

Introduction to Economic Development

Build the Skills to Help Your Community Thrive

Economic development is about more than attracting investment. It is about creating vibrant communities, supporting local businesses, strengthening workforce opportunities, and building long-term prosperity.

Whether you are new to economic development, serving as an elected official, working in local government, supporting Indigenous economic development, or volunteering in your community, this online program provides the knowledge and practical foundation to make a meaningful impact.

Developed by the Saskatchewan Economic Development Alliance (SEDA), this Saskatchewan-focused program explores the principles, strategies, and competencies that help communities grow, adapt, and succeed in a changing world.

Why Take This Program?

- Gain a solid understanding of contemporary economic development practices
- Learn how communities attract investment, support business growth, and create opportunities
- Build practical planning, leadership, and engagement skills
- Explore emerging priorities such as workforce development and economic reconciliation
- Earn a SEDA Certificate of Completion
- Learn at your own pace, on your own schedule

Flexible Online Learning

Available online 24 hours a day, 7 days a week.

Complete individual modules or the full program from anywhere at a pace that works for you. Perfect for busy professionals, municipal leaders, community organizations, volunteers, students, and economic development practitioners.



SASKATCHEWAN ECONOMIC
DEVELOPMENT ALLIANCE

Program Modules

Module 1: Establishing a Foundation

Explore the evolution of community and economic development and understand the roles of leadership, government, organizations, and stakeholders in supporting community prosperity.

Module 2: The Profession

Discover the competencies, professionalism, leadership skills, and cultural awareness required to succeed in today's economic development environment.

Module 3: The Planning Continuum

Learn how to gather information, engage citizens, develop priorities, and build effective economic development plans that move community closer.

Module 4: Economic Development Strategies

Examine practical approaches to business retention and expansion, entrepreneurship, investment attraction, workforce development, marketing, communications, regional collaboration, and economic reconciliation.

Who Should Attend?

- Economic development professionals
- Municipal administrators
- Community development practitioners
- First Nations and Métis economic development leaders
- Chamber and business organization representatives
- Non-profit organizations
- Volunteers involved in community growth initiatives
- Students and emerging professionals

Today's Communities Need Strong Economic Development Leadership

Communities across Saskatchewan are navigating economic uncertainty, workforce challenges, changing demographics, infrastructure pressures, and new opportunities. Effective economic development leadership helps communities identify opportunities, build resilience, and create lasting prosperity.

This program provides the foundational knowledge and practical tools to help you lead with confidence.

Registration

Member Rate: \$150 per module + GST/pst

Non-Member Rate: \$250 per module + GST/pst

Register Today

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Learn. Lead. Grow Communities.