

**THE CANADIAN ASSOCIATION  
OF BUSINESS STUDENTS**

PO Box 95018, Kingsgate  
Vancouver BC V5T 4T8

Phone. (647) 951-4019  
Email. [info@cabsonline.ca](mailto:info@cabsonline.ca)  
[www.cabsonline.ca](http://www.cabsonline.ca)



# CABS EXECUTIVE DEVELOPMENT PROGRAM GUIDE

## **PROGRAM COORDINATORS**

**Vice President, Corporate & External Relations**

[vpcorporate@cabsonline.ca](mailto:vpcorporate@cabsonline.ca)  
[vpexternal@cabsonline.ca](mailto:vpexternal@cabsonline.ca)

**Vice President, Conferences**

[vpconferences@cabsonline.ca](mailto:vpconferences@cabsonline.ca)

## OVERVIEW

The Canadian Association of Business Students (CABS) always look to rejuvenate and revitalize its offerings in its CABS circuit, a variety of conferences and competitions from coast to coast that run from March through February. CABS established a collection of expert led, tangible topic workshops to its renowned moderated discussion sessions connecting peers from business student communities across Canada. These workshops make up what is known as the CABS Executive Development program for its executives. Complementing the great national network CABS offers connecting peers from over 30 business school student communities from across Canada, the CABS Executive Development Program's unique curriculum creates a tangible offering that will substantiate and build upon the current offerings of the CABS circuit.

## PROGRAM CREDITS

Concept:	Adam Normand, Fiscal 2012
Feasibility:	Stephanie Iannantuono, Fiscal 2013
Administration:	Calvin Parker, Fiscal 2014
Contributors:	Simon Bullock, Scott Courtney, Zac Hogg, Adam Normand, Calvin Parker, Jenna Whytock, Fiscal 2012-2015
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## CABS EXECUTIVE DEVELOPMENT PROGRAM: THE CONCEPT

As mentioned, the CABS Executive Development Program is built upon one curriculum that bridges new business student society executives from their incoming roundtable, learning what being a part of the CABS circuit and leading their societies is all about, through the planning stages of the summer and well into their year to ensure strong peer to peer discussion and collaborative feedback is maintained between member schools, until the time that an executive is moving on from the circuit ready to graduate and hit the real world. Thus, the CABS Executive Development Program has two key areas of its greater curriculum, an incoming curriculum and an outgoing curriculum.

The incoming curriculum is premised on the forming, storming, and norming stages of team development and informing new business student society executives of the great resource that is the CABS circuit, topped off by very specific workshop regimes for each individual exec to equip them with the specific tools for their portfolio before their planning stage of the summer even begins. The incoming curriculum transformers into a feedback, peer discussion, and expert opinion led tool as the CABS circuit progresses on to the CBSC and NBSC conferences.

<b>Incoming Curriculum</b>					<b>CABS Executive Development Program</b>				
Area of Development	Transition & Recruiting		Planning & Developing		Developing & Finalizing		Executing & Peer Help		
<u>Conference</u>	<u>Roundtable</u>		<u>ECLR/WCLR</u>		<u>CBSC</u>		<u>NBSC</u>		
Society/Portfolio Strategy	X		X		X		X		
Governance	X		X		X		X		
Recruiting	X								
Management	X		X				X		
Execution	X				X		X		

The outgoing curriculum is based on the necessity for current business student society executives to take leadership of their societies' longevity and take ownership of the performing and adjourning stages of team development, while also being privy to a curriculum that closes off with a great deal of focus on personal professional development, and managing relationships and navigating opportunities, trying in the increased focus on experiential learning and career development opportunities being added into the CABS circuit. The end goal of the outgoing curriculum is that not only is a business student society executive ready to transition on from their respective council and hand the reigns to their successor in the best standing possible, but to also be ready to tackle their next challenges and opportunities with the experiences afforded to them through the CABS circuit, typified by the professional development component of this outgoing curriculum.

<b>Outgoing Curriculum</b>			<b>CABS Executive Development Program</b>		
Areas of Development	Executing & Peer Help		Post Execution and Graduating		
<u>Conference</u>	<u>NBSC</u>		<u>Roundtable</u>		
Transitioning Out	X		X		
Giving Back			X		
Building Networks	X		X		
Mentorship Development			X		
Career Planning and Professional Positioning	X		X		

Again, much like the incoming curriculum, each individual conference in the Incoming curriculum is further broken down in terms of the keys areas of what areas of development are driven by our expert led tangible topic workshops. We work in strong collaboration with the NBSC OC and Asper CSA to ensure the main components of the CABS Executive Development Program's curriculum for the executing and peer help stage ("Ready to Connect & Collaborate") is covered at the various NBSC sessions. The Asper School of Business has been very receptive and willing to collaborate to this end and we are pleased to see this partnership to continue to develop in the future as a cornerstone event of the CABS circuit.

