



**Mackay**  
CEO Forums

# CEO & Executive Peer Learning 2024

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“For me it is definitely the power of the network and relationships. I can pick up the phone when I’m faced with a challenge and within 2 or 3 hours someone calls back. And it is the shared experiences. We are from different sectors and industries, yet the challenges are similar.”

**SANDRA KETCHEN**

**PRESIDENT & CEO SPECTRUM HEALTH CARE & 13+ YEAR MEMBER**

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**LEARN MORE**



**[mackayceoforums.com](https://mackayceoforums.com)**



# WHAT IS MACKAY CEO FORUMS?



MacKay accelerates CEO & Executive Performance through the highest impact and least time-intensive peer groups for forward-thinking and action-oriented CEOs and Executives across Canada.

As a Beneficial Corporation (B. Corp) since 2018, MacKay CEO Forums is committed to business as a force for good. We have a membership ROI of 708% through increased profit, employee retention, and customer satisfaction.

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## INSPIRING MEMBERS, FORUM CHAIRS, AND PARTNERS

Our Members are forward thinking and action-oriented CEOs, Executives, and Business Owners from all industries, across Canada and around the world.

Our Forum Chairs are award-winning and inspiring independent coaches, consultants, and modern trusted advisors who deliver extraordinary peer learning experiences for our 1,200+ members.

Our Partners are both members of MacKay CEO Forums and trusted resources that provide thought leadership, valuable services, and exclusive offers for our Members.

## 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 and game changers. MacKay brings results-oriented CEOs, Executives, and Business Owners together to solve their toughest problems and maximize their best opportunities through peer learning and support.

## YOUR MACKAY CEO FORUMS PEER GROUP WILL 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 lived experiences to accomplish your objectives faster
- Lift weight off your shoulders and guarantee the time and 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 community across Canada



## HIGHEST IMPACT, LEAST TIME INTENSIVE

- Provides the highest impact, least time-intensive peer learning opportunity in Canada
- Full-year 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 a judgement-free format using our proven shared experience and leadership tools

## PROFESSIONAL FACILITATION

- Delivers better Forum outcomes, optimizing value for time invested
- Our Forum Chairs are all highly skilled, trained, trusted, professional CEO advisors

## OUTSTANDING MEMBERS

- Our members are accomplished CEOs with a drive for continuous development
- Help you achieve your full potential and master your time
- We have the most award winning 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 to ensure a best fit group match
- We have over 30% female membership, the highest in our industry

## COMPANIES CURRENTLY ACCELERATING THEIR GROWTH WITH MACKAY CEO FORUMS

A&W Food Services of Canada  
ALMAG Aluminum  
All Weather Windows  
Balzac's Coffee Ltd  
BDO Canada LLP  
CAAT Pension Plan  
Cascadia Windows

Deloitte LLP  
Dentons Canada LLP  
Green Shield  
Holt Renfrew  
Houle Electric  
McElhanney Ltd.  
MNP LLP

National Bank of Canada  
Odlum Brown  
Omicron  
Pharmasave Drugs  
Reliable Logistics  
RJC Engineers  
Trotman Auto Group



# YOUR MEMBERSHIP

## PROGRAM STRUCTURE

- 14 carefully matched, high-achieving CEOs and Executives/Business Owners per group
- Companies typically 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 per year: six day-long meetings and an annual two-day retreat
- Annual dinner with spouses/significant others
- Each meeting includes a high-impact presentation from a subject-matter expert
- Dedicated time for peer input on your most pressing issue at every meeting
- A results-oriented, high performance and high-accountability peer learning experience using our “shared experience” and judgement-free approach

All program costs are payable in CAD within Canada; outside of Canada, payable in USD. Price does not include tax, which will be determined based on the billing address provided.

