business development. In order to make both your time and the time of the volunteer advisors most productive, we have developed these guidelines and answers to frequently asked questions for you to consider prior to your session.

Please email Janice MacPherson at janice.macpherson@mccain-institute.com with any questions not answered here

Eligible Companies

Atlantic Canadian businesses with a clear, written business and/or marketing plan or business summary with a willingness to listen to suggestions are welcome.

There are many reasons for this requirement, but perhaps the most important one is that you will receive the best advice possible when the advisors have all the relevant materials on hand and reviewed in advance. In addition to the business plan, include a brief note to the advisors highlighting the two or three key areas on which you would like to focus during your session.



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These materials need to be submitted within 2 weeks of selected advisory dinner date. When advisors are able to review materials in detail prior to the event, more time is available for problem solving and brainstorming.

Advisor Pods

We have a broad network of experienced business leaders who are willing to give back to help businesses in our region thrive. The advisors have a variety of backgrounds. We aim for a diverse group, which will provoke lively and fruitful discussion from many points of view. We have 'pods' of 4 advisors in different cities and dates already set when they are available to participate in advisory dinners.

Advisors have been told they are expected to say what they think, even if they believe you may not agree with them. We also ask them to do this in a constructive way, offering alternative directions and methods. Try to listen to the advice in a neutral way. You can choose how you will use any piece of advice later.

You only have the advice of this group of advisors for 3 hours. Don't waste the opportunity by talking too much or repeating information the advisors already have.

We provide the entrepreneur with a list of advisor pods and dates available to choose from.

Typical Advisory Session

Most Dine and Dive Advisory dinners follow the format outlined below:

- Arrival at 6:00 PM
- Informal discussion and introductions (~ 15 minutes)
- Entrepreneur's brief presentation on what they hope to get out of the discussion (10-15 minutes)
- In-depth discussion and brainstorming
- By 9:00 PM, the advisors arrive at whatever consensus is possible and the session ends.

Confidentiality

Confidentiality is the hallmark of WMI programs. The materials that you submit for the advisors are confidential. They are not distributed or discussed outside of the Advisory Session or with individuals other than the advisors, staff or you. The advisory dinner itself is held in a confidential space and all advisors participate under the understanding that all information shared is held in the strictest confidence.



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Takeaways

There is no need to take notes but you are welcome to if you prefer. The goal is to have an interactive conversation over dinner. Relax, listen and participate. An audio recording of the entire session will be provided to you for review at your leisure after the session.

How to Book

Book your Dine & Dive at the link below. This link is continually updated with dates that have been made available by the different advisor pods. The dates are based on a first come first served model for availability.

<https://www.getfeedback.com/r/EiF13n06>

Post-Advisory Session

An audio file will be made available to you to review at your leisure. You will also be asked to fill in a post-session survey so that we may continue to improve this program.