



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 (ELPTM). This program provides members with experiential learning to build better business judgement. As alumni members 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 members 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](http://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 Friday dates of the program for next year. There are two groups that run back to back; one on Thursday / Friday and a second that runs Friday / Saturday.

### 2020

- JULY 23-25 Leadership & Entrepreneurship**  
Knowing yourself and preparing for the journey
- AUG 20-22 Change and Innovation**  
Ideas, intellectual property and execution
- SEPT 17-19 Strategic Planning**  
The need for efficient execution
- OCT 15-17 Teams and Boards**  
Getting the people resources
- NOV 12-14 HR**  
Mobilizing and motivating
- DEC 10-12 Customer Profiling**  
No customers = no business = failure

### 2021

- JAN 7-9 Product Management**  
Translating customers' needs to actions
- FEB 4-6 Marketing Tactics**  
Getting heard at the lowest cost
- MAR 4-6 Sales Management**  
Get results with the right behaviour
- APR 1-3 Financial Management**  
Develop the financing plan
- MAY 6-8 Financing the Plan**  
Nuances of investing
- JUN 3-5 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 on site. The location rotates around all four Atlantic Provinces.

### YOU HAVE QUESTIONS?

Email [Nancy.Mathis@WallaceMcCainInstitute.com](mailto:Nancy.Mathis@WallaceMcCainInstitute.com) or go through our online directory of members and contact someone you know to get first hand accounts of their experience in the program.

### APPLICATION PROCESS

Before applying, review the website, especially the videos, and talk to alumni members. Applications are due March 31<sup>st</sup> each year using the one page form at:

[www.wallacemccaininstitute.com/application\\_process\\_elp](http://www.wallacemccaininstitute.com/application_process_elp)



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