



2024 CEOx1Day Program Tool Kit



Contents

Program Overview & Timeline	3
Benefits to Your Students	4
Participating Organizations	5
Promoting to Students	6
Sample Social Posts	7
Program Partners	8



Program Overview & Timeline

- Now in our tenth year in Canada, [CEOx1Day](#) provides the country's most promising undergraduate students a coveted opportunity to learn from and network with some of Canada's most impressive CEOs and CHROs.
- All third- and fourth-year undergraduate university and college students enrolled in a Canadian school are eligible to apply for the CEOx1Day Program.
- The CEOx1Day Program is exclusive to Odgers Berndtson. Founded 14 years ago in Germany, it now runs in more than 10 countries worldwide, including the UK, Spain, Brazil, Belgium, Australia, South Africa, and Singapore.
- Each year we receive hundreds of student applications. For the 2024 program, the top 60 students will be selected as Semi-Finalists to participate in the regional Career Development Days. The top 30 students will be selected as Finalists to participate in individual days of mentorship, shadowing their matched CEO.
- Between January 22 and February 1, 2024, Odgers Berndtson will host the CEOx1Day Semi-Finalists for Career Development Days in our Odgers Berndtson offices. Across Canada these events will include a Hogan Assessment debrief, a CHRO panel, and speed interviews to determine the 30 Finalists. The regional dates are as follows:
 - Toronto: Monday, January 22
 - Ottawa: Wednesday, January 24
 - Montreal: Thursday, January 25
 - Calgary: Tuesday, January 30
 - Vancouver: Thursday, February 1
- In between March 4-29, 2024, CEOx1Day Finalists will spend a day of mentorship with their paired CEO.
- Program updates are available via our [CEOx1Day Instagram account](#).

PHASE 1 APPLICATIONS	PHASE 2 CAREER DEVELOPMENT DAYS + SPEED INTERVIEWS	PHASE 3 CEO MENTORSHIP
September 18 – October 29, 2023	January 22 – February 1, 2024	March 4 – 29, 2024
<p>Applicants will be evaluated on the quality of each student's responses, breadth of their paid and unpaid work experience, and GPA.</p> <p>Semi-Finalists will be announced in December 2023.</p>	<p>Semi-Finalists will be assessed on how well they present themselves, communicate, and think on their feet throughout the day, in addition to the quality of their answers in the speed interviews.</p> <p>Finalists will be announced mid-February 2024.</p>	<p>Finalists earn the opportunity to spend a full day of mentorship shadowing their matched CEO.</p>



Benefits to Your Students

- **Networking:** Finalists will have the opportunity to network with the participating CEOs and CHROs as well as Odgers Berndtson executive search and leadership development experts.
- **Career Management Advice:** Finalists will hear from current CEOs and CHROs about how they managed their careers, what challenges they overcame, and what they are looking for in high potential talent.
- **Internship Opportunities:** Finalists will have an opportunity to be considered by Odgers Berndtson for a summer internship or full-time placement after they have graduated.
- **Leadership & Personal Brand Development:** Semi-Finalists will receive a personalized leadership assessment by Hogan Assessments and debrief. The debrief will provide feedback on leadership skills, including relationship-building, goal-setting, and strategic thinking, in addition to potential blind spots and areas of development.
- **Job Search Experience:** The rigorous selection process provides valuable skills and experience for future job searches.



Participating Organizations

Toronto



Ottawa



Montreal



Calgary & Edmonton



Vancouver



Promoting to Students

- Reshare content from our Instagram, TikTok, Twitter, and Facebook to post directly on your school's social channels.
- Use information in this toolkit to promote the program in your university's e-newsletters, career opportunity boards, and more.
- If you need more materials or have any questions, contact us at ceox1day.canada@odgersberndtson.com.
- Our website www.CEOx1DayCanada.ca has the most up to date information about the program for students and their schools.

Instagram	TikTok	Twitter	Facebook	Hashtag
@CEOx1Day_Canada_/	@CEOx1Day	@CEOx1Day	CEOx1Day Canada	#CEOx1Day

Use the @OdgersBerndtson handle when mentioning:

<ul style="list-style-type: none"> ■ Who created the CEOx1Day Program ■ Who is running the program ■ Who selected the participating CEOs and CHROs 	<ul style="list-style-type: none"> ■ Who selects the Semi-Finalists & Finalists ■ Where the Odgers Berndtson Career Development Day will be taking place
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Sample Social Posts

DATES	SCHOOL SUGGESTED POST
Sept-18	Calling all 3 rd and 4 th year @University/College students. We're helping @OdgersBerndtson find Canada's most promising young talent to participate in their #CEOx1Day Program. Could it be you? Applications open today! Learn more: www.CEOx1DayCanada.ca
Oct-2	Need help with your #CEOx1Day Program application? Email ceox1day.canada@odgersberndtson.com – they can help! Stay up to date with the program announcements by following @ceox1day_canada_/
Oct-16	If you're a 3 rd or 4 th year student @University/College and you haven't applied for @odgersberndtson's #CEOx1Day Program, time is running out! Apply now: www.CEOx1DayCanada.ca
Oct-24	ATTN all 3 rd & 4 th year @University/College students – Sunday is the last day to submit your application for @odgersberndtson's #CEOx1Day Program! Don't forget to apply for a chance to shadow a CEO: www.CEOx1DayCanada.ca
Feb-15	Congratulations to our @University/College #CEOx1Day Program Finalists!



Program 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.

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



■ ODGERS BERNDTSON

<https://www.odgersberndtson.com/en-ca>