## **CABS EXECUTIVE DEVELOPMENT PROGRAM: THE CURRICULUM**

The CABS Executive Development Program is a yearlong curriculum that sets up our CABS circuit leaders for success as the Executives of their business student societies at their respective university campuses. The CABS Executive Development Program has five key stages:

**Ready to Learn:** Incoming Roundtable Curriculum

**Ready to Plan:** Regional Leadership Retreats (*ECLR/WCLR*)

**Ready to Execute:** Canadian Business School Conference (*CBSC*)

**Ready to Connect & Collaborate:** National Business School Conference (*NBSC*)

**Ready to Transition & Graduate:** Outgoing Roundtable Curriculum

By having a conferences circuit that runs from March through February, the CABS Executive Development Program's curriculum is strengthened by being able to build its workshops from one event to the next. The curriculum is typified by its revamped individual incoming workshop programs for each respective VP position, highlighted by an outgoing curriculum for student leaders moving on from the CABS circuit, ensuring they further develop the tools they will need to take on their next challenges and opportunities after graduation.

## READY TO LEARN: INCOMING ROUNDTABLE CURRICULUM

The Ready to Learn stage is the most thorough of the stages in the CABS Executive Development Program. It focuses not only on the same school and same position transition sessions, already cornerstones of the Roundtable event, but this incoming curriculum also focuses on a specific set of workshops for each of the core executive roles; President, VP Finance, VP Academics, VP Events, VP Internal, VP Marketing. All incoming executives receive a primer on *What is CABS* to prep them on the CABS circuit, along with a specialized execution session to their role.

Incoming Curriculum		CABS Executive Development Program - <i>Ready to Learn Stage</i>				
Position	President	VP Finance	VP Academic	VP Events	VP Internal	VP Marketing
Society/Portfolio Strategy	X	X	X	X		X
Governance	X	X	X		X	
Recruiting				X	X	X
Management	X	X	X	X	X	X
Execution	X	X	X	X	X	X
What is CABS?	X	X	X	X	X	X

### Incoming President Workshops

**Society Strategy** - steps in building a potent annual plan to see your society achieve its goals

**Governance** - building a greater understanding of your best bureaucratic tools in student government

**Project Management** - understanding the key steps in overseeing other executives and their key projects

**Position Specific Execution Workshop: *Methods of Leadership***

### Incoming VP Finance Workshops

**Financial Leadership** - gaining a better understanding of the CFO role that VP Finances play integrating many components of the society and how financial stewardship is a key component to long term society success

**Governance** - building a greater understanding of your best bureaucratic tools in student government and how financial policy is a useful tool when followed correctly

**Management** - understanding the key steps in leading a team to achieve the goals and objectives of your portfolio

**Position Specific Execution Workshop:** *NFPO Controllership & Reporting*

*Incoming VP Academics Workshops*

**Lobbying & Advocating** - understanding the strategies that can be utilized to break down bureaucratic barriers in the student community to achieve large scale changes for your society

**Governance** - building a greater understanding of your best bureaucratic tools in student government

**Management** - understanding the key steps in leading a team to achieve the goals and objectives of your portfolio

**Position Specific Execution Workshop:** *Expand a Conferences & Competitions Program*

*Incoming VP Events Workshops*

**Recruiting** - understanding the best ways to recruit a strong team for your portfolio

**Digital Data Analytics & Event Coordination** - gaining insights into the power of digital data and how analytics can drive higher event attendance

**Management** - understanding the key steps in leading a team to achieve the goals and objectives of your portfolio

**Position Specific Execution Workshop:** *Successful Event Management*

*Incoming VP Internal Workshops*

**Recruiting** - understanding the best ways to recruit a strong team for your portfolio

**Governance** - building a greater understanding of your best bureaucratic tools in student government and how best to manage the various documents of your society effectively

**Management** - understanding the key steps in leading a team to achieve the goals and objectives of your portfolio

**Position Specific Execution Workshop:** *Knowledge Management*

*Incoming VP Marketing Workshops*

**Recruiting** - understanding the best ways to recruit a strong team for your portfolio

**Digital Data Analytics & Event Coordination** - gaining insights into the power of digital data and how analytics can drive higher event attendance

**Management** - understanding the key steps in leading a team to achieve the goals and objectives of your portfolio

**Position Specific Execution Workshop:** *WordPress & Graphics Tools 101*

## READY TO PLAN: THE REGIONAL LEADERSHIP RETREATS

The Ready to Plan stage worked on at the regional summer events, WCLR and ECLR, have a strong focus on tying in the material from the incoming roundtable curriculum to build upon the ideas and concepts taught at the first event of the annual CABS circuit. The focus of the CABS Executive Development Program's curriculum at these events is to have experts on various topics discuss the various tools in key areas of society leadership and stewardship, and key strategies to help them prepare for a successful year. JDC Central OC and Captains annually attend ECLR, and some programming in the CABS Executive Development Program's curriculum focuses on their development too.

