



**LEAD INTERNATIONAL  
SPECIAL OPPORTUNITIES &  
INVESTMENT FUND GRANT 2008**

**Summary Outline**  
March 2008

## **LEAD International Special Opportunities & Investment Fund (SOIF) 2008**

With support from LEAD International's Special Opportunities and Investment Fund in 2007, LEAD Canada successfully re-launched the LEAD training program in Canada after an absence of six years (since the close of Cohort 8 training in 2001). The project consisted of advanced planning for Canada's participation in Cohort 12, the procurement of training program sponsorship, recruitment of LEAD Associates (principally from Canada but also from the US) and delivery of C12 training to those Associates. The project was led by a team of LEAD Fellows.

## **LEAD Canada Professional Development Program 2008**

LEAD Canada has again received support from LEAD International in 2008 through the SOIF to build upon the successful re-launch of LEAD training in Canada in 2007. The 2008 project will support the organization and offer of the second stage of the National Training Session in western Canada in the spring of 2008 (followed by participation in the International Session in Mexico City in November, 2008), the follow through on a number of developed funding opportunities, and an "entry" training activity into the US market. The project will continue to be led by a team of LEAD Fellows.

### **The goal of the project is to:**

- Build on the foundation established in 2007 of an expanded, revenue generating professional development program including short LEAD course offerings and the possibility of a Canada-US Fellows training program for Cohort 13 in 2008 and beyond.

### **The anticipated outcomes are to:**

- Graduate 6 LEAD Associates in 2008 as LEAD Fellows in Cohort 12, via participation in LEAD Canada's Fellows training program and IS in Mexico.
- Recruit 15 LEAD Associates for Cohort 13
- Transform the LEAD Canada training team into multi-capacity professional development program with the technical capacity to deliver a continued and expanding training program in 2008 and beyond.
- Complete a five year strategic (business) plan

### **Plan of activities**

- January 2008 - April 2008: Program planning, marketing, securing of sponsorship and recruitment of Associates
- February 2008 - Strategic planning session of Fellows to create business plan including US market activity, a North American program, and initial thinking around ITS Canada in 2011
- May 2008: Second national training session (complete C12, start C13)
- Fall 2008: US market activity and follow-up to initial strategic planning session
- November 2008: participation in IS Mexico City
- September - December 2008: Planning and securing of sponsorship for expanded LEAD training program in Canada in 2008, with possibility of a Canada-US Fellows training program

## **Project Rationale**

LEAD's training programs are a fundamental part of LEAD's history and reason for existence. LEAD Canada began participating in LEAD training in 1993 (Cohort 3) and last was involved in such training in 2001 (completion of Cohort 8), when LEAD Canada, as a program itself (as opposed to a stand-alone organization as it is today), was devolved by its then host institution, the National Round Table on Environment and Economy. By 2007 it will thus have been six years since there was significant Canadian participation in cohort or any LEAD training activity. The need for LEAD Canada to re-engage in this activity was obvious. It is also noted that LEAD Canada, as one of three Member Programs from the North, lends important geographic balance to LEAD training and networking, and is well-positioned to engage participants from, and develop activity in, the United States.

Another critical reason for this project is it will allow LEAD Canada to continue its initial attempts to generate significant earned income. While the Fellows training program, with the higher costs necessary for the high-level delivery, will be inherently difficult to be self-sustaining without sponsorship funding, it has also provided the foundation for LEAD Canada to start to offer short-course programs which is projected to be able to generate additional revenues such that they will, in turn, support the continued Fellows training program.

## **Other considerations**

The initial recruitment of C12 Associates in 2007 resulted in a (proportionally) significant level of interest from the US indicating that there is great potential to scale up the LC-PDP across Canada and the US. Following completion of the C12 program in Canada in the first half of 2008, LEAD Canada intends to focus on organizing revenue generating LEAD short courses for 2008-2009.

The LC-PDP will be open to Associates and participants from any country, although priority weighting will be given to Canadian (and eventually US) participants. In 2008 we will explore the possibility of expanded US offerings as well as the possibility/potential of a joint regional session with LEAD Mexico (North American focus).

**More information:** Hugh Maynard, PDP Manager, LEAD Canada – 1-866-532-3539 x 705, [hugh@quanglo.ca](mailto:hugh@quanglo.ca)