



EMPLOYEE
OWNERSHIP

CANADA

EMPLOYÉ·E·S
PROPRIÉTAIRES

PR toolkit

For New or Transitioning Employee Owned
Companies

www.employee-ownership.ca

How to Use This Toolkit

This toolkit includes a series of optional resources you can adapt for your company's communications. They are designed to help you:

STEP

01

Announce your transition to
employee ownership

STEP

02

Explain what employee
ownership means

STEP

03

Share your story and help grow
awareness of the model

You can use these materials across your website, social media channels, internal communications, recruitment materials, presentations, and media outreach.

If you have already notified us of your transition, we are also happy to help amplify your news through our channels and community.

Welcome

Congratulations on your transition to employee ownership.

This is an important milestone for your company, your employees, and your community. Employee ownership is still relatively new in Canada, and every successful transition helps demonstrate how this model can support strong businesses, shared prosperity, and long-term economic stability.

Because of that, we believe this moment is worth celebrating. We wanted to make it a little easier for you to do so.

Employee Ownership Canada has developed this Employee Ownership Communications Toolkit to help you share the news of your transition and explain what employee ownership means to your employees, customers, partners, and broader community.

These materials are completely optional and designed to be flexible. You may choose to use some, all, or none of the resources depending on what makes sense for your company.

Our goal is simple: to help you celebrate your transition and share your story, while also helping more Canadians learn about employee ownership.

Welcome to the employee ownership community! We're proud to have you as part of it.



Toolkit Contents

News and Media

NEWS RELEASE TEMPLATE (p4-7):

Template language you can adapt to announce your transition publicly. This can be published on your website, shared on social media, or distributed to local and national media.

MEDIA CONTACT LIST (p8):

A list of journalists who have covered employee ownership, business succession, and related topics in the past. Your communications team may wish to reach out to these individuals with your news.

HOW TO PITCH YOUR STORY TO MEDIA (p 9-10):

A short guide with practical tips on how to introduce your transition story to journalists.

Communications Language

BOILERPLATE MESSAGING (p11-12)

Suggested language you may wish to adapt and include in your website, marketing materials, recruitment pages, investor communications, or corporate presentations.

Storytelling and Amplification

CASE STUDY QUESTIONNAIRE (p13):

We would love to share your story. Your experience, including your decision-making process, the challenges you encountered, and the successes you've seen, helps others understand how employee ownership works in practice.

Simply complete the questionnaire and send it to us. Our team will develop a case study and share it with you for review before publication.

OPTIONAL SOCIAL MEDIA POSTS (p14):

Example social posts you can adapt to share the news of your transition and explain why your company chose employee ownership.

Sharing Your Story

Once your transition is public, we would also be happy to share your news with our community. This may include featuring your transition in our newsletter or other communications channels.

Supporting the Employee Ownership Movement

Employee-owned companies play an important role in helping the model grow across Canada. If you are interested, there are several ways you can support the broader movement.

ADVOCACY PARTICIPATION

[Let us know](#) if you would like to participate in advocacy efforts that support policies and awareness for employee ownership in Canada.

REFER ANOTHER BUSINESS OWNER

Many employee ownership transitions begin with conversations between peers. If you know another business owner who may be exploring succession options, feel free to share your experience and direct them to our website for webinars and resources. We would also be happy to connect with them..

RESEARCH PARTICIPATION

Soon, we will conduct research with employee-owned companies to better understand the impact of the model in Canada. Your insights help strengthen the evidence base and support the continued development of employee ownership. Once launched we will share the survey with you, for participation.



News Release Template

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(Employee Ownership Transition)

HEADLINE

[COMPANY NAME] Transitions to Employee Ownership Through **[MODEL NAME]**

SUBHEAD

New ownership structure ensures long-term stability, shared success for employees, and continued commitment to customers and community

[CITY, PROVINCE] – [DATE]

[Company Name], a **[short company descriptor — e.g., “Toronto-based engineering firm” / “national consulting company” / “family-owned manufacturer”]**, has transitioned to employee ownership through a **[Employee Ownership Trust (EOT) / Employee Share Ownership Plan / other model]**, marking a major milestone in the company’s history.

Under the new ownership structure, **[describe structure briefly — e.g., “the company’s shares will now be held in trust on behalf of its employees,” or “employees will collectively hold a majority ownership stake in the business.”]**

The transition ensures that **[Company Name]** will continue to be guided by the people who help build the company every day while positioning the business for long-term stability and growth.