The WCLR and ECLR Ready to Plan stage focuses on 3 key areas:

**Organizational Development**

**Risk Management**

**Strategic Planning**

The WCLR and ECLR Ready to Plan stage also focuses on these areas:

**Developing Powerful Partnerships**

**Successful Event Management**

**Bettering a Conferences and Competitions Program**

The goal is for presidents to walk away from WCLR or ECLR with the ability to:

*Build a strategic plan and annual report*

*The next steps to grow their organization into an "ultimate BSA"*

*Knowledge on how to best deal with challenges on the path to achieving organizational goals*

The goal is for corporate and external facing VP's to walk away with:

*New strategies and tools to develop innovative partnerships with the business community*

*Greater understanding of how the corporate portfolio can lead to more successful initiatives*

*Greater knowledge of how corporate can make a stronger conferences and competitions program.*

The goal is for all and other operational VP's to walk away with:

*New strategies/tools to deal with event management and successfully develop new events*

*Knowledge on how to develop and better a conferences and competitions program*

*Knowledge on how to best deal with challenges on the path to achieving organizational goals*

The goal is for JDCC Captains to walk away with:

*Strategies and Tools on how to bid and host a CABS conference or competition*

*Knowledge on how to develop a and better a conferences and competitions program*

*Keys to success for leading a strong JDC Central delegation*

## READY TO EXECUTE: CANADIAN BUSINESS SCHOOL CONFERENCE

CBSC, the Canadian Business School Conference, is an annual event hosted in August that brings together the incoming president from each member school from across the country. A truly national event, CBSC gives these delegates the opportunity to stress test, modify, and finalize their business student government's strategies, organization development plans, and governance goals that will improve their ability to perform as student leaders in the upcoming school year.

The CBSC Ready to Execute Stage focuses on 3 key areas:

**Organizational Best Practices**  
**Bureaucratic and Politicking Strategy**  
**Execution**

The goal is for our presidents from across Canada to walk away from CBSC with the ability to:

*How to lead a not-for-profit board of directors in Canadian business*

*Better understand what initiatives or operations make their society more successful*

*Leverage new policy or governance structures to achieve their annual goals*

Ultimately, CBSC's smaller, more intimate setting is set up so that our member society presidents have ample time and opportunities to communicate, collaborate, and receive feedback in a friendly, open, informal setting. The focus of CBSC is to bridge members from different regions and bring the national representation of CABS under one roof make sure all presidents are on the same page come September. While working on personal and professional development through keynote speakers and events with the external business community, CBSC's greater focus is ensuring our member student leaders are entering their upcoming years' confident in their abilities to accomplish their goals.



## READY TO CONNECT & COLLABORATE: NBSC

NBSC, the *National Business School Conference*, is an annual event hosted mid-November by the Commerce Student Association at the Asper School of Business, University of Manitoba. NBSC is known for its great opportunity to change gears, take some time away from school after midterms, and become energized for the rest of the school year on council. Being halfway through the standard operating period for our member schools, it offers the executives who attend the opportunity to discuss challenges, opportunities, and successes thus far in the year, to get new feedback and ideas to recharge for the year, and to become cognizant of their roles in the transition and elections processes to come in the upcoming winter term.

NBSC OC and CABS have collaborated on 3 main pillars for the annual November event:

**Balance & Motivation - Team Dynamics** (*“Internal Conflict”*)

**Key Steps in the Transition Process**

**Building Networks & Keys to Career Mentorship**

## READY TO TRANSITION & GRADUATE: CABS ROUNDTABLE

CABS Roundtable is hosted annually at the end of February at the penultimate point of the CABS circuit. Roundtable hosts business student society leaders from all member schools across Canada. Each of our member schools send key executives of their incoming and outgoing executive teams for the current and upcoming academic year. This makes Roundtable the primal and initial form of Transition, a key focus of the programming for Roundtable. Roundtable is built on the basis of bringing together the outgoing leaders from across the country along with the incoming new leaders for the next year to share their key successes, trials, tribulations, and lessons learned along with every school's best practices to allow the incoming leaders to better understand their challenges that await them!

For outgoing executives, Roundtable is two-fold. Outgoing member school executives are just as responsible for the Transition process that Roundtable facilitates, sharing their student society experiences with their respective incoming executive peer group from across all the member schools. This gives unprecedented access for say an incoming executive out in the Maritimes to learn from the successes of a larger school in the West. Our similar school sessions also give a chance for schools of a similar standing and size to discuss integral issues and overcoming similar challenges.

Another important facet of our new learning curriculum for our outgoing executives is our newly unveiled Outgoing Curriculum of our CABS Executive Development Program. This curriculum completes itself at Roundtable as we focus on the executives graduating on from our conferences circuit to finish their degrees and enter the working world. The focus of this curriculum is to give offer our outgoing executives guidance on transitioning on from society (and school) life, contributing & giving back in effective manners, expanding networks & navigating opportunities, and personal career planning, positioning, & professional development.

The CABS Roundtable Ready to Transition & Graduate stage completes the process of focus on the following 5 key areas from earlier events in the CABS circuit:

- Transitioning Out & Moving On**
- Career Planning & Professional Positioning**
- Building Networks**
- Mentorship Development**
- Giving Back**

At the conclusion of CABS Roundtable, outgoing executives should feel more capable of:  
*Moving on from their society with confidence in successors and how to effectively give back*  
*Growing their networks and use mentors and other key connections to create new opportunities*  
*How to continue to give back to their community as an alumni and business professional*