



Entrepreneurial Leaders Program (ELP)

For founders, CEOs, and owners in Atlantic Canada

Confidential peer learning to grow your leadership –
and your business.

ELP brings together a cohort of ~16 founders and CEOs from across Atlantic Canada who are committed to growth. This is leadership development grounded in real business problems, delivered through confidential peer forums, guided coaching, and curated learning from subject matter experts. The result is sharper leadership and focus, stronger decision-making, and lasting relationships that support you for years to come.

Is This You?

ELP is designed for entrepreneurial leaders at an inflection point – navigating growth, complexity, and bigger decisions. Participants come from diverse industries, communities, and lived experience, and share a commitment to learning, honest conversation, and building companies that strengthen Atlantic Canada. You're likely a fit if you:

- ✓ Lead a growing company and carry the weight of the decisions
- ✓ Are scaling – new markets, new products, new teams, new complexity
- ✓ Want a safe, confidential space to be candid, challenged, and supported
- ✓ Are open to peer coaching and willing to coach others in return
- ✓ Care about building a strong business in Atlantic Canada
- ✓ Value trust, inclusion, connection, and growth – and show up accordingly

What the Selection Committee will look for in Your Application:

- ✓ Coachability and contribution (ready to both give and receive candid peer support)
- ✓ Clear potential to scale (growth, new markets, exports, or increased complexity)
- ✓ Demonstrated entrepreneurial drive (initiative, resilience, action orientation)

What our alumni say...

WMI has easily become my home away from home. I can't believe 16 strangers in the beginning of the year have become my family.

I have completely changed the way I approach my role in the business as a result of the ELP program. It helped me move from "managing" to "leading," and that's been huge.

This is not just a peer group; ELP provides a platform where everyone wants to see each other succeed and reach their maximum potential.

It gives me a sense of belonging. It's lonely being the boss; and it is very refreshing to be able to unload, explore and creatively talk with like-minded entrepreneurs.

The most effective personal and professional development experience I have ever had the chance to be part of.

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

What You Can Expect at Each Session

The program includes 10 in-person sessions delivered in an immersive retreat setting. Most sessions are two days, with the opening and closing sessions spanning three days. Sessions are intentionally designed to combine curated leadership learning with participant-driven discussion and peer coaching – grounded in the real challenges you're facing right now.

DAY 1

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

DAY 2

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

Guiding Topics & Schedule

Each year follows a guided learning arc that reflects what leaders need most as they grow. Topics may evolve based on cohort needs, while the core structure of peer forum, coaching, and leadership learning remains constant.

2026

- JUL 15-18 **Program Launch: Leadership, Entrepreneurship & Peer Coaching**
- AUG 20-22 **Navigating Change in Uncertainty**
- SEP 24-26 **Digital Strategy & AI Integration**
- OCT 29-31 **Operations Leadership**
- DEC 3-5 **Sales Strategy & Customer Success**

2027

- JAN 7-9 **Money Matters: Financial Planning & Taxes**
- FEB 11-13 **Marketing & Communications**
- MAR 18-20 **Teams & Culture**
- APR 22-24 **Money Matters: Succession, M&A**
- JUN 3-6 **Graduation: Leadership**

LOCATION & COST

Sessions are held in retreat settings where the cohort has exclusive use of the facility, creating space for deep focus and connection. Meals and meetings are onsite. Locations rotate across the four Atlantic provinces. Participants are encouraged to arrive the evening before sessions starts.

As a registered charity, WMI fundraises a significant portion of program costs. Participant tuition is \$12,500 + HST.

Tuition covers programming, facilitation, learning experiences, and retreat accommodations as outlined in your acceptance package.

APPLICATION PROCESS

Before applying, we encourage you to explore the ELP experience through our website and videos – and to speak with alumni to hear firsthand what the year is like. Applications are due March 31.

Shortlisted candidates are invited to participate in an in-person selection weekend to determine fit for the cohort and our peer-based model.

For ELP19, it's May 22-24 2026, at the Halifax Marriott Harbourfront

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

HAVE QUESTIONS?

Reach out to our executive director Tracy Bell at 506-866-0049 or tracy@wallacemccaininstitute.com, or search 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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