

Are you considering hiring a new grad this year but unsure if they have the proper skills and training to transition from the classroom to the workforce?

EDGE is a 12 week program designed to help students effectively evolve into working professionals by exposing them to six new workplaces, where they'll work in teams on real challenges faced by those companies. While still under your employment, your employee will use their formal training to evaluate and present potential solutions to the challenges to each of the six companies.

This program gives new employees an edge by providing them with exposure to multiple work environments and helping them develop problem-solving skills that could normally require many months or years within a single workplace.

The chosen EDGE participants will spend 18 days (12 of which are standard work days) over a 12-week period on site with the host companies and participate in a one day workshop. The rest of the time, they will work together remotely from home or work while still working full time. This experiential reality of balancing multiple priorities across teammates is an invaluable learning experience.

"There has been more clear thinking on this problem by your folks in a week than by our folks in many years."

David Ganong, CEO
Ganong Bros. Ltd.

KEY PROGRAM LEARNINGS

1. Leadership/Initiative

- Team building
- Build confidence
- Develop leadership style
- Personal strengths

2. Critical thinking

- Knowing the right question to ask
- Problem solving
- Research and data analysis

3. Communications

- Effective meetings
- Communicating ideas with confidence
- Presentation skills

4. Project management

- Creating & managing timelines
- Managing a team & prioritizing tasks
- Budgeting

5. Marketing

- Needs analysis
- Social media for companies in different markets
- Reaching your target

6. Competitive advantage, negotiations & sales

- Understanding the sales cycle
- The art & science of selling
- Value propositions

PROFILE

Eligible candidates are high-potential new employees who employers think will benefit from a small investment to understand how to best apply their academic skills in the workplace. They will have graduated with a post-secondary degree in May 2013 or in the past 3 years.

OUTCOMES

- Apply theoretical skills on the job
- Apply critical thinking to come up with unique solutions
- Learn strategic planning and management of individuals and resources
- Enhance effective written and oral communication
- Increase self-motivation at work
- Strengthen analytical skills
- Learn about other work environments

EVALUATION

Throughout the program your new employee will be evaluated on a number of factors to help them identify their strengths and weaknesses. They will engage in discussion on how strengths can best be used to maximize performance, while weaknesses can be mitigated by strong teamwork. A final report on this information will be provided to both you and your employee to help you improve your working relationship.

APPLICATION PROCESS

To nominate an employee please email Eric Feunekes at eric.feunekes@WallaceMcCainInstitute.com with the name, title and contact information of your new employee(s). If the hiring process is still underway and you don't have names yet, you can send Eric an expression of interest email. We will contact everyone in early April to arrange for an interview with you and your employee(s).

Based on the interviews, 16 participants will be chosen for the program. The price for the program will be \$3,000 + HST per participant. This fee was determined as a cost recovery during this inaugural year and covers speakers, food, accommodations and materials. It does not include transportation to work sites. Fees must be paid in full before the first session.

2014 Host Companies: Atlantic Lottery, Ganong Bros. Ltd, Armour Transport, Major Drilling, Remsoft Inc, Moosehead Breweries

