

SAUDER JDC WEST

COACHES PACKAGE



LETTER FROM THE CAPTAIN

Dear Coach,

Since its inaugural year dating back to 2006, JDC West has developed into the most prestigious case competition event across Western Canada. **Bringing together the most ambitious and driven future problem-solvers, changemakers, and business leaders from 12 of Western Canada's premier business schools.** JDC West is a lot of things to a lot of different people — a case competition, a social experience, a networking opportunity and so much more. Regardless of the underlying meaning to each participant, it is undeniable that the program pushes individuals far outside of their comfort zones and empowers them to become the best versions of themselves.

As a previous competitor on the Academic team, I know first hand the significance of this competition on students' lives. **It's changed ours in so many ways, pushing us to become the best version of ourselves, and providing a supportive community to rely on.**

Connections have always been at the core of the JDC West competition. As a completely student-and alumni-driven program, we have consistently relied on the support of our coaches to develop and mentor our incredibly talented 30 academic delegates. Our coaches allow us to achieve our goal of providing an invaluable personal development experience to all participants and producing the best possible results for our team, our school, and our community.

As a coach, your time and contributions are the heart and soul of sustained student excellence here at Sauder JDC West.

We are so excited for what the next eight months have to offer and are thrilled to have you be a part of that journey. **We would love to personally connect at ubcsauder.jdcwest@gmail.com and set up a call**, if you have any questions or would simply like to chat further.

Thank you kindly for your consideration and time!

Warmest regards,



Daniel Dian



OVERVIEW OF JDC WEST

JDC West is a three-day event that showcases academics, athletics, debate, and challenge competition. This prestigious event stands as the largest undergraduate business competition in Western Canada, hosting 1,300 attendees and uniting over 650 delegates from twelve premier post-secondary institutions annually. Hailing from schools across Western Canada, competitors representing British Columbia, Alberta, Saskatchewan, and Manitoba gather to showcase their skills in their respective disciplines. This year, the competition will take place at the University of Calgary (Haskayne School of Business) in Calgary, AB, from January 10th - 12th.

As the founding school of JDC West, our mission is to nurture the personal and professional development of our students, enabling them to utilize this as a catalyst for realizing their potential in both their careers and communities.



HARNESSING AUTHENTICITY FOR SUCCESS

2025 COMPETITION THEME

Embracing your authentic self is necessary to meet the social, environmental, and economic requirements of future generations, particularly after a tumultuous past few years. At JDC West 2025, the competition will bring innovative minds together to think about how we can act today while planning for tomorrow. Harnessing Authenticity for Success aims to remind competitors that while we all have a pivotal role in the success of JDC West 2025, we also have a role in our communities beyond this competition. The goal is for competitors to foster a culture where everybody feels safe to be themselves and seek help, building a community of leaders bound by candor, authenticity, and genuine connections.



WHAT IT MEANS TO COACH

Coaching competitors entails **guiding, supporting, and mentoring** the students participating in the JDC West competition. As a coach, your role is to empower the students to reach their full potential, helping them excel in their discipline-specific competitions, and supporting their personal growth throughout the process.

Through coaching, you can contribute to students' skill development, nurturing the knowledge and abilities of team members in their respective competition domains. Furthermore, coaches play a crucial role in supporting the team's strategy formulation and preparation, ensuring they are well-equipped and ready. However, the impact of our coaches extends **beyond academic assistance, as they motivate and encourage the team throughout their journey during both successes and setbacks.** Beyond the competition itself, coaching involves mentoring the students on their personal and professional development. **Coaches may share their own experiences and offer advice to help their teams navigate their future endeavors.**

Coaches' responsibilities include training ambitious competitors to create and present solutions to industry-specific cases, watching weekly practices from competitors, offering feedback, and sharing industry insights to aid their presentations.

WHY YOU SHOULD COACH



SHARED PRESTIGE AND SOCIAL IMPACT

JDC West attracts ambitious students, providing coaches an opportunity to gain shared success at the most prestigious business competition in Western Canada.

