



MacKay
CEO Forums

MACKAY CEO FORUMS

Accelerating CEO Performance through the highest impact and least time-intensive peer group for forward-thinking and action-oriented CEOs and Top Executives across Canada



ACCELERATING CEO RESULTS: The Challenge

The work only gets tougher when you reach the top. The time demands on CEOs are harsh and the job is often isolating. The pace, complexity and constant challenges are a heavy weight to carry. Not surprisingly, the average tenure of today's CEO is just over 3 years.

SO HOW DO INSPIRING LEADERS DO IT?

Inspiring leaders surround themselves with successful peers.

Use your MacKay CEO Forums peer group to:

- Help you master your time
- Connect with other successful CEOs
- Get agenda-free, confidential, peer feedback
- Put top minds to work on your most pressing issues
- Leverage best practices and experience to accomplish objectives faster
- Lift weight off your shoulders and gain space to focus on the big picture
- Be inspired, motivated and held accountable by your peers and Forum Chair
- Get access to the best "trusted advisors" for CEOs through our Forum Chair



Results-oriented, professionally led peer learning groups for CEOs and Top Executives – many of whom are Best Managed, Most Admired, Best Employers and leading brands

CEO PROGRAM STRUCTURE

- 14 carefully-matched, high achieving CEOs/ Executives/Business Owners per group – companies must have annual revenues between \$5MM–\$5Billion
- Each group led by a professional Forum Chair who is an accomplished "trusted advisor" to CEOs
- Groups meet seven times/year: six day-long meetings + an annual two-day retreat
- Annual dinner with spouses/significant others
- Each meeting includes a guest presentation from a subject-matter expert and dedicated time for peer input on your most pressing issue
- A results-oriented, high performance and high accountability peer learning experience using our "shared experience" and judgement-free approach

EXECUTIVE PROGRAM STRUCTURE

- For direct reports of CEOs/Business Owners of \$5MM–\$5Billion+ companies
- Executive groups are cross-functional (e.g. CFO, COO, VP HR...) and have the same program structure as CEO groups
- CEO members receive priority access to executive forums for their executive team members

ADDITIONAL MEMBERSHIP BENEFITS

- Complimentary invitations to all CEO-only breakfast panel and keynote events (12/year across major markets)
- Exclusive access to and inclusion in our membership directory of 1,000+ members across Canada
- Four hours of one-on-one time/year with Forum Chair for goal-setting and confidential support/ advice
- Early bird pricing (before March 31) and preferred seating for our annual 1-day EDGE Summit
- Preferential pricing with Copeman Healthcare (BC, Alberta) and Medisys Corporate Health (rest of Canada) for comprehensive health assessments and private healthcare services
- Weekly and monthly CEO best practice sharing through our EDGE Podcast Series, 7min EDGE TALKS and our EDGE Newsletter

SMALL BUSINESS GROUPS (SBGs)

- Each group led by a professional Forum Chair who is an accomplished "trusted advisor" to CEOs/Business Owners
- Groups meet six times/year: six day-long meetings
- Receive all the same additional benefits as our CEO and Executive program members
- Members have the opportunity to "graduate" to CEO and Executive Forums when they grow

CRITERIA TO JOIN

- \$250,000–\$5,000,000 in revenue
- at least two years in business

THE MACKAY WAY

HIGHER IMPACT FOR LESS TIME FORMAT

Provides the highest impact, least time-intensive peer learning opportunity in Canada

- Groups meet only once every two months
- Peer group members have high accountability and are forward-thinking, action-oriented
- All meetings have a structured agenda with high impact speakers and judgement-free format using our shared experience leadership tool

PROFESSIONAL FACILITATION

Delivers better forum outcomes, optimizing value for time invested

- Our Forum Chairs are all highly skilled, trusted, professional CEO advisors

OUTSTANDING MEMBERS

Help you achieve your full potential and master your time

- Our members are accomplished CEOs with a drive for continuous development
- We have the most Best Managed, Most Admired and Leading brands in our peer groups

BEST FIT, DIVERSE PEER GROUPS

Maximize relevance and learning

- Our carefully constructed groups consider business size, scope and ownership model, as well as individual career stage and future business plans
- We have over 30% female membership, the highest in our industry



