



ELP Entrepreneurial Leaders Program

Experiential learning to build better business judgment

The Wallace McCain Institute's mission is to "help entrepreneurs have a better chance of success". If you are an entrepreneur who wishes to reach your full potential and maintain your head office in the Greater Atlantic Area (GAA), then you are encouraged to apply for the Entrepreneurial Leaders Program (ELP). This program provides alumni with experiential learning to build better business judgment. As alumni will testify –**there is nothing like it to help you grow your business.**

Is This You?

The profile of the participants in the Entrepreneurial Leaders Program ranges from "accidental entrepreneurs" to leaders finding themselves at the helm of an existing company. Increase your chances of success by participating with peers that:

- ✓ Are honest and open high potential entrepreneurs following a passion
- ✓ Are ready to "bust-out" with new products, export, plant expansion and/or hiring
- ✓ May or may not have formal business education
- ✓ Are running a business they founded, inherited or purchased
- ✓ Have growing staff and revenue
- ✓ Are committed to a head office in the Greater Atlantic Area

What the Selection Committee Will Be Looking for in Your Application:

- ✓ Exhibit personal tenacity and drive
- ✓ Growth/export potential
- ✓ Serial entrepreneurial behaviour
- ✓ Outside community involvement

What our alumni say...

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"Deep, multi-level knowledge,
personal learning, group connections
& networking."

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"Our business is being transformed
by the WMI ELP. What we are doing
now will be different one year from
now as a result."

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"My experience here is humbling,
inspiring, & mind altering. I have
never before learned so much &
connected deeply with so many
people than I have here.
Revolutionary."

“

**"A truly practical and outstanding
learning** and growth experience, a hit
of entrepreneur- induced
endorphins."

**For further information on this and other
WMI programming please visit:
www.WallaceMcCainInstitute.com**

What You Can Expect at Each Session

The program includes twelve monthly sessions that are two days each (except for the first and last which are 3 days long). Sessions are designed to include 25% external content from speakers and 75% internal content from participants. Each session usually follow this schedule:

DAY 1

- 9 - 12** Goal Review and Forum Updates
- 12 - 1** Lunch
- 1 - 4** Workshop
- 4 - 5** Fitness Break
- 5 - 7** Break & Dinner
- 7 - 8:30** Fireside Chat with Keynote Guest

DAY 2

- 9 - 12** Deep Dives
- 12 - 1** Lunch
- 1 - 3** Deep Dives
- 3 - 5** Peer Coaching & Goals Setting

Guiding Topics and Schedule

The following are the dates of the program for next year, the Program will run Friday / Saturday for ELP16. Participants are highly encouraged to arrive Thursday evening, and accommodations are covered.

2023

- JULY 13-15** **Leadership & Entrepreneurship**
Knowing yourself and preparing for the journey
- AUG 11-12** **Change and Innovation**
Ideas, intellectual property and execution
- SEPT 8-9** **Strategic Planning**
The need for efficient execution
- OCT 13-14** **Teams and Boards Planning**
Getting the people resources
- NOV 17-18** **HR**
Mobilizing and motivating
- DEC 15-16** **Customer Profiling**
No customers = no business = failure

2024

- JAN 12-13** **Product Management**
Translating customers' needs to actions
- FEB 9-10** **Marketing Tactics**
Getting heard at the lowest cost
- MAR 8-9** **Sales Management**
Get results with the right behaviour
- APR 5-6** **Financial Management**
Develop the financing plan
- MAY 3-4** **Financing the Plan**
Nuances of investing
- JUN 7-9** **Going Forward**
Change management

LOCATION

The sessions will all be held at a retreat where the group will have exclusive use of the facility. All meals and meetings will occur onsite. The location rotates around all four Atlantic Provinces.

APPLICATION PROCESS

Before applying, review the website, especially the videos, and talk to alumni. Applications are due March 31st.

Once the applications are short-listed, finalists are invited to attend an in-person Selection Day (The Choosing) for 1:1 Interviews at the end of May.

<https://wallacemccaininstitute.com/apply-form/>

YOU HAVE QUESTIONS?

Email sally.ng@wallacemccaininstitute.com or go through our online directory of alumni and contact someone you know to get first hand accounts of their experience in the program.



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WMI is an Institute within the University of New Brunswick