

THE NEXT GENERATION CERTIFICATE PROGRAM

Program designed for
Ontario Trucking Association



PROGRAM OVERVIEW

The Next Generation Certificate Program™ 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.

This program is developed and delivered by The Humphrey Group in partnership with the Ontario Trucking Association. For 2021, we are pleased to offer this program in a fully virtual experience.

Each module focuses on a specific area of communication skills development. 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.

LEARNING EXPERIENCE

- Pre-session virtual videos
- 4 virtual sessions facilitated live by an instructor from The Humphrey Group
- 30 minutes of 1-1 virtual coaching time with an instructor from The Humphrey Group
- All materials required for active participation in the virtual session
- Program overseen by a Client Partner and Client Partner Coordinator to ensure efficient progress towards achieving learning outcomes
- 365 days access to post-program learning resources

THE BENEFITS OF VIRTUAL LEARNING

Distributed learning over time allows participants to learn and retain more easily

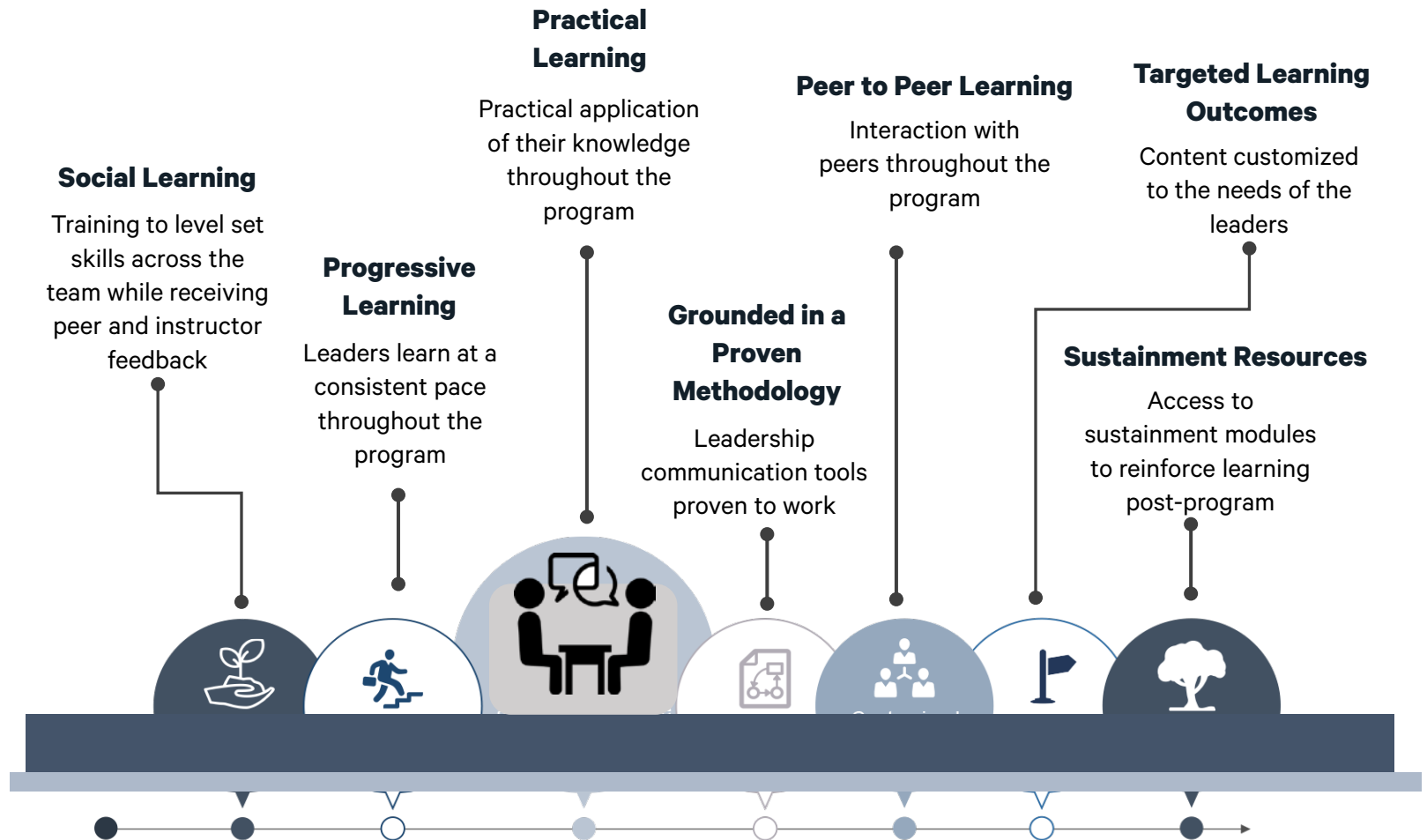
Time in between sessions provides opportunities for application and practice

