



# ELP: Entrepreneurial Leaders Program

## Experiential learning to build better business judgment

The Wallace McCain Institute's mission is to "help entrepreneurs have a better chance of success". If you are an entrepreneur who wishes to reach your full potential and maintain your head office in the Greater Atlantic Area (GAA), then you are encouraged to apply for the Entrepreneurial Leaders Program (ELP™). This program provides members with experiential learning to build better business judgement. *As alumni members will testify – there is nothing like it to help you grow your business.*

### IS THIS YOU?

The profile of the participants in the Entrepreneurial Leaders Program ranges from "accidental entrepreneurs" to leaders finding themselves at the helm of an existing company. Increase your chances of success by participating with peers that:

- Are honest and open high potential entrepreneurs following a passion
- Are ready to "bust-out" with new products, export, plant expansion and/or hiring
- May or may not have formal business education
- Are running a business they founded, inherited or purchased
- Have growing staff and revenue
- Are committed to a head office in the Greater Atlantic Area

### WHAT THE SELECTION COMMITTEE WILL BE LOOKING FOR IN YOUR APPLICATION:

- Exhibit personal tenacity and drive
- Growth/export potential
- Serial entrepreneurial behaviour
- Outside community involvement

### What our alumni members say...

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*"Deep, multi-level knowledge, personal learning, group connections & networking."*

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*"Our business is being transformed by the WMI ELP. What we are doing now will be different one year from now as a result."*

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*"My experience here is humbling, inspiring, & mind altering. I have never before learned so much & connected deeply with so many people than I have here. Revolutionary."*

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*"A truly practical and outstanding learning and growth experience, a hit of entrepreneur-induced endorphins."*

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# What you can expect at each session

The program includes twelve monthly sessions that are two days each (except for the first and last which are 3 days long). Sessions are designed to include 25% external content from speakers and 75% internal content from participants. Each session usually follow this schedule:

## Day 1

9-12	Goal Review and Forum Updates
12-1	Lunch
1-4	Workshop
4-5	Fitness Break
5-7	Break & Dinner
7-8:30	Fireside Chat with Keynote Guest

## Day 2

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

## GUIDING TOPICS AND SCHEDULE

The following are the Friday dates of the program for next year. There are two groups that run back to back; one on Thursday / Friday and a second that runs Friday / Saturday.

### 2019

JULY 18-20	<b>Leadership &amp; Entrepreneurship</b> Knowing yourself and preparing for the journey
AUG 16-17	<b>Change and Innovation</b> Ideas, intellectual property and execution
SEPT 20-21	<b>Strategic Planning</b> The need for efficient execution
OCT 18-19	<b>Teams and boards</b> Getting the people resources
NOV 15-16	<b>Hr</b> Mobilizing and motivating
DEC 13-14	<b>Customer Profiling</b> No customers = no business = failure

### 2020

JAN 10-11	<b>Product management</b> Translating customers' needs to actions
FEB 14-15	<b>Marketing Tactics</b> Getting heard at the lowest cost
MAR 13-14	<b>Sales management</b> Get results with the right behaviour
APR 17-18	<b>financial management</b> Develop the financing plan
MAY 8-9	<b>financing the Plan</b> Nuances of investing
JUNE 12-14	<b>going forward</b> Change management



## LOCATION

The sessions will all be held at a retreat where the group will have exclusive use of the facility. All meals and meetings will occur on site. The location rotates around all four Atlantic Provinces.

## APPLICATION PROCESS

Before applying, review the website, especially the videos, and talk to alumni members. Applications are due March 31st each year using the one page form at [http://www.wallacemccaininstitute.com/application\\_process\\_elp](http://www.wallacemccaininstitute.com/application_process_elp)

## YOU HAVE QUESTIONS?

Email [Nancy.Mathis@WallaceMcCainInstitute.com](mailto:Nancy.Mathis@WallaceMcCainInstitute.com) or go through our online directory of members and contact someone you know to get first hand accounts of their experience in the program.