\* Retreat costs are in addition to annual dues listed above. We accept all major credit cards, EFT and e-transfer

## ADDITIONAL MEMBERSHIP BENEFITS

- Invitations to our Leadership Events and world class Summits
- Exclusive access to and inclusion in our membership portal of 1,200+ members from across Canada
- Four hours of one-on-one time per year with Forum Chair for goal-setting and confidential support and advice
- Member-only pricing and preferred seating at exclusive events
- Thought leadership from our Platinum, National, and Innovator Partners to help you navigate the topics and challenges that keep you up at night
- Preferred pricing and thought leadership from our Platinum, National, and Innovator Partners



[WHAT OUR MEMBERS SAY](#)



# ANNUAL MEMBERSHIP OPTIONS

CEO  
MEMBERS

EXECUTIVE  
MEMBERS

SMALL  
BUSINESS

Group is led by a professional Forum Chair who is an accomplished "modern trusted advisor" to CEOs and Executives



14 carefully-matched successful peers per group (companies must have annual revenues between 5MM-5B+)



14 carefully-matched cross-functional Forums for Executives who are direct reports to CEOs, Presidents, and Business Owners including CFOs, CTOs, CMOs, and CHROs



Locally based groups meet in person 7 times per year: 6 full-day meetings plus an annual 2-day retreat, global and national full-year virtual peer groups meet 7 times per year: 6 full-day meetings plus an annual 2-day retreat



14 carefully matched cross-functional Forums for Business Owners with <\$5M; Locally based groups meet in-person 7 times per year: 6 full-day meetings



Each confidential session includes a guest presentation from a subject-matter expert and dedicated time for peer support on your most pressing issue



A results-oriented, high performance and high accountability peer learning experience using our "shared experience" and judgment-free approach



Participate in up to 3 additional peer support group meetings across Canada each year. Must be approved by the Forum Chair of the group you wish to visit



Includes 4 hours per year of coaching with your Forum Chair for goal setting and confidential support and advice



Member-only pricing for events, including all Waterstone MacKay Canada's Most Admired Corporate Culture Events



Invitations to attend a full-day complimentary peer group meeting to experience our approach to peer support



Exclusive access to and inclusion in our online member portal and membership directory of 1200+ members



Fast-track access to offers from our MacKay-endorsed Partners/ Forum Chairs/ Speakers



Recommend someone who becomes a Certified Forum Chair and receive a free one-year membership at your next renewal



Participate in our MacKay Member Speed Dates to get to know MacKay members, meet for a meal, coffee, cocktail or 30 min Zoom session, the choice is yours



Priority access to executive peer groups for your key leadership team members



## BUSINESS ACCELERATOR MEMBERSHIP

The shaded area represents the benefits included in a Business Accelerator Membership, a \$4,660 value. If you're a CEO, Executive, or a Small Business member, you can gift a free Business Accelerator Membership to a key player on your team. This gives them a gateway to networking, leveling up their skills, and mentorship within the MacKay Community.

# PRICING

## CEOs and Business Owners: \$12,000

- CEO Forums—for CEOs, Presidents, Business owners \$5M-5B+.
- Each peer group meets 6 times a year for a full day and a 2-day retreat to learn from each other and to help each other deal with their toughest issues and challenges. (Retreat costs are additional)

## Small Businesses: \$9,200

- For business owners under \$5M in revenue.
- Each peer group meets 6 times a year for a full day to learn from each other and to help each other deal with their toughest issues and challenges.

## Executives: \$9,300

- Cross-Functional Executive Forums—for Executives (who are direct reports to CEOs, Presidents, and Business Owners).
- Executive Forums for CFOs, CMOs, or CHROs—for Executives (who are direct reports to CEOs, Presidents, and Business Owners).
- Each peer group meets 6 times a year for a full day and a 2-day retreat to learn from each other and to help each other deal with their toughest issues and challenges. (Retreat costs are additional).



"The personal value is the people I've met; they are brilliant people. It is very exciting to be with them. I learn a lot—and absorb a lot— from the sharing of everyone's challenges and experiences. And I've made valuable contacts in a wide range of industries."

HOWARD TSE  
PRESIDENT CEDARGLEN HOMES, 10+ YEAR MEMBER



TAKE THE NEXT STEP TO  
BECOME A MACKAY CEO  
FORUMS MEMBER

APPLY FOR MEMBERSHIP

