

CEOx1DAY
BY ODGERS BERNDTSON

Marketing Tool Kit for Universities & Colleges

CEOx1Day Program Future Leaders Summit

2021 / 22



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Program Overview

- Now in our eighth year in Canada, CEOx1Day gives organizations access to Canada's most promising future leaders for a day of reverse mentorship and leadership.
- Open to third- and fourth-year university and colleges students enrolled in a Canadian School are eligible to apply for the CEOx1Day Future Leaders Summit.
- CEOs and their companies benefit from the opportunity of connecting with the next generation of future leaders. It will provide opportunities to learn from and network with some of Canada's most impressive CEOs and CHROs.
- CEOx1Day is exclusive to Odgers Berndtson.
- The program was founded over 10 years ago in Germany and now runs in more than 10 countries worldwide, including the United Kingdom, Spain, Brazil, Belgium, Australia, South Africa, and Singapore.
- To date more than 120 Canadian organizations have participated in Canada including: PayPal, Lululemon, Cineplex, Manulife, IKEA, MEC, De Beers, VanCity, Plan Canada, and Amnesty International. [Click here to see more past participants.](#)
- In Canada, the program has run for 7 years (since 2013) and has matched third- and fourth-year students from Canadian universities and degree-granting colleges with CEOs across the country for a day of mentorship and learning.
- On February 25th, 2022, we will host the CEOx1Day Future Leaders Summit to provide leadership development, career insights, and executive networking opportunities to some of Canada's most promising future leaders. With the summit taking place virtually we are able to inspire and be inspired by more students across Canada.
- The summit will feature 5 CEOs and 4 CHROs from various industries across Canada.
- Each year we receive hundreds of student applications. In 2022, we will select the top 50 students to attend the summit.
- Our student participants want to learn about CEOs and CHROs background, career path, leadership approach and outlook on the future of work.



Eligibility

All third- and fourth-year university and college students enrolled in a Canadian School are eligible to apply for the CEOx1Day Future Leaders Summit. The two phases of the selection process include: Phase 1 Applying for CEOx1Day and Phase 2 Online Leadership Assessment & Interviews (Semi-Finalists Only).

Eligibility

Follow these two phases and you could be a CEOx1Day!

Eligible students must complete, and submit, an online application, which will be reviewed carefully by Odgers Berndtson's team of leadership experts. Applications must include:

The two phases of the selection process include:

PHASE 1 APPLYING FOR CEOX1DAY (October 25 to November 25, 2021)

Eligible students must complete, and submit, an online application, which will be reviewed carefully by Odgers Berndtson's team of leadership experts. Applications must include:

- Contact information
- The name of the university or college the student attends as well as the name of the program they are enrolled
- A resumé summarizing the student's paid and unpaid work experience, extracurricular activities, community involvement, charity work, and any awards received
- Academic transcripts
- A written response to the essay questions provided, highlighting the student's thoughts on leadership

Evaluation Criteria for Phase 1: Applications will be evaluated based on each student's GPA, the breadth of their work, volunteer experience, extracurricular activities, and the quality of their responses to the essays/questions provided on leadership.

Approximate Time Commitment: 2 hours



PHASE 2 ONLINE LEADERSHIP ASSESSMENT & INTERVIEWS (December 6 to December 15, 2021)

A group of semi finalists will be selected to proceed to Phase 2, which will involve the completion of an online Hogan CEOx1Day Assessment that profiles their skills, competencies, leadership styles, and opportunities for development.

Hogan has developed a custom leadership assessment for CEOx1Day applicants that identifies the strengths and competencies of confident and ambitious individuals who handle stress effectively, are politically astute, dependable, and who value learning and developing new skills.

In addition, students will also be invited to participate in a virtual interview process with Odgers Berndtson Consultants via video conference. These interviews will mirror a real-life job search and interviewing session.

Evaluation Criteria for Phase 2: Semi-finalists will be assessed on how well they present themselves, communicate, and think on their feet, as well as the quality of their answers to the interview questions, and their overall fit with participating CEOs.

The final evaluation will consider each semi-finalist's performance in the Hogan CEOx1Day Assessment coupled with the interviews.

CEOx1DAY FUTURE LEADERS SUMMIT (February 25, 2022)

Canada's most promising future leaders/finalists will be invited to attend the CEOx1Day Future Leaders Summit on February 25, 2022.

With the summit taking place virtually, we are able to inspire and be inspired by more students across Canada and allow for the furthest reach possible.