Short sessions allow for learning in the flow of work

1-on-1 presence coaching for each participant to engage with a Humphrey Group instructor

**INSPIRE
EVERY
TIME
YOU
SPEAK**

FULLY INTERACTIVE LEARNING EXPERIENCE



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POWERFUL LEARNING OUTCOMES

- Approach communication with the intent to inspire action
- Speak with clarity and conviction in every interaction
- Communicate a powerful message that reflects your leadership thinking
- Support your message using a clear, logical structure
- Close with a clear call to action
- Understand the fundamentals of virtual communication
- Display the presence, both physical and verbal, of a leader
- Plan effectively for critical conversations
- Structure your thinking on the fly in impromptu discussions

PROGRAM AGENDA

May 27th, 2021: SESSION 1 – ENGAGING AND INSPIRING OTHERS

- Pre-work: Online learning module Part 1: The Leader’s Mindset
- Live session (90 minutes)
 - The link between leadership and communication
 - Introduction to The Leader’s Script

June 17th, 2021: SESSION 2- COMMUNICATING WITH CLARITY

- Pre-work: Online learning module Part 2: The Leader’s Script
- Live session (90 minutes) : How to craft an inspiring message

September 15th, 2021: SESSION 3 – LEADING VIRTUALLY

- Pre-work: Online learning module Part 3
- Live session: (90 mins) Building virtual leadership and communication skills
- Post-session video: Leadership Presence

September 29th, 2021: ONE-ON-ONE VIRTUAL COACHING

October 14th, 2021: SESSION 4 - LEADING IN CONVERSATIONS

- Pre-work reading: Listen, Listen, Listen
- Live session: (90 minutes) Leading in conversations

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DETAILED AGENDA

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LIVE SESSION 1

- Participants discuss the six principles of a leader's mindset.
- Participants work in small groups to determine how they can use these principles to shape their communications.
- Participants identify the convictions that are core to their leadership identity.

LIVE SESSION 2

- Participants learn how to use the Leader's Script to create message-driven communications for a variety of different contexts.
- Participants are introduced to the five characteristics of an effective message.
- Participants craft a clear, inspiring, and audience-centered message and receive feedback from their instructor.

LIVE SESSION 3

- Participants learn how to create an engaging grabber and a compelling call to action for their script.
- Participants complete their scripts and practice delivering them in small groups.
- Participants receive feedback on their scripts from their instructor and their peers.

ONE-ON-ONE VIRTUAL COACHING WILL TAKE PLACE IN BETWEEN LIVE SESSIONS 3 & 4

- Participants practice delivering their scripts to the instructor.
- Participants identify strategies that can improve their presence.
- Participants receive individualized feedback on their presence from their instructor.

LIVE SESSION 4

- Participants explore how difficult conversations and conflict situations can be used as leadership opportunities.
- Participants practice using active listening, the Leader's Script, and the DESP technique to better answer questions in the moment.
- Participants roleplay responding in the moment using the methodology they have been taught and receive feedback from their instructor and their peers.

