

MNP Future Leaders

Inspiring and Guiding Our
Next Generation of
Business Leaders

MNP Future Leaders toolkit

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Application preview

Required company information

Select the market sector that best describes your company's primary business focus:

- | | | |
|---|---|---|
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Mining | <input type="checkbox"/> Public Sector |
| <input type="checkbox"/> China Services | <input type="checkbox"/> Not-For-Profit Organizations | <input type="checkbox"/> Real Estate and Construction |
| <input type="checkbox"/> Credit Unions | <input type="checkbox"/> Private Enterprise | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Energy and Utilities | <input type="checkbox"/> Private Equity | <input type="checkbox"/> Warehousing and Logistics |
| <input type="checkbox"/> Food and Beverage Processing | <input type="checkbox"/> Professionals | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Public Companies | |

Provide a brief description of your business including its products and/or services (150 words max)

Provide a brief description of your company's organizational structure and the department you work in (300 words max)

Indicate the current number of employees who work for the company:

- 1-10 11-20 More than 20

Indicate the current number of employees who report to you directly:

- 0 1-10 11-20 More than 20

Explain your role within the business and/or identified department (150 words max)

Indicate how long your company has been operational:

- Ideation stage Less than 1 year 2 to 4 years 5+ years

Indicate if your company is currently generating revenue:

- Yes No

If yes, indicate the annual recurring revenue for your company:

- Less than \$50K \$50K to \$500K \$500K to \$5M \$5M to \$50M \$50M+

Describe how you have demonstrated a commitment to fostering innovation including diversity of thought (500 words max)

Outline how you promote exceptional business standards and ethics in the operation of your enterprise (500 words max)

Describe your dedication to business achievement and plan for future growth of your business (500 words max)

Please indicate why you are applying and what you hope to gain from the program. (500 words max)

Attach any additional documentation that you would like to provide to support your application below



Selection committee evaluation criteria

Demonstrated commitment to fostering innovation (including diversity of thought)

Identifies a distinct problem or need

Exhibits an understanding of a problem that needs to be solved (social, behavioural, economic, environmental). Potential solution is connected to and addresses identified need(s).

Defines the customer or client

Applicant has conducted excellent customer research, including the perspectives of multiple stakeholders and has incorporated learnings into the solution, adjusting their product and/or service along the way.

Clearly defined innovative solution

Product and/or service is clearly defined and is responsive to identified need(s) of their customers. Solution is distinctive from existing approaches and shows diversity of thought. Generates enthusiasm from potential customers, investors and other stakeholders and demonstrates ability to impact the problem or need in a new way.

Explains business purpose and need for support

Identifies the purpose behind the business, what it stands for and how the local community would benefit from its success. Explicitly address the reason the program will provide necessary guidance and support and be beneficial to the future progress of the business.

Promotion of exceptional business standards and ethics in business operations

Recognizes an ethical issue and/or exceptional business standard

Applicant has identified an ethical issue within the marketplace or business operations and recognizes both indirect and direct stakeholders and/or has identified the opportunity to implement exceptional business standards.

Identifies company policies

Applicant has fully researched potential company policies to combat ethical issue and/or to achieve exceptional business standards. Addresses the implications of company policies, including any laws they may be subject to.

Implementation of company policies

After full consideration of implications and critical stakeholders, applicant has applied a business practice to help resolve ethical issue and/or achieve exceptional business standards.



Dedication to business achievement and plan for future growth

Demonstrated revenue and/or investment growth

The enterprise has experienced positive revenue growth and has forecasted future growth to continue trending upwards. If pre-revenue, the enterprise has explored and/or established successful relationships with angel investors or venture capitalists.

Considers customer satisfaction

Customer service has been a top priority. There is a system in place to ensure customer reviews are considered and acted on when necessary to improve the product and/or service and overall customer experience.

Workforce growth and/or market expansion

The enterprise has demonstrated growth in the number of employees they employ and/or the markets where their product(s) and/or service(s) are offered.

Overall presentation style (finalist presentations only)

Presentation content

Applicant covers all required aspects (innovation, standards and ethics, achievement and growth). Any included graphics explain and reinforce presentation. Applicant demonstrates full knowledge of presentation content and can confidently answer questions.

Presentation organization

Applicant presents information in logical and interesting sequence that the audience can easily follow. Presentation is free from spelling and grammatical errors. Applicant manages time adequately, leaving enough time for audience questions.

Style and mechanics of the presentation

Applicant appears confident, maintains eye contact, uses a clear voice and correct, precise pronunciation so that all audience members can hear and understand presentation.

For more information about the program, contact Alice Bolton at 416.613.3196 or email MNPFutureLeaders@mnp.ca



Tips for a successful application and presentation

When it comes to submitting your online application and preparing your business pitch, you want to ensure you do all that you can to capture the selection committee's attention to set yourself apart from the competition. We've provided a list of tips below for your reference.

