



# LEAD

LEADERSHIP EDUCATION AND DEVELOPMENT

1: THE NEXT GENERATION CERTIFICATE PROGRAM™

2: OTA-SEEC LEADERS CERTIFICATE PROGRAM



LEAD  
LEADERSHIP EDUCATION AND DEVELOPMENT

ONTRUCK.ORG

# THE NEXT GENERATION CERTIFICATE PROGRAM™

## THE PROGRAM

The Next Generation Certificate Program™, delivered by the highly esteemed Humphrey Group, is an intensive leadership development program designed to equip emerging leaders in the transportation industry with the strong communication skills required of successful executives. New and future senior leaders of trucking and supplier companies are invited to participate in this four-module certificate program. The overall program objective is to provide the next generation of leaders with the ability to inspire action in others – from drivers, to customers, to executive teams.

### MODULE 1: ENGAGING AND INSPIRING OTHERS

Participants will move beyond the role of “manager” and into the role of “leader.” This module examines the connection between leadership and communication.

- Organize their thinking in a clear, structured manner
- Communicate powerful messages that reflect their leadership thinking
- Close with a compelling call to action

### MODULE 2: DEVELOPING AN EXECUTIVE PRESENCE

Presence is a quality that we ascribe to people who can connect with us and hold our attention.

In this module participants will learn to engage their audiences with a natural, authentic presence.

And will strengthen their ability to consistently:

- Show confidence using strong body language
- Make effective use of eye contact
- Use varied expression and tone

### MODULE 3: LEADING IN CONVERSATIONS

Every day, leaders are called upon to shape the way people think and act. These “leadership moments” are found not only in formal presentations, but in daily conversations. Effective leaders recognize that they must capitalize on these opportunities.

- Think on their feet and influence others in challenging conversations
- Defuse challenging conversations through active listening techniques

### MODULE 4: LEADING IN MEETINGS

Effective leaders recognize the importance of approaching every meeting – whether as Chair or participant – as an opportunity to communicate key messages and drive action.

- Meet with the intention to inspire action
- Prepare a message-driven agenda

## TRAINING CALENDAR & LOCATIONS

**PREREQUISITES** | Must be an OTA member in good standing

**MEMBER PROGRAM COST** | \$1700 for all four Modules, plus HST (A discount of \$500)

**HOW TO REGISTER** | Contact: Lak Shoan - Program and Education Coordinator - OTA | Email: lak.shoan@ontruck.org | Phone: 416-249-7401 x 235

### MODULE 1: ENGAGING AND INSPIRING OTHERS

**DATE**  
March 9, 2017

**TIME**  
10am - 3pm

**VENUE**  
OTA Offices

**ADDRESS**  
555 Dixon Rd  
Toronto, ON M9W 1H8

### MODULE 2: DEVELOPING AN EXECUTIVE PRESENCE

**DATE**  
June 15, 2017

**TIME**  
11am - 4pm

**VENUE**  
OTA Board Retreat,  
Deerhurst Resort

**ADDRESS**  
235 Deerhurst Dr  
Huntsville, ON P1H 2E8

### MODULE 3: LEADING IN CONVERSATIONS

**DATE**  
September 7, 2017

**TIME**  
12pm - 5pm

**VENUE**  
OTA Bike and Car Rally,  
Hockley Valley Resort

**ADDRESS**  
793522 Mono 3rd Line  
Mono, ON L9W 5X7

### MODULE 4: LEADING IN MEETINGS

**DATE**  
November 8, 2017

**TIME**  
1pm - 5pm

**VENUE**  
OTA Convention,  
Ritz-Carlton Hotel

**ADDRESS**  
181 Wellington St W  
Toronto, ON M5V 3G7

# OTA-SEEC LEADERS CERTIFICATE PROGRAM

## THE PROGRAM

This program, in partnership with the Schulich School of Business, Executive Education Centre (SEEC), equips leaders with the framework you need to lead strategic innovation projects. Innovation is a key part of the strategic planning process for any business, and every leader needs to know how to manage innovation initiatives. Innovation is the #1 strategic driver to grow your business. Whether launching new products or improved manufacturing and IT systems, this program is ideal for future leaders with finding new ways to create value for their customers and their organizations.

### DAY 1: INNOVATION & THINKING PREFERENCES

By the end of Day 1, participants will have a good understanding regarding what innovation is, how to define and recognize its many forms. Participants will also gain an understanding of their own thinking preferences in innovation and how to leverage cognitive diversity for greater outcomes.

Topics covered:

- What is innovation and why is it important?
- Determining the appropriate level and type for your company
- Thinking preferences and benefits of innovation as a competitive advantage

### DAY 2: THE PROCESS AND THE PRACTICE

By the end of Day 2, participants will be able to solve challenges by applying an innovation framework. Participants will have some proficiency in using different tools and techniques to be more effective in solving problems.

Topics covered:

- Walk-through of skills development, techniques and tools to develop stronger solutions
- Developing ideas and tools to stimulate change in your organization
- Implementation, management and execution process for innovation strategies

### DAY 3: CREATING A CULTURE OF INNOVATION

By the end of Day 3, participants will be able to articulate what a culture of innovation is, and what they can do to shift their organizations.

Topics covered:

- What is a culture of innovation and to what extent does your organization apply it
- What leaders can do to reinforce or modify culture to accelerate a culture of innovation
- Why people resist change and how can leaders reduce resistance to change

### DAY 4 (HALF DAY SESSION): ALP FINAL PRESENTATIONS

• Each ALP team presents their project solutions to an audience that consists of their fellow peers/classmates, SEEC management, Ontario Trucking Association board members and project champions

• A Q/A session immediately follows each presentation

## TRAINING CALENDAR & LOCATIONS

**PREREQUISITES** | Participants must be graduates of The Next Generation Certificate Program™ to be eligible for the OTA-SEEC Leaders Certificate program

**MEMBER PROGRAM COST** | \$1700 for all four days, plus HST (A discount of \$500)

**HOW TO REGISTER** | Contact: Lak Shoan - Program and Education Coordinator - OTA | Email: lak.shoan@ontruck.org | Phone: 416-249-7401 x 235

### DAY 1: INNOVATION & THINKING PREFERENCES

**DATE**  
March 9, 2017

**TIME**  
9am - 5pm

**VENUE**  
Executive Learning Centre  
(York University)

**ADDRESS**  
56 Fine Arts Road, 4700 Keele Street  
Toronto, ON M3J 1P3

### DAY 2: THE PROCESS AND THE PRACTICE

**DATE**  
June 15, 2017 (Date TBC)

**TIME**  
9am - 5pm

**VENUE**  
OTA Board Retreat,  
Deerhurst Resort (TBC)

**ADDRESS**  
235 Deerhurst Dr  
Huntsville, ON P1H 2E8

### DAY 3: CREATING A CULTURE OF INNOVATION

**DATE**  
September 7, 2017

**TIME**  
9am - 5pm

**VENUE**  
OTA Bike and Car Rally,  
Hockley Valley Resort

**ADDRESS**  
793522 Mono 3rd Line  
Mono, ON L9W 5X7

### DAY 4 (HALF DAY SESSION): ALP FINAL PRESENTATIONS

**DATE**  
November 8, 2017

**TIME**  
10am - 1pm

**VENUE**  
OTA Convention,  
Ritz-Carlton Hotel

**ADDRESS**  
181 Wellington St W  
Toronto, ON M5V 3G7