



Participant Quotes on the 2iC Program

"The 2iC Program is fantastic. It's helped me to develop personally and professionally and given me the tools I need to excel at my role and support the CEO of a growing company." Jamie Morell, RapidMind Solutions

"This is the best education and training I've had the honour to be a part of. The course helps me identify how to help my Entrepreneur grow the business, fight fires, identify opportunities and prioritize effort. Awesome." David Thomas, DayTripping

"I have never experienced as much growth as a 2iC, until this program!" Heather Howe, Occupational Concepts

"It is absolutely amazing how the 2iC and ELP program is positively changing my life and our organisation! Ghislain Hachey, Marathon Fluid Systems

"...provides the tools and skills to take the company from good to great. Makes sense of all the concepts that we are exposed to from our CEO." Bill Schenkels, Sunny Corner Enterprises

"2iC Program is Priceless! You do not get the insight into the business and receive the knowledge from anywhere but at 2iC..."

"2iC is a must have for any company that is serious about creating a strategic, innovative, efficient, accountable & superior team, and establishing themselves as a leader in today's Global community.

If you just simply want to exist, then 2iC is not right for your company!" Jason Keoughan, Loogaroo

"Inspiring, Motivating...far exceeded my expectations!" Guilda Moreau, DermaLaser

"A breath of fresh air!" Steve Foster, Hemmings House Pictures

"SKY-ROCKETING!!" Ryan Johnstone, Lean Machine

"If there's ever a fire at my house, I will save my cat, my photographs and my 2iC binder." Jacqueline Howatt, MedRunner Health Solution

"Being part of the 2iC brings motivation, confidence and education that can't be found anywhere else. It's amazing!" Andre Savoie, Excell Pro Machine Shop

"2iC has enabled me to have clear/concise in-depth learning of true business challenges." Jeremy Lutes, Airfire Telephone and Data

"Remove the shadow of doubt,
That lurks within mind,
Darkens its corners,
& clouds the vision.
Of that which is,
And that which can become.
Real."

Joel Richard, Inversa Systems

"You learn the right tools and become driven to lead change." Jody Williston, Theriault & Hashey Peat Moss

CEO Quotes on the 2iC Program

"My 2iC is literally an extension of me. The program has helped her to set strategic goals, focus, develop coaching and leadership skills, and most importantly, allow me to focus on growth, financing, customer acquisition, etc. It's nice to know that the company is in great hands when I'm off doing the CEO "stuff"."
Todd Murphy, MedRunner

"I am being told "go do the CEO job...I will look after the rest". Love it.", Eric Fisher, Marathon Fluid Systems

"My 2iC is on fire!" April Glavine, Lean Machine

"This program has the power to change your life as a CEO. My 2iC returns after every session inspired and prepared with action items focused on the strategic vision of the company. I realize that her level of confidence and ability to plan our strategic off-site was a direct result of Wallace McCain Institute 2iC program. It is the best \$5000 that I could have spent!" Nicola MacNaughton, Occupational Concepts

"The 2iC program has given my general manager the confidence and the tools to literally run my business with enthusiasm, allowing me the time to focus on growth." Yennah Hurley, Daytripping

"Having my 2iC in the program has given me someone who gets me, someone I can talk to in my usual special overtones and he makes things happen." Gary Williston, Theriault and Hashey

"Bill's involvement in the 2iC has helped him become more focused on bringing clarity and accountability to our operations.", Gordie Lavoie, Sunny Corner Enterprises

"Education and experience that has impacted my business and will improved my bottom line for years to come.", Giles Oland, Airfire Telephone and Data

"The only frustrating thing about being an entrepreneur/CEO in ELP is when your brain fills up

with so much knowledge and inspiration in Alma, it makes you very excited to get back to the team and share the love with your team. But when you get back to the office Monday morning, real life starts again, new opportunities blow your mind and you set off in a trajectory that doesn't include taking the time to share the new ELP break-throughs with the team...this is frustrating for a CEO. ...So the best thing I could do in this situation was get my bloody 2iC into a similar life changing experience...when Nancy told me about the 2iC program, I stopped being frustrated!" Greg Hemmings, Hemmings House Pictures

"Fantastic ROI!" A true injection of adrenaline, knowledge & motivation for those we count on most. This program gives the tools to overcome challenges & maximize opportunities for a growing business." Chantal Chiasson, DermaLaser

"This program rocks, it's taking my business to new levels in ways I could not even imagine. My 2iC is everything I'm not and everything I need. Now with the 2iC program he knows that. It's changing my business for the better. Sign up for next year now and your business will thank you later." Stephen Nickerson, RapidMind Solutions.

"Having Jason in the 2iC program is monumental. Now the same people that influence me, influence him. This puts us not only on the same page, but on the same sentence. I highly recommended this to anyone who's serious about their business." Gene Fowler, Loogaroo.

"I witnessed a clear jump in energy and engagement. Also, the company is gaining the insights and tips from other companies in the same year." Jake Arsenault, Inversa Systems

"My 2iC has more confidence, clear vision, and empowerment as a result of this program." Robert Savoie, Excell-Pro Machine Shop