



ON BOARD

 Ontario Co-operative Association

As a co-operative, why does it matter whether your staff, your board, and your members understand your business model?

Your staff, your board and your members are all *brand ambassadors*. They are in your communities every day talking to potential members; families and friends, leaders in the community, teachers, small business owners and entrepreneurs. They attend fundraisers, and are networking at conferences and community events.

74% of consumers identify *Word Of Mouth* as a key influencer in their purchasing decisions, does your team have the right words?

Invest in your team and give them the tools and the knowledge to talk about your co-operative with confidence; to share the benefits, the community impact, all those extras that you as a co-operative business bring to the table.

Equip your team with a basic understanding of the unique structure and governance of co-ops, an awareness of the 7 Co-operative Principles and why we follow them. Engage them, educate them and inspire them to share your stories.

Co-operative On-Boarding Program



For more information and to register, visit onboardoca.com

In co-operatives and credit unions where employees understand and feel part of the broader co-operative movement, their dedication to the job and their commitment to the organization can be much greater. OCA knows it isn't always easy to explain the co-operative business model and that there are many tasks new employees must be taught in order to be successful.

Let the award-winning educators at the Ontario Co-operative Association introduce you, your staff, your board members or team to the incredible co-operative sector through our interactive *ON Board* program - and inspire a new generation of engaged employees, citizens & co-op champions!

Co-operative learning for anyone working in the sector or for those interested in learning more about the social and economic benefits of co-operatives.

2 hour facilitated
workshop and
networking
session

Access to an
interactive,
co-operative
community
map

Resources for
self-directed
learning

Registration fee only \$99 per person.

Discounts available for OCA members & group bookings.

Private sessions available: contact us at
mchristmann@ontario.coop for details.

For more information and to register:



onboardoca.com