

# Strategic Executives Program (SEP)

Experiential learning to build stronger businesses.

## For Senior Executives & Senior Management

At the Wallace McCain Institute (WMI), our purpose is **to drive entrepreneurial leaders in Atlantic Canada to be Future Ready for the region's economic transformation.**

After years of working with founders, presidents, and CEOs, it became clear that the most important thing entrepreneurs need to succeed is not just access to capital, but rather access to great people to help translate their dream into reality.

To address this need, WMI established the Strategic Executives Program (SEP); a one-of-a-kind professional peer group for senior executives to support both CEOs and internal key leaders both professionally and personally to help grow the businesses in the region.

### Ideal Candidate

- ✓ Senior leaders and decision-makers within private companies, government, NGOs and associations.
- ✓ C-Suite, GM, VP, ED or equivalent.
- ✓ Trust and willingness to invest in growth through professional development.
- ✓ Ability and willingness to leverage growth and learnings within their organization.

### What to Expect

The program includes monthly sessions over 9 months, the format consists of:

- 6 In-Person Sessions x 2 Days Each(Across the Maritimes)
- 3 Virtual Sessions

Sessions include both external content from speakers and internal content from participants and are moderated by individuals who have first-hand experience as Senior Executives & Leaders. Each session includes:

- ✓ Goal accountability  
Tracking monthly progress
- ✓ Forum updates  
Sharing bests & worsts
- ✓ Deep dives  
Improving confidence & decisions
- ✓ Speakers  
Practical workshops
- ✓ Coaching  
Improve confidence & decisions



### What past Alumni & CEOs say about our program:

“ The SEP program at WMI over the past 18 months has been instrumental in providing valuable insights on numerous key aspects: improving my leadership skills, becoming a better colleague, becoming a better person overall, and improving the landscape of Atlantic Canada overall.

**Sarah Taylor**

Director, Business Development  
Royal LePage Atlantic

“ The SEP has helped us develop our senior talent by providing insights, connections & experiences that help broaden their perspective outside a normal “classroom” setting. It is also an opportunity to expand their business network, which is valuable now and in their future endeavours.

**Terry Malley**

President & CEO  
Malley Industries  
NB Business Hall of Fame Inductee

“ The SEP program provided me with new leadership skills as well as a support network of business leaders from across Atlantic Canada.

**Lisa Robichaud**

VP Finance, Measurand

For further information on this and other WMI programming please visit:  
[www.WallaceMcCainInstitute.com](http://www.WallaceMcCainInstitute.com)

## Program Details

Sessions are designed to facilitate a deep connection between the participants (including speakers). Sessions include ~35% external content from speakers and ~65% internal content from participants.

**Session Format:** Each in-person session begins on Tuesday at 1PM with optional group lunch and ends by Thursday 3PM. *\*Thursday lunch is optional and self-organized by participants*

**Program fees:** Include the speakers, moderation, materials, accommodations, and meals (for primary scheduled events).

## Dates & Locations

<b>SESSION 1:</b>	TUES, JUN 4 - THURS, JUN 6 <b>(NB)</b>
<b>SESSION 2:</b>	TUES, JUL 16 - THURS, JUL 18 <b>(NS OR NB)</b>
<b>SESSION 3V:</b>	TUES, AUG 13 <b>(VIRTUAL)</b>
<b>SESSION 4:</b>	TUES, SEPT 24 - THURS, SEPT 26 <b>(PEI)</b>
<b>SESSION 5V:</b>	TUES, OCT 22 <b>(VIRTUAL)</b>
<b>SESSION 6:</b>	TUES, NOV 19 - THURS, NOV 21 <b>(NS)</b>
<b>SESSION 7V:</b>	TUES, DEC 10 <b>(VIRTUAL)</b>
<b>SESSION 8:</b>	TUES, JAN 14 - THURS, JAN 16 <b>(NB)</b>
<b>SESSION 9:</b>	TUES, FEB 4 - THURS, FEB 6 <b>(NS)</b>

**\*SOME LOCATIONS SUBJECT TO CHANGE, BASED ON PARTICIPANTS**

## Topics

There will be speakers at each session who will focus on the following themes during the program. Our Core moderators have been part of WMI Programs in the past and have first-hand experiences as senior management to help guide participants through the learnings and experiences.

### Leadership:

Understanding yourself, your role through personality profiling, peer coaching, goal setting

### Alignment:

Capturing customer needs, managing project fulfillment, product lifecycle, road mapping and prioritization.

### Money Matters:

Managing the budgets and forecasting the operation. Understanding what financial reports are saying.

### Team Building:

Developing your team capabilities and enhancing interpersonal processes.

### Marketing:

Amplifying your brand and leveraging social media and PR to increase your visibility.

### Metrics:

Creating systems to monitor what has been put in place, KPI's and dashboards.

### R's: Recruitment, Retention, Reward & Recognition:

Articulating your employment brand and getting the right people on the bus.

### Selling:

Achieving results by making compelling pitches with clear ROI and win-win to both internal and external customers.

### Change Management:

Continual improvement of all processes and systems based on measurements.

## COST

The total program cost is over \$18,000, including speakers, moderation, materials, accommodations, and meals. WMI, as a charity, fundraises over 60% of the costs, thus, the participants contribute \$7500+HST to cover the training costs.

*A deposit of \$1500 must be paid on acceptance into the program to secure your location.*

Travel expenses to the location are paid by the company and/or employee.

## APPLICATION PROCESS

Nominate a Business Leader or self-nominate for the program.

**Application deadline: March 31, 2024.**

**Nomination Link:** <https://bit.ly/WMIInomination>

There will be a virtual interview as part of the 2nd phase of the application process with the participant's CEO and the candidate. 12-18 participants will be chosen based on the interview and the fit within the entire cohort. Finalists will be chosen by middle of May, 2024.

## YOU HAVE QUESTIONS?

Email [sally.ng@wallacemccaininstitute.com](mailto: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