



1: THE NEXT GENERATION CERTIFICATE PROGRAM™

2: OTA-SEEC LEADERS CERTIFICATE PROGRAM



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# 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	MODULE 2: DEVELOPING AN EXECUTIVE PRESENCE	MODULE 3: LEADING IN CONVERSATIONS	MODULE 4: LEADING IN MEETINGS
Participants will move beyond the role of “manager” and into the role of “leader.” This module examines the connection between leadership and communication. <ul style="list-style-type: none"><li>Organize their thinking in a clear, structured manner</li><li>Communicate powerful messages that reflect their leadership thinking</li><li>Close with a compelling call to action</li></ul>	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: <ul style="list-style-type: none"><li>Show confidence using strong body language</li><li>Make effective use of eye contact</li><li>Use varied expression and tone</li></ul>	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. <ul style="list-style-type: none"><li>Think on their feet and influence others in challenging conversations</li><li>Defuse challenging conversations through active listening techniques</li></ul>	Effective leaders recognize the importance of approaching every meeting – whether as Chair or participant – as an opportunity to communicate key messages and drive action. <ul style="list-style-type: none"><li>Meet with the intention to inspire action</li><li>Prepare a message-driven agenda</li></ul>

# TRAINING CALENDAR & LOCATIONS

## PREREQUISITES

Must be an OTA member in good standing

## MEMBER PROGRAM COST

\$1 700 for all four Modules, plus HST

## HOW TO REGISTER

| Contact: Lak Shoan- Director, Policy and Industry Awareness Programs-OTA  
| Email: lak.shoan@ontruck.org | Phone: 416-249-7401 x 235

MODULE 1: ENGAGING AND INSPIRING OTHERS	MODULE 2: DEVELOPING AN EXECUTIVE PRESENCE	MODULE 3: LEADING IN CONVERSATIONS	MODULE 4: LEADING IN MEETINGS
DATE: April 16, 2019  TIME: 12pm - 5pm  VENUE: Ontario Trucking Association (OTA) Offices  ADDRESS 555 Dixon Road, Toronto, ON, M9W 1H8	DATE: June 6, 2019 (OTA Blue Jays Day)  TIME: 12pm - 5pm  VENUE: Miles S. Nadal Management Centre (York University)  ADDRESS 222 Bay Street, Suite 500, Toronto, ON, M5K 1K2	DATE: September 5, 2019 (LEAD Fall Social)  TIME: 12pm - 5pm  VENUE: Miles S. Nadal Management Centre (York University)  ADDRESS 222 Bay Street, Suite 500, Toronto, ON, M5K 1K2	DATE: November 6, 2019  TIME: 12:30pm - 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	DAY 2: THE PROCESS AND THE PRACTICE	DAY 3: CREATING A CULTURE OF INNOVATION	DAY 4: ALP FINAL PRESENTATIONS
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: <ul style="list-style-type: none"><li>What is innovation and why is it important?</li><li>Determining the appropriate level and type for your company</li><li>Thinking preferences and benefits of innovation as a competitive advantage</li></ul>	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: <ul style="list-style-type: none"><li>Walk-through of skills development, techniques and tools to develop stronger solutions</li><li>Developing ideas and tools to stimulate change in your organization</li><li>Implementation, management and execution process for innovation strategies</li></ul>	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: <ul style="list-style-type: none"><li>What is a culture of innovation and to what extend does your organization apply it</li><li>What leaders can do to reinforce or modify culture to accelerate a culture of innovation</li><li>Why people resist change and how can leaders reduce resistance to change</li></ul>	<ul style="list-style-type: none"><li>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</li><li>A Q/A session immediately follows each presentation</li></ul>

## PREREQUISITES

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

## MEMBER PROGRAM COST

\$2250 for all four Modules, plus HST

## HOW TO REGISTER

| Contact: Lak Shoan- Director, Policy and Industry Awareness Programs-OTA  
| Email: lak.shoan@ontruck.org | Phone: 416-249-7401 x 235

DAY 1: INNOVATION & THINKING PREFERENCES	DAY 2: THE PROCESS AND THE PRACTICE	DAY 3: CREATING A CULTURE OF INNOVATION	DAY 4: ALP FINAL PRESENTATIONS
DATE: April 16, 2019  TIME: 9am - 5pm  VENUE: Miles S. Nadal Management Centre (York University)  ADDRESS 222 Bay Street, Suite 500, Toronto, ON, M5K 1K2	DATE: June 6, 2019 (OTA Blue Jays Day)  TIME: 9am - 5pm  VENUE: Miles S. Nadal Management Centre (York University)  ADDRESS 222 Bay Street, Suite 500, Toronto, ON, M5K 1K2	DATE: September 5, 2019 (LEAD Fall Social)  TIME: 9am - 5pm  VENUE: Miles S. Nadal Management Centre (York University)  ADDRESS 222 Bay Street, Suite 500, Toronto, ON, M5K 1K2	DATE: November 6, 2019  TIME: 9am - 12:30pm  VENUE: OTA Convention, Ritz-Carlton Hotel  ADDRESS 181 Wellington St W Toronto, ON M5V 3G7

## ALP PREPARATION DAY ONE

### ONTARIO TRUCKING ASSOCIATION WILL...

- Place people in their respective ALP groups
- Design the context and scope of each ALP
- Appoint a project champion

## ALP ORIENTATION SESSION DAY ONE

### WHAT TO EXPECT

- ALP Orientation
- Setting the context for groups working together
- Re-defining the ALP from MGT perspective

ALP groups work offline  
together on ALP

## SELF MANAGED ALP MEETINGS

### WHAT TO EXPECT

- Groups will be required to meet virtually to work on ALP between Days 1, 2 and 3. Project Champion to coordinate

ALP groups work offline  
together on ALP

## ALP 90 MINUTE IN CLASS SESSION DAY TWO

### ALP WORKSHOP

- ALP groups will be given 90 minutes at the end of Day 2 to work on ALP
- Workshops serve as a mid-point check-in to ensure group projects are on target and on time leading up to final presentation

## ALP DRY RUN DAY THREE

### ALP DRY RUN - WHAT TO EXPECT

- SEEC coach, management team and communications facilitator listen to / provide feedback on the management ALP presentation delivery
- Forum is a safe environment for the ALP groups to present their solution to an unbiased audience (SEEC)

## ALP FINAL PRESENTATIONS & GRADUATION DAY FOUR

### ALP FINAL PRESENTATIONS & GRADUATION - WHAT TO EXPECT

- Each ALP team presents their project solutions to an audience that consists of their fellow peers / classmates, SEEC management and key Ontario Trucking Association executives and project champions
- Q&A session immediately follows each presentation