



MAKE YOUR MOVE

APPLY NOW ► [MUSKOKAWOODS.COM/CEO](https://www.muskokawoods.com/ceo)

TORONTO OFFICE

20 Bamburgh Circle
Scarborough, Ontario
M1W 3Y5 Canada

Tel: 416.495.6960

Fax: 416.495.1300

RESORT OFFICE

4585 Hwy 141 Box 130
Rosseau, Ontario
P0C 1J0 Canada

Tel: 705.732.4373

Fax: 705.732.6430



MAKE YOUR MOVE
BECOME THE CEO OF YOUR OWN LIFE



**A LEADER IS
SOMEONE
WHO LOOKS
AT THEIR WORLD
AND SAYS, "IT
DOESN'T HAVE
TO BE THIS WAY,"
AND DOES
SOMETHING
ABOUT IT.**

Unforgettable. That's the Muskoka Woods CEO Leadership Program in a nutshell. It's a leadership and personal-skills training experience unlike any other. Designed to help you discover, engage, excel. It's the program that puts you on a path, takes you to the peak, and prepares you for the most challenging role of all—**becoming the CEO of your own life.**

The CEO Leadership Program is a four-week leadership training camp designed for students who are entering Grades 10-12. CEOs benefit from the best in leadership training and from real-world leaders who offer insight and inspiration as guest speakers. CEOs learn and grow in astonishing ways. Graduates can earn a Grade 11 leadership credit. Most importantly, CEOs have serious fun—making friends and memories that will last a lifetime. It's a challenge, it's an experience. It's an opportunity.

It's life changing. Guaranteed.

**BECOME THE
CEO OF YOUR
OWN LIFE**

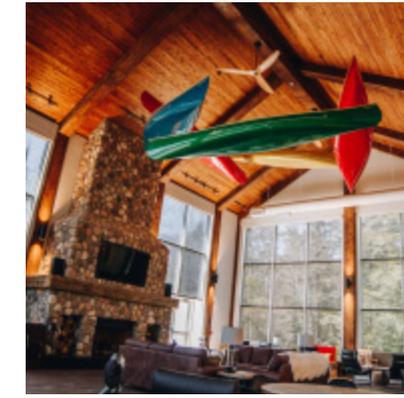
- **CHALLENGE**
- **EXPERIENCE**
- **OPPORTUNITY**

MUSKOKAWOODS.COM/CEO



PICTURE YOURSELF HERE

Where else would you want to be for a month during the summer than here? Join us on the glistening shores of Lake Rosseau, deep in the heart of the Muskokas. Base camp for the CEO program is our **Leadership Studio**. Part artist's loft, part monastic retreat, part family cottage, this 4,000-square-foot space overlooking Lake Rosseau was created for a singular purpose: to facilitate the development of emerging young leaders. If that's how you see yourself, then this is where you want to be.



Everything about the CEO Leadership Program is designed with one goal in mind: to offer an **unparalleled, transformative leadership-development experience**. From our first-class facilities and accommodations in the **brand new CEO Lodge**, to our elite training curriculum and high-profile speakers, all the way down to the meals we serve our CEOs, we don't miss a thing. We seek to amaze, to motivate, to excite, and to inspire a new generation of leaders.

"CEO was the best four weeks of my life. Not only do you make amazing friends, but you build relationships that could last your lifetime. You learn new things about yourself and it changes your entire view of the world around you. CEO is truly an experience of a lifetime, and it will change yours in ways you can't even know."

JACK D
CEO ALUMNI



IN ADDITION TO TOP-NOTCH ACCOMMODATIONS AT MUSKOKA WOODS, WE SERVE DELICIOUS, NUTRITIOUS MEALS, TAILORED TO MEET MANY TASTES AND DIETARY REQUIREMENTS.

BE CHALLENGED



The program begins with a **four-day canoe trip**. And that's only the first of many challenges. The CEO program attracts emerging leaders who aren't afraid to go where they haven't gone before, to push the boundaries of what they can accomplish, and to see where it will all lead. Creating leaders requires challenge.

