



## About Roman 3 Solutions:

### **W. Coby Milne** – *Partner*

Coby leads the Public Sector Innovations, which includes our Operations and Collaborations divisions, which support municipalities and NGOs in community and economic development as well as human resources. We provide community and economic development consulting services, strategic planning, leadership and HR training, workforce development, collaboration, and implementation strategies. Coby has been a visionary executive and community leader for over over 10 years. He has worked alongside people from all walks of life and has a track record for fostering success and engagement in everyone he works with. Coby is a workforce specialist who specializes in progressive HR and talent development. He has a master's degree from St. FX in Adult Education, focused on building essential workforce skills. Coby is also an industry expert in experiential learning and gamification. He has close to 10 years of experience building a highly engaging curriculum that successfully engages learners at all levels. These programs have proven successful with learners who have wide-ranging education levels, from pre-high school to post-doctoral, recent immigrants to lifelong residents, low skilled to highly specialized.

### **James Schofield** – *Partner*

With a background in the public sector offering strategic business services to Small and Medium Businesses (SMBs) and a degree in Human Resource Management and Labour Relations from Athabasca University, James Schofield has been reshaping the way municipal and provincial agencies engage with private business. James researched, developed and implemented a framework for a pilot project through Employment Nova Scotia. This project was the foundation of the Employer Engagement Specialist program that is now offered across the Province by Nova Scotia Works agencies to support small business workforce challenges. James continues to work to improve strategic supports for SMBs by redesigning and mentoring regional economic agencies in providing full-scale business services focused on business acceleration. James is also a skilled facilitator having run educational workshops for the Nova Scotia Government and General Employees Union (NSGEU) ranging from a single day to full week training.

## Program Overview

The future success of any business is dependent upon their ability to take advantage of new and emerging opportunities. While an essential component of any business strategy, being ready and able to capitalize on new and emerging opportunities is difficult in isolation. This is why many businesses gravitate toward collaborative business groups such as a chamber of commerce, business improvement district, or industry association. Business managers and owners often understand the importance of working together to share information, opportunities, and resources. Despite the value the groups and associations bring to their members, the majority of businesses involved have a passive form of participation. They're willing to receive information, may attend events, and will usually take advantage of information, supports or resources that are made available by the group or association, however, these engagements are passive. What if businesses could get far more from their membership, and even more from the connection to other businesses that these groups represent?

One of the most overlooked aspects of membership in an association or chamber is that they can be a catalyst for collaboration. Both for businesses to collaborate with each other and to collaborate with the association itself.

- Collaboration builds capacity:
  - business can share resources or staff to cut costs and increase opportunities.
- Collaboration creates incremental success:
  - increasing operating hours of a town,
  - developing cross-promotion campaigns,
  - creating tools for visitors,
  - developing new events,
  - taking advantage of new branding or promotion opportunities and strengthen collaboration with the BID,
  - community-wide, and among themselves in smaller independent efforts.
- Collaboration creates Collaborative Procurement opportunities:
  - businesses can work together to leverage bulk pricing of commonly used items or services or cost-share on something to support multiple businesses.
- Collaboration helps build a stronger sense of community:
  - business owners know that sharing, mentoring, and passing on wisdom and advice is a crucial element for making your town or industry welcoming to new or expanding business.

*“If you want to go fast, go alone. If you want to go far, go together.”*

*-African Proverb*

## Your Collaborative Advantage: Strategic Collaboration

One of the greatest challenges to businesses investing in collaboration is not knowing when and where to look for collaborative opportunities that will help grow their business. This is why it is critical to understand the foundation of strategic collaboration and have the knowledge and tools to take full advantage of opportunities as they arise.

In this course, the focus is to understand the foundation of building a successful collaboration strategy, how to embrace a culture of innovation in the workplace, how to mitigate risk when exploring new opportunities, and how to build a collaboration plan with strategic intent.

In Strategic Collaboration you will receive a customized training experience to become a more skilled and confident project leader. This will help you see pathways for success through openness to collaboration, have a more strategic mindset, manage risk, and effectively lead your organization into the future.

The focus of this training is on the following core collaboration elements:

1. **Understanding collaboration and it's relation to innovation:** You begin by candidly assessing your own understanding and skill in how to work with others. Then you will learn the foundation of an innovative approach to managing your business and what opportunities these concepts can bring.
2. **Business strategy tools:** There are common methods and tools used by everyone from small businesses to large corporations. These methods and tools include the Business Model Canvas, competitive advantage tactics, and building your professional brand.
3. **Workplace culture and leadership:** Success in a collaboration, as in business, requires strong leadership and a commitment to the long term vision. You will learn the essential elements of managing a sustainable collaboration and how to create a workplace culture that will inspire innovation.
4. **Risk Mitigation:** It is challenging taking on new initiatives and projects, there is always the risk of wasting time, money, and resources to something unproven. You will learn how to manage risk when engaging in a new, collaborative venture and how to protect yourself from missteps.
5. **Building a robust strategy:** Success in managing a new project is often dependant on the strength of the strategy it was built on. You will learn a practical method for building a project strategy to guide your collaborative effort.
6. **How to structure your collaborative effort:** There are many methods and models that can be used you build your collaboration. You will learn to build your collaboration on the model that will empower your team to be successful.

## Training Outcomes:

Participants completing this workshop series will develop a strong understanding of the core collaboration elements, achieve a new level of skill and confidence in identifying and capitalizing on collaborative opportunities, and learned how to apply this new knowledge to make an impact on their business and community.

The workshop format is designed around in-class participation. The frequency of these workshops, days and times they are offered, and even whether they are full-day or ½ day is customized to the needs of each group.

The program has been designed to be customizable and offer the equivalent of 9 full day in-class sessions over a 16-25 week period and supplemented by self-directed group coaching (via online group forms) arranged for the off weeks to better support the individual goals and challenges of each participant. The in-class workshops are fast-paced, interactive and engaging; full of group discussions and skill-building activities to ensure concepts are well understood.

## Opportunities for Funding Support

### ***WIPSI Funding***

The Province of Nova Scotia's Department of Labour and Advanced Education accepts applications for the Workplace Innovation and Productivity Skills Incentive (WIPSI) program that may be submitted by individual businesses or by an organization/association on behalf of a group of businesses.

A small business in Nova Scotia with less than 50 employees, you may be eligible for up to 100% of your training costs to be covered up to \$10,000. For larger businesses, WIPSI provides up to 50% of direct training costs.

WIPSI may also cover other expenses such as travel, books for participants and accommodation costs for persons with disabilities.

If you are an organization/association and you apply for WIPSI funding on behalf of your member businesses, you may also be eligible for WIPSI to cover administration costs to host the training.

#### *How to Apply*

Contact the WIPSI team:

Michelle Dunn  
Michelle.Dunn@novascotia.ca  
(902) 424-5404

#### Be sure to ask about:

- Eligibility for the WIPSI Program
- Requirements/Responsibilities for Business Associations
- Administration costs and payment schedules

### ***ACOA***

Atlantic Canada Opportunities Agency (ACOA) often have initiatives designed to support Nova Scotia communities to identify, develop and execute upon strategic opportunities in support of economic growth and prosperity.

Contact the ACOA team:

#### **Melissa Quinn**

Economic Development Officer, Communities and Inclusive Growth  
Atlantic Canada Opportunities Agency / Government of Canada  
80 Water St, Windsor, NS B0N 2T0  
**melissa.quinn@canada.ca** / Tel: 902-472-3607 / 1-800-565-1228