PARTIAL MEMBER LIST

A&W Food Services of
Canada
All Weather Windows
BDC

Bison Transport
CANA Group of Companies
Coast Capital Savings
Connect First Credit Union
Copeman
Driving Force
DynaLifeDX
EncoreFx

Fresh Direct Produce
Houle Electric
Integral Energy Systems
KUBRA
Lakeside Process Controls
Long View Systems
Medical Pharmacies Group
Mike & Mike's Organics
Modu-Loc Fence Rentals
Mr. Lube Canada
Nicola Wealth Management
Odlum Brown

Omicron
Paladin Security
Pharmasave Drugs
Red Sun Farms
Sirius XM Canada
Sleep Country Canada
The Oppenheimer Group
Trailer Wizards
Trotman Auto Group
TU Group
Upside Engineering
Wakefield Canada

WHAT OUR MEMBERS SAY

“ We’ve taken advantage of MacKay Executive Forums in addition to the CEO groups. This has given us a common language and tools toward the transformation of our culture, business model, and valuation.



Laurie Schultz
PRESIDENT & CEO, ACL

“ Surrounding myself with the successful CEOs in my peer group saves me time. I learn from real CEO mistakes and successes and I’ve become a better CEO since I’ve joined MacKay CEO Forums.



Chris Nedelmann
CEO, COPEMAN HEALTHCARE CENTRE

“ Nowhere else can I get such honest, direct, agenda-free input.



George Melville
FORMER CHAIRMAN & OWNER,
BOSTON PIZZA INTERNATIONAL INC.

“ The MacKay CEO Forum provides an environment where challenges can be discussed and peer CEOs provide shared experiences, insights and lessons learned, a valuable tool for me as a business founder, owner and CEO.



Lee McDonald,
PRESIDENT & CEO, SOUTHMEDIC INC.

“ MacKay CEO Forums has been a great source of shared experience from my peers in the business community. The education topics and coaching expertise are also very valuable benefits of the program.



Debra Hewson
PRESIDENT & CEO, ODLUM BROWN

“ I find being able to share my toughest business issues and challenges with other very successful CEOs to be a great investment of my time.



Bob MacDonald
CHAIRMAN & CEO, WAKEFIELD CANADA

“ I found out about MacKay CEO Forums through one of my 50 Best Managed CEO colleagues. Accessing their experiences has been a very valuable investment of my time.



John Anderson
CHAIRMAN, PRESIDENT & CEO,
THE OPPENHEIMER GROUP

“ The diversity of the group, quality of experience exchange, speaker punch, professional orchestration and confidentiality all work together beautifully.



Stuart Suls
PRESIDENT & CEO, MR. LUBE

“ If you’re alone at the top, you’re doing it wrong.



Jay-Ann Gilfoy
CEO, VANCITY COMMUNITY INVESTMENT BANK

“ MacKay CEO Forums is a CEO’s secret ingredient to raising one’s game.



Rick Watkin
PRESIDENT & CEO, KUBRA

Time-strapped and capacity-constrained? This is the time to join a best-fit CEO peer group.

As a member, we are committed to helping you master your time. Here's how you will benefit:

New CEO	<ul style="list-style-type: none">• Build your network while avoiding rookie mistakes that will get you fired
New Company Appointment	<ul style="list-style-type: none">• Maximize success in the first 90 days• Build a top talent team• Set the vision & strategy
Experienced & Settled	<ul style="list-style-type: none">• Accelerate growth• Lead a cultural shift• Get unstuck; prevent complacency• Build your CEO brand• Get unbiased buy/sell and financing experience• Cultivate innovation, customer loyalty, strategic focus, an accountability culture...
Industry Turbulence or Company Instability	<ul style="list-style-type: none">• Ensure well-being when leading under intense pressure• Tip the balance so your company comes out on top• Accelerate change• Build competitive advantage
Ownership Challenged	<ul style="list-style-type: none">• Navigate ownership dynamic & wealth transfer challenges of family enterprises• Deal effectively with difficult board situations• Manage diverse stakeholder interests• Avoid acquisition and integration pitfalls• Tackle Co-CEO and partnership challenges
Late Career CEO	<ul style="list-style-type: none">• Create a legacy• Build a succession plan



Nancy MacKay CEO & Founder

To explore a best fit CEO peer group,
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