

## INNOVATION, ENTREPRENEURSHIP, AND LEADERSHIP

CIEL is a Canadian Centre of Excellence in community, entrepreneurial and economic leadership. We provide tools, training and innovative solutions, allowing communities and organizations to realize their potential. The strength of these tools and of the CIEL team is that we link research to action. Our tools and services are applicable to a wide range of communities: rural and urban, First Nations, communities of interest, and organizations. Throughout Canada, CIEL has provided expert advice, guidance and assistance on community, entrepreneurial and economic development as well as a leadership training, conceptual design and tool development.

## OUR TOOLS AND SERVICES

### The Business Vitality Initiative (BVI)

The Business Vitality Initiative (BVI) is a unique assessment and action process that measures the business friendliness of a community. The BVI gauges the perceptions of citizens and community leaders on 100 key indicators that are known to affect business. The findings are presented in an easy-to-understand graphic report. Then CIEL helps the community focus and take action to build economic vitality and develop true community entrepreneurship<sup>1</sup>, necessary for 21st Century survival. The BVI has attracted attention from across Canada, the U.S., the U.K., Australia and the Caribbean.

### The Community Vitality Initiative (CVI)

The Community Vitality Initiative (CVI) measures a community's quality of life. Citizens and community leaders are asked about everything from employment to environmental health, from support for the arts to safety on the streets, from public transit to pre-natal care. Using a system of online surveys, questionnaires, live meetings, focus groups, and statistics, CIEL helps the community build a plan and concrete actions to attract new citizens, retain its existing ones, and inspire them all.

### The Communities Matrix

The Communities Matrix is a quick 'first-step' assessment for communities. It allows for an 'eye-opening' realistic measure of a community's leadership, strategic capacity, entrepreneurship, sustainability, and community connections (social glue) through ten stages of development. From the most challenged (Conflict Stage) to the most advanced (Learning Culture Stage) community, the Matrix assists in linking the community to the best resources and tools. Whether your community is considering a comprehensive community plan or struggling with entrenched conflict, the Matrix can help find a solution.

### Training, Custom Tools, Innovative Solutions and Other Services

CIEL is currently building a comprehensive training program for rural leaders through the Canadian Rural Secretariat's models' program. CIEL also co-ordinates the **British Columbia Rural Leadership Network**.



*"CIEL's insights into what make communities tick, and their ability to translate those insights into real world tools, strategies and actions, are worth a look."*

**Michael Buda**  
SENIOR POLICY ANALYST, FEDERATION OF  
CANADIAN MUNICIPALITIES (FCM)

CIEL





*inspiring vitality & entrepreneurship in communities*

CIEL offers customized workshops, training and consulting on a variety of issues related to community capacity, including revitalizing volunteers, attracting youth, leveraging assets, business incubation, developing learning communities, and creating school entrepreneurial programs. We lead dynamic workshops and seminars on a host of topics including *Entrepreneurial Leadership*, *Buying Local - Keeping Money in Your Economy*, and *The Seven Habits of Highly Successful Communities*.

CIEL also sponsors an award to recognize dynamic community entrepreneurs, the driving force of change in Canadian communities. Community entrepreneurs see opportunities where others do not, create positive networks, and persevere against all odds in building positive sustainable communities.

**About CIEL**

CIEL assists in creating vibrant, vital communities and organizations through its tools, training and innovative processes. It fosters dynamic, entrepreneurial and responsive leadership.

CIEL has been called upon to make national presentations to the Federation of Canadian Municipalities (FCM), the National Rural Conference (Government of Canada), and the Canadian Community Economic Development Network (CCEDNET) as well as to many provincial, regional and local gatherings.

While working at a national level, CIEL has its roots in building practical, cost-effective solutions for organizations and communities. CIEL began as part of Community Futures Development Corporation of Central Kootenay, a community-based organization. Because of the success of its programs at a community and regional level, CIEL became an independent non-profit organization in 2005 dedicated to building entrepreneurship, innovation and strong, responsive leadership in communities and organizations across Canada.

For more information please contact :

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[within Canada between 8:30-4:30 PST]



*“We need to have more people working with CIEL’s tools to further community and economic development in Canada.”*

**Hélène Deslauriers**

DIRECTOR GENERAL, COMMUNITY FUTURES NETWORK OF QUEBEC / RÉSEAU DE SADC IN QUEBEC MEMBER, OECD FORUM ON PARTNERSHIPS



<sup>1</sup>Community entrepreneurship - the ability to act collectively to identify and take advantage of opportunities, & a stimulating environment where entrepreneurs can flourish.