

# 2iC

## PEER GROUP for the "2<sup>nd</sup> – in – Command"

The Wallace McCain Institute's mission is to "help entrepreneurs have a better chance of success". After years of working with founders, presidents and CEOs, it is clear that the most important thing they need to succeed is not access to capital but rather access to great people to help translate their dream into reality. In order to address this need, WMI established a peer group for 2iCs that began in the fall of 2010. First priority will be given to the 2iCs of current or past members of the WMI Entrepreneurial Leaders Program (ELP). A maximum of 15 registrations will be accepted.

"Every day there is a **new direction or idea** and it is a distraction to the staff."

"The **vision** may be clear in the CEO's head, but they don't know how to tell the troops."



"My challenge is to translate what the CEO says into **tangible plans** people can follow."

"Everything is always **urgent** and there is always a fire to put out."

### 2011 TOPICS AND SCHEDULE

Many of the favourite ELP speakers will be brought in for the 2iC sessions so that the learning and resulting concepts are easily shared between the entrepreneur and 2iC. Sessions have been scheduled to "back onto" ELP3 meetings so that, in the event both are participating in successive sessions, the 2iC and CEO can plan a "debrief walk" around Square Lake on Thursday evening as one program ends and the other starts.

Sept 7/8	<b>Leadership</b> , peer coaching, goal setting and measures. Getting the ground work laid for the program.	Jan 11/12	<b>Metrics</b> , KPI's and dashboards. Creating the system to monitor what has been put in place.
Oct 12/13	<b>Team</b> building and problem solving. How developed is your team and what processes exist now?	Feb 8/9	<b>Change</b> management. Driving the bus and correcting as you go based on measurements
Nov 16/17	<b>Aligning</b> people to the corporate strategies. Translating vision into plans. Engagement, identifying pivotal people, gaps to fill, people that don't fit, training & development needs	Mar 7/8	<b>Selling</b> to both internal and external customers, achieving extraordinary results by making compelling pitches with clear ROI and win:win
Dec 7/8	<b>4R's</b> : Recruitment, retention, reward & recognition. What's your employment brand? Integration to existing team. Hire slow and fire fast.	April 11/12	<b>Money</b> matters. Managing the budgets and forecasting the operation
		May 9/10	<b>Closing the loop</b> on the annual goal & how to go forward. Celebration & wrap-up



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### PROFILE

Your 2iC does so much for the company. Give back to them with this unique peer group experience. A 2iC that would be suitable for this program has a profile similar to the bullet items below:

#### Many hats to balance:

- Putting out fires
- Submitting funding applications
- Talking to the press
- Conducting the performance evaluations
- Keeping the CEO sane

#### Likely attributes:

- The "go to" person for the CEO
- The COO, GM, CFO, VP Bus Dev
- The internal leader who needs to grow for the company and for themselves.
- The one that feels like a partner, with or without equity

### SESSION SCHEDULE

<b>Wednesday</b>	<ul style="list-style-type: none"><li>• 1 – 5 Forum and parking lot</li><li>• 5 – 7 Break and dinner</li><li>• 7 – 9 Deep Dives</li></ul>
<b>Thursday</b>	<ul style="list-style-type: none"><li>• 8 -9 Breakfast</li><li>• 9 – 12 Workshop</li><li>• 12 – 1 Lunch</li><li>• 1 – 2:30 Afternoon speaker</li><li>• 2:30 – 5 Peer coaching &amp; 30 day Goal Setting</li></ul>

The program includes nine monthly sessions that are 1.5 days each. Each one will follow a basic schedule and include 50% external content from speakers and 50% internal content from participants and moderated sessions.

### LOCATION

The sessions will all be held at Square Lake Resort in Alma, NB. This group will have exclusive use of the facility. All meals & meetings will occur on site.

- 75 minutes from Moncton or Saint John
- 2 hours from Fredericton.



### REGISTRATION

The total program cost is \$5000 + HST. This includes speakers, food, accommodations and materials. This must be paid in full before the first session. Priority registration will be provided to past/current members of ELP.

Company: \_\_\_\_\_

Name of person registering: \_\_\_\_\_

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