JDC West is more than just a program, it is an opportunity to give back to the community. Last year, the Sauder JDC West team raised just over \$43,000 on behalf of the BC Cancer Foundation and volunteered a combined total of 467 hours for five charities across the Lower Mainland



CONNECTIONS

- Become or stay involved with the school we all love and the program we love even more!
- Engage and form connections within a supportive coaching community comprised of professionals from a range of sectors and industries.
- Forge and maintain relationships with students and fellow coaches.

FULFILLMENT

- Enhance your coaching prowess and facilitate the growth of driven and ambitious individuals.
- Assist students in developing crucial business skills while connecting to them on a personal level.
- Take advantage of the opportunity to play a role in shaping the leaders of tomorrow.

RECRUITMENT

- Cultivate relationships with hardworking students looking to excel in the world of business.
- Connect with Sauder students representing diverse majors, interests, and backgrounds!

OUR COACHING STRATEGY

We are currently looking for a diverse array of coaches, with each individual contributing unique experiences or insights to enhance various facets of the presentation. Coaches may come from a spectrum of backgrounds, including industry professionals, faculty members, or former alumni.

WHAT YOU WILL DO

- Read a case and prepare important points & notes in advance
- Participate in weekly 20-minute sessions with 5-minute Q&A periods
- Offer valuable critiques and constructive feedback on the team's presentations
- Educate the team with insights into the current trends in business
- Share valuable industry knowledge, tips, strategies

COACHING RESPONSIBILITIES

- Attend at least 4 cases practices per month and providing guidance and feedback
- Planning the order of cases used in the JDC West's Case Directory
- Assisting in building discipline-specific coaching strategy
- Maintain communications with the Sauder JDC West Executive Team
- Monitoring and discussing team goals and providing guidance
- Assist in encouraging and providing resources to the team

ACADEMIC TEAMS YOU CAN COACH



Accounting



Business Strategy



BTM



Entrepreneurship



Finance



Human Resources



Marketing



International Business



Not-for-Profit



Operations Management

OUR PLACEMENTS

2023-2024

1st Place | Marketing, Challenge

2nd Place | Athletics

3rd Place School of the Year

3rd Place | Not-For-Profit Strategy, Accounting, International Business

2022-2023

1st Place | International Business

3rd Place | Marketing, Charity Dollars

2021-2022

1st Place School of the Year

1st Place Academic School of the Year

1st Place | Accounting, Business Technology Management, International Business, Operations, Participation

2nd Place | Not-For-Profit Strategy, Entrepreneurship, Charity Dollars, Challenge

3rd Place | Intro Video, Athletics

2020-2021

2nd Place School of the Year

2nd Place Academic School of the Year

1st Place | Human Resources, Marketing, International Business, Not-For-Profit Strategy

2nd Place | Challenge

3rd Place | Accounting

2019-2020

3rd Place School of the Year

2nd Place Academic School of the Year

1st Place | Accounting, Not-For-Profit Strategy

2nd Place | Entrepreneurship, Athletics

3rd Place | International Business

2018-2019

2nd Place School of the Year

2nd Place Academic School of the Year

1st Place | Not-For-Profit Strategy, Business Technology Management, Operations

2nd Place | Accounting, Business Strategy

3rd Place | Athletics, Marketing

ALUMNI JOB PLACEMENTS





THANK YOU

To our esteemed coaches, on behalf of the entire Sauder JDC West Executive committee, we wish to convey our deepest gratitude for the invaluable time and effort you have devoted to our team. Your unwavering dedication and exceptional contributions have been the cornerstone of our success and the catalyst for the growth of each and every one of our competitors. The profound insights, vast experiences, and unyielding passion you bring to Sauder JDC West are nothing short of extraordinary. We look forward to having you join us for the remarkable journey to the 2025 JDC West competition where you will have the opportunity to help grow the next generation of business leaders!



Daniel Dian
Captain
Sauder JDC West



Isabel Houang
Co-VP Academic
Sauder JDC West



Patrick Kim
Co-VP Academic
Sauder JDC West

