

## WESTERN CANADA DEFENCE INDUSTRIES ASSOCIATION

### WCDIA INNOVATION FORUM

## CODE OF CONDUCT

### *Mastermind Group Standards of Participation*

The WCDIA Innovation Forum works because the people in the room commit to it fully. This isn't a networking event or a conference panel — it's a small, trusted mastermind group where members bring real challenges, share candid perspectives, and hold each other to a higher standard than they'd get anywhere else. That only works if everyone follows the same rules. This Code of Conduct sets out what we expect from every member who takes a seat at the table, and what every member can expect in return.

### 1. Civility and Mutual Respect

Disagreement is welcome. Disrespect is not. Members are expected to:

- Engage with candour and directness, while treating every other member, speaker, and guest with courtesy — even in disagreement;
- Listen as much as they speak, and give others room to finish a thought before jumping in;
- Challenge ideas, not people. Critique the position, not the individual;
- Refrain from any language or behaviour that is demeaning, discriminatory, harassing, or dismissive of another member's experience or perspective;
- Recognize that competitors, colleagues, and future partners are often in the same room, and act accordingly.

### 2. Mandatory Attendance

A mastermind group only delivers value if the same core group shows up, session after session. Trust and momentum are built through consistency, not convenience. Members therefore agree to:

- Attend every scheduled Forum session, barring genuine emergencies or unavoidable conflicts;
- Notify WCDIA staff as far in advance as possible if attendance is not possible, so seating and table balance can be adjusted;
- Send a substitute only where WCDIA has expressly approved doing so in advance — substitutes are not automatic, given the confidentiality and competitor-seating considerations built into this Forum;
- Arrive on time and stay for the full session. Late arrivals and early departures disrupt the discussion and are noticed.

Repeated unexplained absence may result in a member's seat being reassigned to another organization on the Forum's waitlist.

### 3. Confidentiality

Confidentiality is the foundation the entire Forum is built on, and it is addressed in full in the separate WCDIA Innovation Forum Non-Disclosure and Confidentiality Agreement, which every attendee executes prior to participation. In brief, and without limiting that Agreement, members agree to:

- Treat everything discussed at the table as confidential by default, on a strict non-attribution basis;

- Never repeat, attribute, or trace a specific comment back to a specific person or company outside the room;
- Not use information shared at the Forum for competitive advantage against another member;
- Raise any concern about a confidentiality breach directly with WCDIA staff rather than confronting another member in the room.

#### **4. Active, Prepared Participation**

This is a working group, not an audience. Members are expected to:

- Come prepared to share a real update, challenge, or question — not just to observe;
- Give feedback and input to other members as generously as they'd like to receive it;
- Stay present — phones and laptops away except for note-taking, and no stepping out for calls unless urgent;
- Follow through on any commitment made to another member during a session, whether that's a resource, an introduction, or a follow-up conversation.

#### **5. No Solicitation or Selling**

The Forum is a space for candid discussion, not a sales floor. Members agree not to use table time, breaks, or the member directory to pitch products, services, or recruitment opportunities to other attendees without their invitation. Business relationships that emerge naturally from the discussion are, of course, one of the benefits of belonging — but the Forum itself is not the sales pitch.

#### **6. Good Faith and Constructive Intent**

Members agree to participate in good faith: to assume the best of one another, to offer help without expecting something immediately in return, and to treat every other member's challenges as worth taking seriously, even where the member's own interests differ.

#### **7. Consequences**

WCDIA staff will address concerns about conduct directly and privately wherever possible, with the goal of keeping members in the group. That said, a serious or repeated breach of this Code — particularly around confidentiality, harassment, or solicitation — may result in a verbal or written warning, and, where necessary, removal from the Forum and suspension of related WCDIA privileges, at WCDIA's discretion.

## ACKNOWLEDGEMENT

*By signing below, I confirm that I have read and agree to follow this Code of Conduct for the duration of my participation in the WCDIA Innovation Forum.*

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|-------------------------------|--------------------------------------|
| <b>Name (Print):</b><br>_____ | <b>Member Organization:</b><br>_____ |
| <b>Signature:</b><br>_____    | <b>Date:</b><br>_____                |