WHY THE TRANSITION

The decision to transition to employee ownership was driven by [founder/leadership goals such as succession planning, legacy protection, employee recognition, long-term independence, etc.].

For [Founder / CEO Name], [Title] of [Company Name], the move reflects a commitment to the people who have contributed to the company's success.

Sample Founder Quote (placeholder)

"After [X] years of building this company, it was important to me that the next chapter honours the people who helped make it successful. Transitioning to employee ownership allows us to protect the legacy of the business while creating opportunities for our employees to share in its future success."

— [Founder Name], [Title], [Company Name]

Employee ownership is increasingly being explored as a succession pathway for Canadian businesses seeking to preserve independence while recognizing the contributions of employees.

WHAT IT MEANS FOR EMPLOYEES

Through the [ownership model], employees of [Company Name] will [describe benefits — e.g., share in profits, benefit from long-term company performance, participate in governance structures, etc.].

The transition reinforces a culture of shared responsibility and long-term thinking across the organization.

Sample Founder Quote (placeholder)

“Knowing that the company is now employee-owned makes the work we do every day even more meaningful. I’m particularly proud that my voice will contribute to decisions made. It reinforces that the success of the company is something we are all building together.”

— [Employee Name], [Role], [Company Name]

ABOUT THE EMPLOYEE OWNERSHIP MODEL

[Company Name] is employee-owned through a [Employee Ownership Trust / ESOP / other structure], a model that enables employees to share in the long-term success of the business. This ownership transition was made possible through the support of [insert service providers’ name/company].

In an **Employee Ownership Trust (EOT)**, company shares are held in trust on behalf of employees, allowing them to collectively benefit from the value and performance of the company over time.

Employee ownership models are increasingly recognized as an effective pathway for business succession, supporting long-term company stability while creating opportunities for employees to share in the value they help build.

To learn more about [Company Name], its transition to employee ownership, or opportunities to work with the company, visit:

[Website link placeholder]

MEDIA CONTACT

[Name]

[Title]

[Company Name]

[Email]

[Phone]

ABOUT [COMPANY NAME]

[Company Name] is a [short description of company — industry, mission, or specialization] founded in [year] and headquartered in [city/province].

The company [brief description of what the company does and its impact — e.g., serves clients across X sectors, employs X people, operates across X regions, etc.].

With its transition to employee ownership, [Company Name] is continuing its commitment to [values such as innovation, service excellence, community impact, long-term growth, etc.].

OPTIONAL: ABOUT EMPLOYEE OWNERSHIP CANADA

Employee Ownership Canada is a national non-profit organization dedicated to advancing employee ownership across the country. Through education, advocacy, and research, the organization works to help business owners, employees, advisors, and policymakers understand and adopt employee ownership models.

Learn more: www.employee-ownership.ca

Tips for writing a strong headline:

Think about why your company's transition is newsworthy. What makes this milestone interesting to people beyond your organization?

Consider highlighting elements such as:

- *Being the first company in your industry or community to transition to employee ownership*
- *The size of your company or number of employees now benefiting from employee ownership*
- *A significant milestone (e.g., founder succession, generational transition)*
- *The impact on your community or sector*
- *A unique feature of your transition (first EOT in your region, innovative structure, etc.)*

Strong headlines often focus on what makes the transition notable, not just that it happened.

Example angles:

- *"[Company Name] Becomes One of Canada's First Employee-Owned [Industry] Firms"*
- *"[Company Name] Transitions to Employee Ownership, Creating Shared Ownership for [X] Employees"*
- *"[Company Name] Announces Employee Ownership Trust to Secure Long-Term Future of the Business"*

Media Contacts Who Cover Employee Ownership & Business Succession

Your communications team may be wondering who might be interested in covering the news of your transition to employee ownership. We believe this milestone is something worth celebrating; not only for your company, but for the broader movement toward employee ownership in Canada.

If you plan to issue a news release, host a transition announcement, or share your story publicly, the journalists listed here have previously covered employee ownership, business succession, workplace innovation, or economic policy. They may be interested in learning about your transition and the story behind it.

We recommend reviewing the list and identifying journalists whose coverage aligns with your company's industry, geography, or story angle. A short, personalized email introducing your news and attaching your press release is often the most effective way to reach out. Be sure to clearly explain why your transition is meaningful; for your employees, your community, and the future of your business.

