



2025 CEOx1Day Program Tool Kit



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Program Overview & Timeline

- Now in our eleventh 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 second-, 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.
- Each year we receive hundreds of student applications. For the 2025 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 27 and February 6, 2025, 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 27
 - Ottawa: Wednesday, January 29
 - Montreal: Thursday, January 30
 - Calgary: Tuesday, February 4
 - Vancouver: Thursday, February 6
- In between March 3-28, 2025, 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 16 – November 15, 2024	January 27 – February 6, 2025	March 3 – 28, 2025
<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 2024.</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 in February 2025.</p>	<p>Finalists earn the opportunity to spend a full day of mentorship shadowing their matched CEO.</p>



Benefits to Your Students

- **Direct Access to Executives:** Finalists will have the opportunity to get a firsthand look at what a day in the life of a CEO is like.
- **Networking:** Finalists will have the opportunity to network with participating CEOs and CHROs from prestigious organizations, ambitious peers from top Canadian schools, and 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. For Semi-Finalists, this includes speed interviews with Odgers Berndtson executives.
- **Exposure to a Corporate Office Environment:** Semi-Finalists will spend a day at one of Odgers Berndtson's offices located in major downtown areas across Canada, getting exposure to a professional environment.



Participating Organizations

Toronto



Ottawa



Montreal



Calgary & Edmonton



Vancouver



Promoting to Students

- Reshare content from our Instagram, TikTok, and LinkedIn 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	LinkedIn	Hashtag
@CEOx1Day_Canada_/	@CEOx1Day	CEOx1Day Canada	#CEOx1Day

Use the @OdgersBerndtson handle when mentioning:

- Who created the CEOx1Day Program
- Who is running the program
- Who selected the participating CEOs and CHROs
- Who selects the Semi-Finalists & Finalists
- Where the Odgers Berndtson Career Development Day will be taking place

Nominating Your Students to Participate

NEW TO THE 2024-25 PROGRAM | We invite you to nominate students who are keen to grow their leadership capabilities, committed to making a positive impact in their community, and who are ready to take their professional growth to the next level.

Once nominated, the student will be notified and encouraged to apply.

The CEOx1Day Student Selection Committee will take nominations into consideration throughout the process.

Nominate a student to apply to participate in the CEOx1Day Program [here](#).



Sample Copy to Leverage for School Newsletters, Intranet, & Social Media

The CEOx1Day Program is designed to support the leadership development of ambitious undergraduate students across Canada, providing career insights and networking opportunities with some of the country's most impressive CEOs and their executive teams.

Finalists earn a full day of mentorship with a CEO!

Semi-Finalists attend a Career Development Day, receiving practical tips and tools to enable a successful career launch, in addition to preparing selected students in advance of their CEO mentorship day.

Some of this year's participating organizations include:

- Roche Canada Pharmaceuticals
- Spin Master
- The Hospital for Sick Children (SickKids)
- Scouts Canada
- Enactus Canada
- Ontario Lottery and Gaming Corporation (OLG)
- Toronto Humane Society

Benefits for participating students include:

- Professional networking exposure
- Practical career management advice
- Internship opportunities
- Deep insights into personal leadership skills
- Job search experience
- Personal brand development

Applications are open from September 16 – October 31, 2024.

Questions about your application? Reach out to ceox1day.canada@odgersberndtson.com.

To learn more and to apply: www.CEOx1DayCanada.ca



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.

