

COACHES PACKAGE

2023



Team Toba JDC West

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WHAT IT MEANS TO COACH

Train ambitious students to create and present solutions to industry-specific cases. Watch your team present weekly practice cases and give feedback to help them improve their skill sets.



Coaching is an opportunity to form connections with Asper students and a supportive coach community of professionals from a range of sectors and industries. It provides a platform for recruitment and gives you the opportunity to hear unique solutions to problems other businesses are experiencing in your industry while strengthening your mentoring abilities.

Coaching JDC is flexible, allowing you to choose what commitment level is best. Pick between occasional and weekly coaching roles for your ideal involvement level. Orientation will guide you on how to coach effectively and provide you with all the tools necessary to start navigating your team towards success.

WHAT IS “JDC WEST”?

JDC West is the most prestigious undergraduate business competition in Western Canada. The competition is a three-day event that showcases academics, athletics, debate, and an out-of-the-box social competition.

Multi-faceted experiences at the competition, ranging from the front of the presentation room to the gym floor, empower future difference-makers to innovate and improve the world of business. Volunteering as coaches, some of the country's finest business professionals and professors prepare ten academic case teams at each university to deliver intelligent, thought-provoking presentations. In addition, debate, sports, and social teams diversify the JDC West experience, filling out a team of nearly fifty students at each competing business school. The extensive journey to JDC West is further enhanced by various team-wide volunteer activities and events, contributing to a strong sense of community.



The 2023 JDC West participants will be hosted by The University of Saskatchewan Edwards School of Business with a new theme:
Triumph through Perseverance!

COMPETITION RESULTS

**AWARDS
WON AT JDC
WEST IN 2022**

**1ST PLACE
FINANCE**

**1ST PLACE
BUSINESS STRATEGY**

**3RD PLACE
CHARITY HOURS**



* Team Toba 2021 during Virtual Gala night at JDC West 2021



* Team Toba 2020 in the airport after arriving at JDC West 2019 in Vancouver, BC

COACH TESTIMONIALS



I have thoroughly enjoyed my past three years as a JDC West Strategy Coach. It requires a small time commitment for a large personal reward.

The 3 hours a week I dedicate to the students allows me to take a step back from my company and examine another business' strategy issues with a fresh set of eyes. This helps give me perspective and sometimes a few new ideas.

Furthermore, the students are engaged in the case and with the coaches. I feel invigorated after my time talking about strategy with the students who are going to propel the business community into the future.

-Nicole Zajac, Chief Financial Officer, Larry Penner Enterprises Inc. | Penner Oil

It's been a special privilege to participate as a JDC West Coach for these many years. I've been able to experience firsthand the exciting level of emerging leaders developed and elevated through the JDC West Case program.

I've personally used the JDC West program to attract and hire undoubted emerging leaders. I'd strongly urge all Asper students to get involved and participate in JDC West!

-Shreeraj Patel, VP Commercial Financial Services, RBC



WHY YOU SHOULD COACH?

CONNECTIONS

- Join and connect with a supportive coach community of professionals from a range of sectors and industries
- Build long-lasting relationships and business ties with students and coaches
- Become or stay involved with the school we all love and the program we love even more.

RECRUITMENT

- Build relationships with ambitious students looking to excel in the business world
- Connect with Asper students from a variety of majors

SATISFACTION

- Improve your ability to coach and foster growth in ambitious and hard-working individuals
- Help students build current business skills and connect with them on a personal level.
- Take advantage of the opportunity to help mould the leaders of tomorrow
- For most of you, there was a mentor, role model, coach, or advisor who was always there with the ideal advice. This is your chance to pay it forward.

A coach is an individual who is knowledgeable or has specialized in a specific discipline. Your knowledge, general and specific to a discipline, be it accounting, human resources, or business strategy, will help Team Toba blossom.

OUR COACHING BLUEPRINT

WHAT YOU WILL DO

- Read a case and prepare important points in advance
- Attend weekly 20-minute presentations with a 5-minute Q&A
- Critique the team's presentations, giving constructive feedback
- Educate the team about current trends in business
- Share industry tips and tricks



ACADEMIC TEAMS YOU CAN COACH

- Accounting
- Business Strategy
- Business Technology Management
- Entrepreneurship
- Finance
- Human Resources
- International Business
- Marketing
- Not-for-profit Strategy
- Operations Management
- Debate

COACHING SUPPORT

HOW JDC IS CHANGING

Each industry continues to evolve and bring about new changes. With these changes, each Academic team has more to learn from you as coaches. What once won competitions now attains mediocrity. Delegates continuously advance their presentations, and to remain competitive, Team Toba must do the same. New standards are set each year, and teams must continue to be innovative to excel. This is where your guidance and knowledge come into play, ensuring each team is up to date on current topics in the industry and excelling far beyond standards performance-wise.

COACH ORIENTATION

To provide you with all the necessary tools for your team's success, we will be holding a coach orientation. We will guide you through a variety of practice formats, tell you what to look for in your team's presentations, and answer any questions you may have.

COACH HANDBOOK

This year, we are creating a coaching handbook that will include a variety of sample practice formats. The handbook will be a written guide that you can turn to for ideas on how to strengthen your team.

COMMITMENT LEVELS

LEAD COACH

This year, each academic team will be assigned a lead coach. This individual will be responsible for planning the sequence of cases throughout the year. They will communicate with the Team Toba executive, reporting on team progress, advising if further workshops are needed, and monitoring the team's goals.

WEEKLY COACH

These coaches attend 3-4 case practices per month. These coaches are vital for tracking the team's progress as they get closer to the competition. Past winners of JDC West have attributed much of their success to their full-time coaches, as their consistent guidance and feedback are the driving force behind the podium wins. The contribution of full-time coaches is highly significant, and their presence is critical in maintaining motivation to improve continuously.

OCCASIONAL COACH

These coaches coach on a casual basis. They are encouraged to attend practices semi-regularly and usually do so 1-2 times per month. Part-time coaches are also able to receive their team's PowerPoint presentations and provide feedback via email.

TRIAL DAY JUDGE

Not able to coach this year? We invite you to judge our ten presentations on the two trial days. Trial Day 1 will take place in November, and Trial Day 2 will take place in January. Specific dates are to be determined.

We look for a variety of coaches, including industry professionals, faculty and alumni, where the unique experiences of each help with different aspects of the presentation. We understand that our coaches are volunteers and have professional obligations to tend to. Changing your coaching tier to fit your schedule is most certainly doable!

THANK YOU

On behalf of the Team Toba Executive committee, we cannot express enough how grateful we are for the time and effort you put in as our coaches. Your dedication and contributions to our team are the key drivers to the success and growth of all our competitors. The insight, experience, and passion you bring to Team Toba are beyond compare. We look forward to having you join us for the exciting journey to the 2023 JDC West competition this coming January!



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