Finalists will learn from, and network with, some of Canada's most impressive CEOs and CHROs. These CEOs and CHROs will provide leadership development and career insights, and touch on topics like the future of work and what organizations are looking for when they recruit young talent.

Participating CEOs will share personal insights about their backgrounds, career paths and how they create value in their organization in a panel discussion and breakout sessions. Sessions will be tailored to the CEO and organization to ensure an experience that is both meaningful for the CEOs and our student finalists.

In these breakout sessions the CEO and the students will tackle the question of what the future of the workplace or leadership is, or what future leaders could offer to organizations. CEOs may provide a virtual tour or invite students to help them address a real-life business scenario. Each session will be unique, meaningful and a memorable experience for both the students and CEO.

[To see the CEOx1Day Future Leaders Summit Full Day Agenda: click here](#)



Application Period

Applications for the program will open Monday, October 25th until Thursday, November 25th at midnight in your local time zone. Students can access the application using this link: www.ceox1day.ca/apply-now.

OR

Students may apply online at www.ceox1day.ca between Monday, October 25th and Thursday, November 25th at midnight in your local time zone.



2021/22 CEOx1DAY Future Leaders Summit Participating Companies

AECON



**Digital Research
Alliance** of Canada

**Alliance de recherche
numérique** du Canada

2021/22 CEOx1DAY Program & Future Leaders Summit Timeline

Program will launch October 25th, 2022, and we announce our finalists in January 2022. Future Leaders Summit is February 25, 2022!

Phase 1

- October 25 to November 25
- Program Launches
- Applications Open for students to apply
- Resume, Transcripts, Social background check, & Questions
- Promotion on social media and press release on Canadian News Wire announcing participating CEOs and CHROs and organizations

Phase 2

- December 6 to December 15th, 2021
- Semi-finalists undergo Leadership Assessment & virtual Interviews

Finalists Announced

- January 12th, 2022, Finalist students are announced via email and social campaign
- Partnered with a CEO / outreach and profiles prepared

CEOx1Day Future Leaders Summit

- February 25, 2022
- Top 50 Finalist Students from Universities and Colleges across Canada get to learn from Top CEOs and CHROs for a Day | Media Opportunities



Our Partners

Every year, CEOx1Day partners with leading national and international organizations:



[The Globe and Mail](#) offers the most authoritative news in Canada, featuring national and international news.



[TalentEgg](#) is a job board and a career resource for students, recent grads and early-career professionals in Canada. TalentEgg helps you serve your current students and attract prospective students in the most unique ways possible. Through custom and personalized marketing campaigns, TalentEgg ensures that your educational institution's mission, vision and goals are clearly communicated and delivered to the right target audience – your ideal potential students



[Hogan Assessments](#) is the personality assessment leader. Reduce turnover & increase productivity by hiring the right people, developing talent and evaluating leadership potential.



[Indspire](#) is a national Indigenous registered charity that invests in the education of First Nations, Inuit and Métis people for the long term benefit of these individuals, their families and communities, and Canada.

Our vision is to enrich Canada through Indigenous education and by inspiring achievement. In partnership with Indigenous, private and public sector stakeholders, Indspire educates, connects and invests in First Nations, Inuit and Métis people so they will achieve their highest potential.



[CABS](#): The Canadian Association of Business Students (CABS) is a not-for-profit organization that represents over 85,000 business students from 25 universities across Canada. It exists to advance the interests of Canadian business students and improve their undergraduate experience through the development of their respective student groups. By maximizing the potential of these future leaders, it aims to create a vibrant national community driven by excellence in the Canadian business environment.

[JDC CENTRAL](#): Competition brings together the brightest business students in Eastern Canada. With over 500 delegates from nine of Central and Atlantic Canada's top business schools, JDC Central is one of Canada's largest undergraduate business competitions

Timeline

CEOx1Day Future Leaders Summit

February 25, 2022

10:00am – 10:05am EST

Settle the room

10:05 – 10:30am

WELCOME & KICK OFF

Confidential CEO and student alumni with OB CEO/President

10:30 – 11:30am

CEO PANEL DISCUSSION

11:30 – 12:30pm

CEOx1DAY BREAKOUT SESSIONS

(10 students per CEO)

Topic to be CEO driven to create a reverse mentorship opportunity.