Not every outreach will result in media coverage, but sharing your story helps build broader awareness of employee ownership and can inspire other Canadian business owners to consider similar paths.

Outlet	Name	Email/Assignment Desk
Canadian Press	Craig Lord	craig.lord@thecanadianpress.com
Corporate Knights	Christina Palassio	christina.palassio@raisingthevillage.org
Globe and Mail	Mark Rendell	mark.rendell@globeandmail.com
CBC	Kyle Bakx	kyle.bakx@cbc.ca
Advisor.ca	James Langton	jlangton@tc.tc
Benefits Canada	Melissa Shin	melissa.shin@keymedia.com
BetaKit	Douglas Soltys	douglas@betakit.com

How to Pitch Your Story to Media

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If you decide to share your transition with journalists, a short and thoughtful email is usually the best approach. You don't need a long pitch, just a clear explanation of why your story matters.

1. START WITH A CLEAR SUBJECT LINE

Example: *Local company transitions to employee ownership or [Company Name] becomes employee-owned through an Employee Ownership Trust.*

Other story angles could include:

- Succession without selling to private equity
- Employee ownership strengthening local economies
- A Canadian alternative to corporate consolidation

2. INTRODUCE THE NEWS IN 1–2 SENTENCES

Explain what has happened and why it matters. For example:

"We recently transitioned our company to employee ownership through an Employee Ownership Trust, making our employees beneficiaries of the company's long-term success."

3. SHARE WHY THE STORY IS INTERESTING

Journalists are often interested in angles such as:

- Business succession and founder transitions
- Employees sharing in the value of a company
- Local businesses staying locally rooted – (i.e. How this helps the local economy in a time of economic crisis and international chaos)
- New models for business ownership in Canada

4. ATTACH OR LINK TO YOUR NEWS RELEASE

Include a short press release or link to the announcement on your website.

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5. OFFER SOMEONE AVAILABLE FOR INTERVIEWS

Include the name and contact details of a founder, CEO, or employee representative who can speak about the transition.

Even if coverage does not happen immediately, sharing your story contributes to growing awareness of employee ownership in Canada and helps others learn from your experience.



Boilerplate Language for Employee-Owned Companies

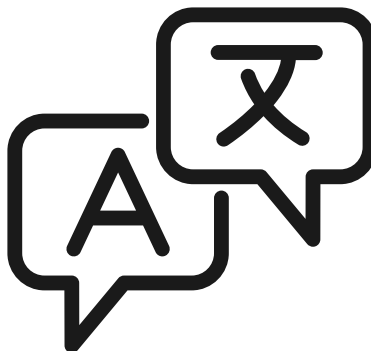
HOW TO USE THIS LANGUAGE

The following boilerplate language is designed to help companies clearly explain their transition to employee ownership. Many audiences (customers, partners, prospective employees, and even media) may be unfamiliar with employee ownership or the Employee Ownership Trust (EOT) structure.

You may wish to adapt and include this language in your communications materials, including:

- Your website
- Investor or stakeholder materials
- Recruitment pages and job postings
- Corporate presentations or decks
- Press releases or company announcements

Feel free to modify the wording so it reflects your company's voice and story. Clear, consistent language helps audiences understand what employee ownership means and why your company chose this path.



SAMPLE BOILERPLATE SECTIONS

ABOUT EMPLOYEE OWNERSHIP

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[Company Name] is proud to be employee-owned. For us, employee ownership means the people who help build our company share in its long-term success. We are ensuring employees benefit from the value they help create while supporting the long-term stability and growth of this business.

This model reinforces our commitment to our employees, our customers, and our community, ensuring that [Company Name] continues to operate with a long-term perspective and a shared sense of purpose.

ABOUT THE EMPLOYEE OWNERSHIP TRUST

(choose if applicable to your business)

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[Company Name] is employee-owned through an **Employee Ownership Trust (EOT)**.

An **Employee Ownership Trust (EOT)** holds shares for the collective benefit of employees, allowing them to share in the company's long-term success without having to purchase shares directly. This helps preserve our company's legacy while supporting long-term investment in our employees, businesses, and surrounding communities.

