

The Exchange

Buckle your seatbelt. It's time for your business to takeoff.

The Exchange is the catalyst for women entrepreneurs ready to harness their true potential and take their businesses to the next level of growth and profitability. Offered over a three-year term, the heart of the experience begins with a tailor-made "Board" designed to nourish your courageous spirit and bring out your very best. Boards will consist of 8-12 women entrepreneurs also known as "Board Members" who have been carefully selected to exchange knowledge and lessons learned along their business journey. Finally, your Board will have a "Chair" appointed; her wealth of experience as a successful businesswoman combined with a passion for entrepreneurship sets the stage for 7 months of enriched learning.

Through dynamic peer learning, retreats, presentations from inspiring and well-seasoned experts, and networking opportunities, each part of this program is crafted to hone your business acumen and entrepreneurial nerve. While you are investing in your own personal growth and supporting other women owned businesses in your Board, you will also positively impact the gender gap that currently exists in the Canadian entrepreneurship ecosystem.

Exchange Board Meetings

The program will be delivered through monthly 2-hour sessions or "Board Meetings" starting in September 2022. Your Board will engage you through an exchange of stories where you share as much of your own success and strife as you are comfortable with. An expert may be invited to a session to share wisdom and advice with the opportunity for Q & A. Your Growth Coach will lead roundtable and accountability discussions to help you get the most from your experience in The Exchange.

Exchange Meets

We understand that building your network is as important as the knowledge you gain throughout the program. For this reason, we have introduced a networking component called "Exchange Meets" where you do precisely that: meet. While scheduled but not structured, enjoy virtual coffee meet ups in a relaxed atmosphere with fellow business owners who share the same zest for entrepreneurship as you do. We hope and genuinely believe that some of these new business relationships with other Board Members could last a lifetime.

Exchange Meets is optional but highly encouraged and takes place virtually once a month (date and time to be determined).

Exchange Virtual Retreats

Infused into the program are retreats designed to inspire your journey and bring you a feeling of connection to the WESK community and other Exchange Board Members. You will hear from keynote speakers who share stories of perseverance in how they built their businesses as well as what challenges they are facing now and into the future. With riveting programming that's sure to keep you engaged, your knowledge as an entrepreneur will be strengthened with real life case studies unmatched by any simulation.

Schedule at-a-Glance

This program is offered virtually from September 2022 to March 2023. These are 2-hour Board Meetings, dates and times to be determined.

Date	Topics*
September 2022	Opening Retreat
October 2022	Working Session – Growth Plan Template
November 2022	Working Session – Growth Plan Template
December 2022	Working Session – Growth Plan Template
January 2023	Pitch Growth Plan to Panel of Established Entrepreneurs
February 2023	Working Session – Using Feedback to Finalize Growth Plan
March 2023	Closing Retreat and Celebration Gala

*subject to change. See the official program page for the latest information.

The Exchange Manifesto

The Exchange is aptly named because it's a place to exchange knowledge.
 It was designed for women entrepreneurs to feel comfortable in exchanging their stories.
 By exchanging our stories, we learn and grow from each other's success and strife.
 We exchange solutions to problems we may not yet have encountered.
 We also exchange problems with what we thought were solutions that didn't work out.
 When we exchange, we can feel exposed, nervous, and maybe vulnerable.
 If you do feel that way, you are doing something right.
 It is then and only then that The Exchange gets its power.
 The same way you will learn from another woman's experience, she will receive wisdom from you.
 That exchange is rarely as powerful as when shared through real experience.
 No textbook can replace that.
 So bring your experiences. All of them.
 Together, we will exchange success.
 All because you said yes to exchanging your story.



Official Program Details

For the most comprehensive and up-to-date details on The Exchange, please visit our official program page at:

<https://wesk.ca/programs/the-exchange/>

Investment

In consideration of all the features and benefits that defines The Exchange, we feel you will find substantial value in the program. The cost for Year 3 of The Exchange is \$375 (+GST) and includes a Changemaker membership.

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