12:30 – 1:00pm

BREAK

1:00 – 1:30pm

HOGAN ASSESSMENT GROUP DEBRIEF

1:30 – 2:30pm

CHRO PANEL DISCUSSION

2:30- 2:40pm

CLOSING & WRAP

2:45pm

OPTIONAL NETWORKING + SOCIAL



Why Should I Encourage Students to Apply? Program Benefits

- Real-world experience: The rigorous selection process provides valuable skills and experiences for future job search.
- Deep insights into personal leadership skills: Many applicants will have the opportunity to receive a personalized leadership assessment by Hogan Assessments. The report will provide feedback on leadership skills, including relationship-building, goal-setting, and strategic thinking, in addition to areas of development.
- Professional networking exposure: Finalists will have the opportunity to network with the participating CEOs and CHROs as well as Odgers Berndtson executive search and leadership development experts.
- Practical career management advice: Finalists will hear from current CEOs about how they managed their careers, what challenges they overcame, and what they are looking for in young talent.



How to Promote CEOx1DAY

University Channels

- Promote the program in your university's e-newsletters, bulletins/newspapers, social media, job boards and more!
- Post the CEOx1Day posters around campus & in your office!

Directly to Students and Student Success Program and Community Programs

- Engage leaders from on-campus student clubs and associations to promote CEOx1Day to their members & peers
- Identify top students and approach them about CEOx1Day

Engage & Reach out to Us!

- Follow and engage with [@ceox1day](#) on [Twitter](#) & [Instagram](#)!
- If you need more materials or have any ideas on how to promote the program, we're all ears and willing to help! Just contact us at ceox1day.canada@odgersberndtson.com

Faculty & Deans

- Communicate with engaged Deans and Faculty members about the program
- Encourage them to promote CEOx1Day to their top third- and fourth-year students!



Important Links

Website

Our website www.ceox1day.ca has the most up to date information about CEOx1Day for students and universities/ colleges alike.

Social Media Channels

We will have an active social digital campaign this year and encourage you to share and reshare and post!

We're active on Twitter and Instagram from October until the program wraps up in March. We encourage you to engage with us, participating companies and universities/ colleges to get the word out about CEOx1Day!

Twitter	Instagram	YouTube	Facebook	Hashtag
@ceox1day (Primary) @odgersberndtson (Secondary)	@ceox1day	Odgers Berndtson Canada	CEOx1Day Canada	#ceox1day #ceox1daycanada

Use the [@odgersberndtson](#) Twitter handle when mentioning:

Who created the CEOx1Day Program	Who selects each round's candidates & finalists
Who is running the Program	Who has selected the Semi Finalists for the CEOx1Day
Who selected the participating CEOs and CHROs	Who has selected the Finalists for the CEOx1Day Future Leaders Summit
	Who will be hosting the Future Leaders Summit



Sample Social Posts

DATES	UNIVERSITY SUGGESTED POST	IMAGE	IMAGE
20-Oct	Coming Soon – Be ready!		
25-Oct	Calling all 3rd and 4th year @University/College students. We're helping @odgersberndtson find Canada's most promising young talent to participate in their #CEOx1Day Future Leaders Summit. Could it be you? Applications open today! Learn more: https://www.odgersberndtson.com/en-ca/ceox1day/apply-now	CEOx1_Applications OPEN_Today	
October		CEOx1_Applications OPEN_DATE	
09-Nov	Need help with your #CEOx1Day Future Leaders Summit application? Contact your career centre or student success leader on campus – we can help! <link to career centre website> Want to learn more about @odgersberndtson's program? https://www.odgersberndtson.com/en-ca/ceox1day/apply-now		
18-Nov	If you're a 3rd or 4th year student @University/College and you haven't applied for @odgersberndtson's #CEOx1Day Future Leaders Summit, time is running out! Apply now: https://www.odgersberndtson.com/en-ca/ceox1day/apply-now	CEOx1Day_7 Days Left 2021	
25-Nov	Today's the last day to submit your application for @odgersberndtson's #CEOx1day Future Leaders Summit! ATTN all 3rd & 4th year @university students - apply now! https://www.odgersberndtson.com/en-ca/ceox1day/apply-now	CEOx1_Applications CLOSE_TONIGHT	
26-Nov	Applications are now closed but stay tuned for Finalists announced in January 2022!		
12-Jan	Finalist Student Names, Program, University and CEO match Announced!!!		
25- Feb	Future Leaders Summit		





CEOx1DAY

BY ODGERS BERNDTSON

Vancouver | Calgary | Toronto | Ottawa | Montreal

www.ceox1day.ca

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