WHY WE CHOSE EMPLOYEE OWNERSHIP

Thinking about the future of [Company Name], we wanted a path that would protect what we had built while creating new opportunities for the people who helped build it. Transitioning to employee ownership allows [Company Name] to remain rooted in our values, recognize the contributions of our employees, and support the long-term success of the business.

By becoming employee-owned, we are investing in a model that encourages long-term thinking, shared success, and a strong commitment to our customers, employees, and community.

Employee ownership ensures that the next chapter of [Company Name] continues to be shaped by the people who know the business best.

How to Use This Questionnaire

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Employee ownership stories are powerful. They help demonstrate how employee ownership works in practice and why it can be a successful path for Canadian businesses, employees, and communities.

To participate, please complete the questionnaire below and send your responses to info@employee-ownership.ca with the subject line "Case Study." If possible, please also include 1–2 photos of your team, workplace, or leadership group that we may use alongside the story. (If photos are not available, we will use stock photos or pull from your site).

Our team will use your responses to develop a written case study about your employee ownership journey. Some of your answers may be edited for clarity, expanded upon, or converted into quotes to highlight key insights.

Even if the journey to employee ownership was not simple, we want to hear about it. Your decision-making process, the challenges you encountered, and what you have learned along the way can help other business owners better understand the path to employee ownership.

Before publication, we will share the completed case study with the appropriate person on your team for review and approval. Once finalized, the case study will be published on our website and shared with our community, including in our Employee Ownership Canada newsletter.



[Fill out the questionnaire here](#)

Optional Social Media Posts

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Sharing the news of your transition to employee ownership on social media is a powerful way to celebrate this milestone and help others learn about employee ownership. Your customers, partners, employees, and community will likely be interested in hearing why you chose this path and what it means for the future of your company.

We have included a few optional post examples below to help you get started. These are meant as inspiration. You should feel free to adapt the language to reflect your company's voice and story.

You'll notice we have not included graphics in this toolkit. Each company has its own brand guidelines and visual style, and we encourage you to design graphics that align with your existing brand. Even a simple image of your team, your workplace, or a graphic announcing your transition can help bring your message to life.

If you share posts about your employee ownership transition, we encourage you to tag **Employee Ownership Canada** so we can amplify your news through our channels.

Tag us on:

LinkedIn: [Employee Ownership Canada](#)

Instagram: [@employeeownershipcanada](#)

Facebook: [Employee Ownership Canada](#)

Amplifying these stories helps build awareness of employee ownership in Canada and encourages other business owners to explore similar transitions.

EXAMPLE SOCIAL MEDIA POSTS

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FOUNDER ANNOUNCEMENT POST

(For founders or business owners sharing the news from their personal profiles.)

After many years of building [Company Name], I've been thinking carefully about the future of the business and the people who helped make it what it is today.

I'm proud to share that we have transitioned [Company Name] to employee ownership through an **Employee Ownership Trust (EOT)**.

This means the employees who help build this company every day will now share in its long-term success.

Choosing employee ownership allows us to protect the legacy of the business, keep the company rooted in our community, and ensure the next chapter of [Company Name] is shaped by the people who know it best.

I'm excited for what comes next.

#EmployeeOwnership #BusinessSuccession #FutureOfWork

EMPLOYEE PERSPECTIVE POST

(For company channels or employees sharing what the transition means for the team.)

Exciting news for our team at [Company Name].

Our company has officially transitioned to **employee ownership through an Employee Ownership Trust**.

For us, this means the people who help build the company every day are now connected to its long-term success.

Employee ownership strengthens our culture, encourages long-term thinking, and creates new opportunities for employees to share in the value we are building together.

We're proud to be part of a growing movement of employee-owned companies in Canada.

#EmployeeOwnership #WorkplaceCulture #FutureOfWork

“WHY WE CHOSE EMPLOYEE OWNERSHIP” POST

(Placeholder post companies can adapt to explain their reasoning.)

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Why did [Company Name] choose employee ownership?

When we began thinking about the future of our business, we wanted a path that would:

- ✓ Protect the legacy of the company
- ✓ Recognize the contributions of our employees
- ✓ Keep the business rooted in our community
- ✓ Support long-term stability and growth

Transitioning to **employee ownership** (through an Employee Ownership Trust if applicable) allowed us to do exactly that.

Employee ownership ensures the people who help build the company every day can share in its future success.

We're proud to be part of the growing employee ownership movement in Canada.

#EmployeeOwnership #BusinessSuccession #CanadianBusiness