



Entrepreneurial Leaders Program (ELP)

Experiential learning to build better business judgment
For CEOs & Business Owners

The Wallace McCain Institute's purpose is to **"help entrepreneurs in the region have a better chance of success"**. If you are an entrepreneur who wishes to reach your full potential and maintain your head office in Atlantic Canada, 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
- ✓ Are committed to a head office in the Greater Atlantic Area
- ✓ Have growing staff and revenue

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...



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

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



"My experience here is humbling, inspiring, & mind altering. I have never before learned so much and connected deeply with so many people as 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 2 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 follows this schedule:

DAY 1

9 - 12	Goal Review & Forum Updates
12 - 1	Lunch
1 - 4	Workshop
4 - 6	Break
6 - 7	Dinner
7 - 8:30	Fireside Chat with Keynote Guest

DAY 2

9 - 12	Deep Dives & Roundtables
12 - 1	Lunch
1 - 3	Deep Dives & Roundtables
3 - 5	Peer Coaching & Goal Setting

Guiding Topics & Schedule

The following are the dates of the program for next year, the Program will run Friday / Saturday for ELP17. Participants are highly encouraged to arrive **Thursday evening**, and accommodations are covered. **Launch & Grad Sessions are an additional day.**

2024

JUL 18-20	Leadership, Entrepreneurship & ELP Launch Session
AUG 16-17	Strategic Foresight & Planning The need for efficient execution
SEPT 20-21	Change, Digital Transformation & Innovation Ideas & Execution
OCT 18-19	HR & Succession Mobilizing & Motivating
NOV 15-16	Boards & Governance Creating a corporate culture for now & the future
DEC 13-14	Customer Profiling No customers = No business = Failure

2025

JAN 10-11	Product Management Translating customers' needs to actions
FEB 7-8	Marketing Tactics Finding the right way to communicate with your audience
MAR 7-8	Sales Management Get results with the right behaviour
APR 11-12	Financial Management & Tax Planning Nuances & Investing
MAY 9-10	Financing the Plan Cashflow & Growth Management
JUN 6-8	Graduation/Going Forward Change Management

LOCATION & COSTS

Our retreats rotate across the Atlantic Provinces, with the majority in NB and NS.

The total program cost is over \$30,000, including speakers, program materials, accommodations, and meals. WMI, as a charity, fundraises over 60% of the costs, thus, **the participant pays \$12,000+HST**. Some provincial grants may be available through government departments.

A non-refundable deposit of \$1500 must be paid on acceptance into the program to secure your spot.

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.

APPLICATION PROCESS

Applications are due **March 31**.

Once the applications are short-listed, finalists are invited to attend an in-person Selection Day (The Choosing) for 1:1 Interviews on May 24-26, 2024 in Moncton, NB.

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



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WMI is an Institute within the University of New Brunswick