



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 alumni with experiential learning to build better business judgement. 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.”

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“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 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.

2022

- JULY 22** Leadership & Entrepreneurship
Knowing yourself and preparing for the journey
- AUG 19** Change and Innovation
Ideas, intellectual property and execution
- SEPT 16** Strategic Planning
The need for efficient execution
- OCT 21** Teams and Boards
Getting the people resources
- NOV 18** HR
Mobilizing and motivating
- DEC 16** Customer Profiling
No customers = no business = failure

2023

- JAN 13** Product Management
Translating customers' needs to actions
- FEB 10** Marketing Tactics
Getting heard at the lowest cost
- MAR 10** Sales Management
Get results with the right behaviour
- APR 14** Financial Management
Develop the financing plan
- MAY 12** Financing the Plan
Nuances of investing
- JUN 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 on site. The location rotates around all four Atlantic Provinces.

YOU HAVE QUESTIONS?

Email Nancy.Mathis@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.

APPLICATION PROCESS

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

www.wallacemccaininstitute.com/apply-form/



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