THE QUESTION IS ► **ARE YOU READY?**

"THE CEO PROGRAM WILL DEFINITELY TEACH YOU A LOT. BUT THIS FOUR-WEEK PROGRAM IS SO MUCH MORE THAN THAT. IT'S GUARANTEED TO CHANGE YOUR LIFE."

JACKIE CARMICHAEL

MANAGING DIRECTOR, PROGRAMS

CEO GRADUATE 2004



GAIN REAL EXPERIENCE

CEOs learn about setting goals, communicating effectively, being assertive, having self-confidence, choosing a career path, and so much more. But CEOs don't just learn by sitting and talking—they learn by doing. The hallmark of the CEO program is learning through experience. CEOs take risks. CEOs instruct our arts and athletics activities. They mentor and counsel our younger guests. Because leaders aren't just born. They're forged—through **Challenge, Experience, and Opportunity.**

The CEO Leadership Program is a path that can take you places—and it doesn't end with four weeks during the summer. There are so many ways for CEO Alumni to stay connected and keep growing, including a service trip over March Break.



"The CEO Leadership Program creates such a sense of belonging, and allows everyone the freedom to express themselves. It fosters a safe, loving environment to discover things about yourself, and build the skills needed to become an influential leader. Surrounded by beautiful scenery and incredible staff, you are guaranteed to have the best summer of your life. I fostered long lasting friendships with amazing people. I loved how much support I received from everyone, and I was able to let down my guard and become the person I've always wanted to be"

HALEY H
CEO ALUMNI



Many of our CEO applicants' skills and talents are highly specialized and they have aspirations to grow their leadership capacity in specific areas. In addition to our original CEO program, we also offer the option to specialize in **Athletic Performance or Creative Arts.**

Activities and assignments are tailored to each individual stream, and industry professionals contribute their expertise to each stream through workshops and hands-on instructions.

SEIZE YOUR OPPORTUNITY



Our CEOs benefit from the very **best leadership training resources**. That includes

Eagle's Flight®, a world leader in business training programs with clients like Nike, Parmalat, and AT&T. CEOs also take a journey of self-discovery through participation in the Personal Profile System®.

CEOs seize the opportunity to learn from the best in order to be the best. In addition to our own highly trained staff, chosen for their unique passion for inspiring and developing youth, the Muskoka Woods CEO Leadership Program recruits real-world leaders to speak to our CEOs. And not just anyone. Some of our past high-profile speakers have included Jane Philpott, Orlando Bowen, and Dr. Karyn.



JOHN MCAULEY

John is the President and CEO of Muskoka Woods. He has more than 36 years of senior leadership experience. He serves as a lead facilitator of The Leadership Studio at Muskoka Woods.



ORLANDO BOWEN

A game changer on and off the field! Former CFL great and Founder and Executive Director of One Voice One Team Youth Leadership Organization, Orlando Bowen has offered our CEOs insights about winning, and making a difference.



DR. KARYN

Best-selling author, motivational speaker, and regular contributor to *Good Morning America*. Dr. Karyn's mission is to inspire people to dream their best life, and give them the tools to achieve it. And that's what she's shared with our CEOs!



CHALLENGE ▶ **EXPERIENCE** ▶ **OPPORTUNITY**

It's all waiting for you at Muskoka Woods.

APPLY NOW

The Muskoka Woods CEO Leadership Program is looking for emerging leaders like you. Young people who are game to be challenged, hungry for experience and ready for opportunity.

- ▶ **APPLICATION DEADLINE**
DECEMBER 9, 2018
- ▶ **INTERVIEW DAYS**
JANUARY 12 & 13, 2019
- ▶ **NOTIFICATION OF ACCEPTANCE**
FEBRUARY 21, 2019
- ▶ **CONFIRM OFFER OF ACCEPTANCE**
MARCH 8, 2019

2019 PROGRAM DATES

- JULY SESSION ▶ JUNE 29-JULY 27
- AUGUST SESSION ▶ JULY 27-AUGUST 24

PROGRAM FEE

\$5,849 (+HST)

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