



# 2010 LEADERSHIP DEVELOPMENT PROGRAM

Send us your  
**BEST...**  
We'll send  
them back  
**BETTER!**



UNIVERSITY  
of MANITOBA

Extended Education

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## UNITED WAY OF WINNIPEG'S LEADERSHIP DEVELOPMENT PROGRAM

Each fall, United Way's Leadership Development Program gives community-minded employers an excellent opportunity to make an investment in strengthening our community. By loaning one of your most valuable resources – your employees – to participate in our annual campaign you are also making an investment in your workplace.

This fall, Sponsored Executives (SEs) will benefit from a unique professional development experience - one that is designed to enhance their skills and teach them new ones as they increase their understanding of vital community issues. The result: employees bring added value when they return to your workplace.

Serving as an extension of United Way campaign staff, Sponsored Executives provide direction and support to annual campaign volunteers in workplaces throughout the city. They work full-time with United Way of Winnipeg for a fourteen week period.

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### BENEFITS FOR YOUR ORGANIZATION

This is an opportunity for you as an employer to provide your employees with professional development recognized by the University of Manitoba. Participants learn skills in areas such as fundraising, project management, public speaking, team building and customer relations.

The Leadership Development Program will provide you with the opportunity to:

- Discover and test your employees' leadership potential
- Provide your employees with valuable experience that can immediately be applied to your organizational needs
- Demonstrate your organization's commitment to the community

### WE RECOGNIZE YOUR INVESTMENT

United Way's Leadership Development Program is also a great way to increase the profile of your organization. Recognition benefits include:

- Your support acknowledged in each of the many workplace presentations given by your employee
- Your organization's name on:  
*Your representative's SE business card*  
*The Sponsored Executive 'Thank You' advertisement in the Winnipeg Free Press and Winnipeg Sun in January 2011*  
*Banner signage at United Way of Winnipeg's Campaign Kick-Off and four public report sessions*
- Acknowledgement in United Way of Winnipeg's Annual Report and Salute to Organizations



At MTS Allstream, we're committed to the communities in which we live and work. A strong community isn't defined by geography alone. It's defined by people brought together by shared goals and expectations, working toward a better future.

United Way's Leadership Development Program aligns directly with these principles. Not only do staff receive accredited training, they learn about the social issues affecting all of us while taking an active role in bringing about positive, lasting change. This personal and professional development benefits our employees, our company, and our community.

**Kelvin Shepherd**, *President, MTS*

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## BENEFITS FOR YOUR EMPLOYEE

Certification of United Way's Leadership Development Program is offered in partnership with the University of Manitoba. Throughout their involvement at United Way, Sponsored Executives receive continuous on-the-job training. SEs return to your organization with transferable skills, improved confidence and increased productivity. The skills they have developed are identified and highlighted in a formal evaluation and sent to your workplace to ensure that their new capabilities can be put to use. These skills may include:

### Relationship Management

- Working effectively as a team member
- Effective sales negotiation
- Excellent customer service techniques

### Strategic Thinking

- Analysis of hard and soft information
- Plan development
- Identification of opportunities

### Project Management

- Goal setting and achievement
- Leadership and facilitation skills
- Time management



United Way's Leadership Development Program has provided a tremendous opportunity for members of the Manitoba public service to broaden their personal networks and develop new skills.

Working within the United Way Campaign is another way of providing public service. It brings our employees into direct contact with a wide circle of people who are committed to strengthening our community. Those who have participated in the Leadership Development Program have returned with great stories and fresh perspectives on their own work.

### Paul Vogt

*Clerk of the Executive Council, Province of Manitoba*

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## GET INVOLVED

**Loan us an Employee.** Ideal candidates for the Leadership Development opportunity are confident, self-reliant team players. Countless professions have been represented on our Sponsored Executive teams in past years – from researchers to firefighters and from new employees to senior managers. The wide variety of workplaces that participate in the annual campaign ensure that there are opportunities for people with diverse skill sets and experiences.

**Support a Team Member.** If you are unable to loan us a member of your staff, your organization always has the option of giving financial support. Sponsorship dollars are used to hire additional SEs to complement the team, as well as to support certain aspects of training and development throughout the fourteen week program.

### 2010 Leadership Development Program

TERM 1 **August 3 – November 5**

TERM 2 **August 23 – November 26**

### Additional Requirements

- Use of a vehicle and valid driver's licence
- Mileage allowance and expense account for incidental campaign events

### Optional

- Company cell phone
- Laptop

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## WHO WE'RE LOOKING FOR

In order to maximize your return on investment, it is recommended that your representative be:

- Passionate about the community
- A potential leader
- Comfortable in a team environment
- Confident
- Up for a challenge
- A problem solver
- Goal oriented
- Innovative
- Team player

# 2009 LEADERSHIP DEVELOPMENT PROGRAM PARTICIPANTS

United Way would like to thank the following organizations for sending their best:

- CIBC
- City of Winnipeg
  - Corporate Services
  - Fire Paramedic Service
  - Transit
- Credit Union Central, Cambrian, Assiniboine & Casera Credit Unions
- EDS, an HP company
- Government of Canada Workplace Charitable Campaign
  - Agriculture & Agri-Food Canada, Farm Income Programs Directorate
  - Canada Border Services Agency\*
  - Canada Revenue Agency\*
  - Indian & Northern Affairs Canada
  - Industry Canada
  - Service Canada
- Manitoba Lotteries Corporation
- Manitoba Blue Cross
- Manitoba Hydro\*

- Manitoba Public Insurance\*
  - MGEU/Winnipeg Regional Health Authority
  - MLCC\*
  - MTS Allstream\*
  - Province of Manitoba
    - Agriculture, Food & Rural Initiatives
    - Executive Council
    - Finance
    - Labour & Immigration
    - Science, Technology, Energy & Mines
  - RBC Royal Bank
  - Red River College
  - Scotiabank
  - TD Bank Financial Group
  - Workers Compensation Board
- \* indicates companies that sent more than one Sponsored Executive

Thank you also to the Province of Manitoba and the following departments for providing financial support:

- Advanced Education and Literacy
- Civil Service Commission
- Conservation
- Culture, Heritage and Tourism
- Competitiveness, Training and Trade
- Education, Citizenship and Youth
- Family Services and Housing
- Infrastructure and Transportation
- Intergovernmental Affairs
- Health and Healthy Living
- Water Stewardship



I was able to take the skills and confidence I gained as a Sponsored Executive back to my workplace and become a more efficient employee.

Along the way I met a great group of people and have a better understanding of United Way and the difference support for this organization makes in our community. I was honoured to be part of the team.

**Nicole Drysdale**, 2009 Sponsored Executive, RBC Royal Bank

As a Sponsored Executive, I gained organizational and time management skills and learned a lot about working as part of a team.

As someone who has benefitted from United Way supported programs and services, I also gained confidence and experienced personal growth and healing by sharing my own story.

I was proud to do something that supports the almost 100 agencies knowing it's giving hope to people all around Winnipeg.



**Cecilia Baker**, 2009 Sponsored Executive, Manitoba Hydro



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