

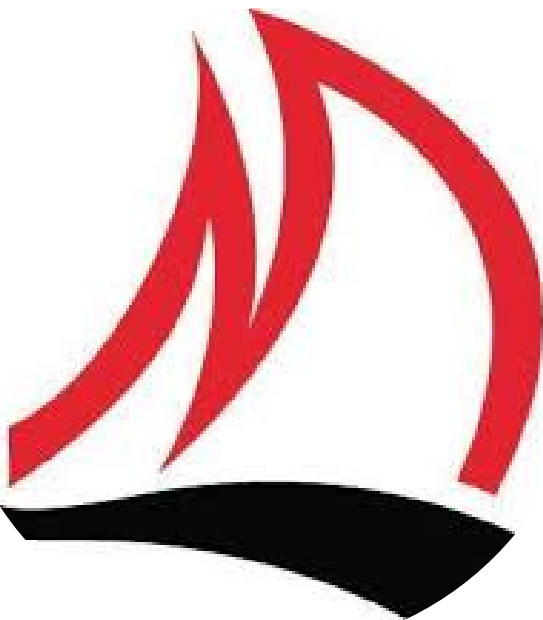
THE WALLACE MCCAIN INSTITUTE (WMI)

BACKGROUND:

The Wallace McCain Institute at UNB was founded in 2006 and currently runs programs for high potential entrepreneurs and strategic leaders in Atlantic Canada to equip them with tools to help them grow bigger, faster. WMI operates as a non-profit institute with only two staff including the executive director. In addition to managing 3-5 intense first-year peer-group programming, they also continue to support and bring value to a growing alumni membership that now includes more than 400 individuals. The economic impact of only their Entrepreneurial Leaders Program (founders and CEOs) can be measured in over 8000 employees and over 1 Billion in revenue.

THE SITUATION:

An experienced Advisory Committee and the Executive Director guide the Wallace McCain Institute. Program delivery is primarily offered through carefully selected moderators as freelance contractors. The growing administration, operational process and organizational upkeep were identified as a growing challenge that needed addressed not only for the present but for the long term.



THE SOLUTION:

After a period of discovery and consulting with Pragmatic, the decision was made to invest in administrative automation and digital tools to minimize the future operational labour requirements and optimize for outsourced support. This project included research, project management, process improvement and implementation. Pragmatic oversaw the development of a new website, mobile application and a series of new digital tools that allow all active alumni to directly interact with digital systems and minimize administration for WMI. After a period of documentation or design of improved processes, we also took ongoing responsibility for administrative tasks and play a role in the ongoing development of automation and new tools. Examples of digital tools implemented and/or managed by Pragmatic in the effort of streamlining operations include FormAssembly, Mailchimp, WordPress, Salesforce, EasiApps, GetFeedback, Monday.com, Gsuite, Dropbox, Eventbrite, Calendly, Zoom, Apple iCloud, Slack and more.

