



# ONTARIO TRUCKING ASSOCIATION

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SEEC LEADERS CERTIFICATE PROGRAM

## THE PROGRAM

The program, in partnership with the Schulich School of Business, Executive Education Centre (SEEC) equips leaders with the framework you need to lead strategic innovations 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.

## PREREQUISITES

Participants must be a graduate of The Next Generation Program™ in-person LX to be eligible for the OTA-SEEC Leaders Certificate Program.

## HOW TO REGISTER

Contact Lak Shoan, Director of Policy and Industry Awareness Programs at OTA

Email: [lak.shoan@ontruck.org](mailto:lak.shoan@ontruck.org) | Phone: (416) 249-7401, ext 235

## MEMBER PROGRAM COST

\$2,250 for all modules plus HST



## DAY 1

MAY 5, 2022

Time: 9:00 am to 5:00 pm

Venue: Nadal Management Centre (York University)

Address: 222 Bay Street, Suite 500, Toronto, ON

### INNOVATION AND THINKING PREFERENCES

By the end of Day 1, participants will have a good understanding of 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

JUNE 9, 2022

Time: 9:00 am to 5:00 pm

Venue: JW Marriott, The Rosseau Muskoka Resort and Spa

Address: 1050 Paignton House Road, Minett, ON

### 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. Topic 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.



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## DAY 3

SEPTEMBER 26, 2022

Time: 9:00 am to 5:00 pm

Venue: Nadal Management Centre (York University)

Address: 222 Bay Street, Suite 500, Toronto, ON

### CREATING 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. Topic covered:

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



## DAY 4

NOVEMBER 2, 2022

Time: 9:00 am to 1:00 pm

Venue: The Ritz Carlton Hotel

Address: 181 Wellington St. West, Toronto, ON

### ALP FINAL PRESENTATION

Each ALP team presents their project solutions to an audience that consists of their fellow peers/classmates, SEEC management, OTA Board members and project champions.

A Q & A session immediately follows each presentation.



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