

SAUDER JDC WEST

COACHES PACKAGE



OVERVIEW OF JDC WEST

JDC West is a three-day event that showcases academics, athletics, debate, and challenge (think Amazing Race meets Fear Factor) 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, 2024, the competition will take place at the University of Alberta (Alberta School of Business) in Edmonton, AB, from January 12th-14th.

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.

JDC West not only fosters healthy competition but also cultivates personal growth, develops leadership, and encourages collaboration among students. Competitors embrace JDC West's core values, inspiring them to make meaningful contributions to their communities, and lifelong memories. With the support of the finest business professionals and professors, we aim to create lasting and transformative influence on the future generation of aspiring business leaders.



SUCCESS THROUGH SUSTAINABILITY

2024 COMPETITION THEME

Long-term, sustainable thinking is necessary to meet the social, environmental, and economic requirements of future generations, particularly after a tumultuous past few years. At JDC West 2024, the competition will bring innovative minds together to think through how we can act today while planning for tomorrow. Success through Sustainability aims to remind competitors that while we all have a pivotal role in the success of JDC West 2024, we also have a role in our communities beyond this competition. The goal is for competitors to remember that while they act in the 'now' competing at JDC West, there are several learnings and lessons to carry forward as we grow and develop in our careers.



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, by assisting the team in formulating effective strategies and ensuring the team is well-prepared, coaches support the team in strategy and preparation. 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



JDC West offers a unique and inspiring opportunity for industry professionals and esteemed Sauder alumni to lend a helping hand to the next generation of aspiring business leaders. For many of you, there was a mentor, role model, coach, or advisor who consistently offered invaluable guidance.

By embracing the role of the mentor you once revered, you have the chance to actively contribute to the growth of these young talents, echoing the impact that was made on you. Your extensive knowledge, whether broad or specialized - be it in accounting, operations, or international business - will help Sauder JDC West flourish!



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 both 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, backgrounds, etc.!



OUR COACHING BLUEPRINT

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, and strategies

ACADEMIC TEAMS YOU CAN COACH

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

COMMITMENT LEVELS

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 university alumni. 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.

We understand that our coaches are volunteers who also have to uphold professional and personal commitments. To make coaching more flexible and adaptable, you have the option to select one of the following coaching tiers.

HEAD COACH

For this role, the individual will take on a leadership position amongst the coaches. This may look like:

- Bringing coaches together and collaborating on a discipline specific coaching strategy
- Planning the order of cases used in the JDC West's Case Directory
- Attending all (if not, most) of the case practices
- Maintain communications with the Sauder JDC West Executive Team
- Monitoring and discussing team goals and providing guidance

ASSISTANT COACHES

Assistant coaches help support the head coach in bringing the strategy to life

- Attend 3-4 cases practices per month and providing guidance and feedback
- Assisting in building discipline specific coaching strategy
- Monitoring and discussing team goals and providing guidance
- Assist in encouraging and providing resources to the team

COACHING SUPPORT

COACH ORIENTATION

Our orientation session will equip you with all the essential tools, walking you through diverse practice formats, offering valuable insights on evaluating your team's presentations, and addressing any queries you may have along the way.

Our aim is to empower you with the knowledge and support needed to guide your team towards success.

COACH-EXECUTIVE COMMUNICATION

To address any questions or concerns throughout the year, all coaches will be added to a Slack channel where you will have access to communication with the Co-Captains and VP-Academics at any time. Additionally, we will conduct monthly check-ins with both Head Coaches and Assistant Coaches to review competitor progress, share updates, and identify areas where we can offer further assistance to the academic disciplines.

COACH'S HANDBOOK

All coaches will receive a coaches handbook with details on expectations for competitors progress throughout the year, a rolodex of cases and their key learning objectives, and general guidelines for feedback.

Overall, Sauder JDC West understands the significance of coaches in guiding and preparing the student teams for the competition. Therefore, providing comprehensive support to coaches helps ensure that the participants have the necessary tools for their success.



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 2024 JDC West competition where you will have the opportunity to help grow the next generation of business leaders!



Angela Chen
Co-Captain
Sauder JDC West



Ethaniel Tan
Co-Captain
Sauder JDC West



Patrick Kim
Co-VP Academic
Sauder JDC West



Naz Atay
Co-VP Academic
Sauder JDC West