Know your audience (and tailor your application and pitch accordingly)

You know your business like the back of your hand and submit a canned application, explaining it the same way every time. When it comes to your MNP Future Leaders application and business pitch, you cannot simply recycle an existing application and then memorize a few lines and expect to excel.

Every opportunity you receive to pitch your business is different and it's important they're treated uniquely. We suggest you tailor your application and pitch to the audience, situation and their level of understanding.

Don't procrastinate

We cannot stress this enough, begin your application in advance to ensure you're not rushing to meet the deadline! Take some time to review the questions, prepare your responses, think about which supporting documents may be appropriate to supplement your application and proofread your responses prior to submitting. Once the application deadline has passed, the selection committee will not accept or review additional information.

Get rid of the fluff

When it comes to writing your application and preparing your pitch deck, be concise. Remove any fillers and get to the point quickly. If you are invited to present, your business pitch will be timed, and you will be evaluated on your ability to cover the required material and answer questions during the allocated timeframe.

Be creative

Think outside the box to capture your audience's attention. Consider using graphs, charts and images to bring concepts to life in both your application and pitch deck. Although visuals can be good, it's important they are relevant and used sparingly.

If you are selected to present, keep in mind that it might be appropriate to have an up-to-date rendering/mock-up for your product. This will help strengthen your presentation and make your product more memorable.

Create a powerful and aesthetically pleasing presentation

While your product and personality will be your greatest tools in any pitch, a solid presentation or pitch deck will help augment your pitch and help take some eyes off you – this can be nice, especially if you don't love presenting!

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Presentation best practices

Did you know that making a first impression only takes seven seconds? ([Kinsey Goman, 2018](#)) When you think about seven seconds, you realize how quickly it passes.

A first impression is based on more than what you say. Studies show that nonverbal elements have a much larger impact than verbal communication. Dr. Albert Mehrabian, Professor Emeritus of Psychology, UCLA, determined that communication of emotions and attitudes is comprised of seven percent the words used, 38 percent tone and voice, and 55 percent body language. ([Mehrabian, 2019](#)) Additional "studies have found that nonverbal cues have over four times the impact on the impression you make than anything you say." ([Kinsey Goman, 2018](#))

It's crucial that you make your first impression count. We've outlined some tips below to help you make a good impression on the selection committee.

Arrive early and be prepared

- Plan ahead! Give yourself lots of extra time to set up and ensure you're still on time should you encounter technical difficulties when setting up your presentation.
- For virtual presentations, make sure your internet connection is working, have your presentation open and sign on early. Ensure that you are in a quiet space that won't allow for any disturbances, your background is appropriate, the lighting in the room is properly adjusted, phone is on silent, laptop is charged.
- It is advised to practice and test out how your presentation would look through the camera (with a friend/family).

Dress properly and eat well

- Remember that 55 percent of your first impression is based on what people see. The way you dress will not only reflect on you and your personal brand, but the business you're representing.
- Ensure your outfit is appropriate, neat and tidy – business attire, tucked in shirt, clean pressed clothes, etc. If you're nervous about this, plan ahead and keep extra clothing on the side in case you spill coffee for example.
- Eat in advance. You want to ensure you have the energy to get through your pitch with enthusiasm. This will also help avoid a growling stomach during your presentation, which can be distracting to both you and the audience. Keep a bottle of water on the side, should you get choked up just before presenting or need a quick sip.

Be respectful and thoughtful

- Introduce yourself with a smile and address everyone in the presentation.
- Know your manners. A please and thank you go a long way.
- Speak formally and don't swear.
- Be polite, don't interrupt others when they're speaking. Listen to comments and questions before replying.
- Thank your audience for their time and attention.
- If you're running late or having technical issues, call ahead or message the organizer. Apologize when you log on and don't make excuses.



Own the stage and watch your body language

- Remember that most of communication is non-verbal. Sit upright in your seat and look directly into the camera when presenting virtually.
- Every movement should have a purpose. Don't simply move for the sake of moving.
- Don't turn away from the audience. Always keep your shoulders forward.

Know your material and prepare for the unexpected

- Relying on visual aids like presentation cue cards or speaking notes can kill your authority.
- Engage the audience with regular eye contact by looking at the camera.
- It's important to be prepared for the worst-case scenario. Know your material in case there is an issue and you cannot use your visual aids, pitch deck, etc.

Speak with an educative tone and keep it succinct

- The purpose of your pitch is to share your information and knowledge.
- The audience doesn't know what you know, and they don't need to know everything either – keep it short and concise.
- Explain any jargon you may use and present with the assumption that this is the first time the audience has heard any of your material.

Less is more

- Keep your slide content to a minimum.
- Paragraphs should be avoided, along with an excessive number of visuals – have a nice balance between words and visuals.
- Tell a story, don't read your slides!

Attention to detail

- Proofread your presentation and then proofread it again.
- We recommend also having a second set of eyes look it over.
- Ensure it is free of typos, grammatical errors and jargon.

Have fun

- Take a deep breath and relax.
- Speak naturally, you know the material!
- Smile and let your personality shine through.

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