



1: THE NEXT GENERATION CERTIFICATE PROGRAM™

2: SCHULICH EXEC ED LEADERSHIP CERTIFICATE PROGRAM



ONTRUCK.ORG

# THE NEXT GENERATION CERTIFICATE PROGRAM™

## THE PROGRAM

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 certificate learning experience. The learning experience objective is to provide the next generation of leaders with the ability to inspire action in others -- from drivers, to customers, to executive teams.

### KEY LEARNING OUTCOMES

In this customized learning experience, you will receive the knowledge and tools to...

- Understand the importance of vision, no matter their role.
- Shift from an informational mindset to an inspirational mindset.
- Deliver their convictions in an audience-centered way.
- Support their message with the right amount of information.
- Use body language, eye contact, pace and expression to engage audiences.
- Be in the moment and connect with others both virtually and in-person.
- Create message-driven stories that can influence and inspire any audience

<b>SESSION 1: ENGAGE AND INSPIRE OTHERS</b> <ul style="list-style-type: none"><li>• The Leader's Mindset: Learn how to make your communications more audience-centered using the principles of a leader's mindset.</li><li>• The Leader's Script: Craft a clear, inspiring, and audience-centered message. Practice delivery and gain feedback from the facilitator.</li></ul>	<b>SESSION 2: LEADERSHIP PRESENCE</b> <ul style="list-style-type: none"><li>• Leadership Presence:  Practice delivering a message to the instructor. Receive feedback with specific strategies to improve leadership presence.</li></ul>	<b>SESSION 3: LEAD IN CONVERSATIONS AND STORYTELLING TO LEAD</b> <ul style="list-style-type: none"><li>• Active Listening:  Learn strategies for listening actively, responding to difficult comments and questions, and finding common ground with the audience.</li><li>• Storytelling for Leaders:  Use message-driven stories to inspire and motivate your audience to take action.</li></ul>
--	--	---

# OTA-SCHULICH EXEC ED LEADERSHIP 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.

<b>DAY 1: INNOVATION AND THINKING PREFERENCES</b> <p>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:</p> <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>	<b>DAY 2: THE PROCESS AND THE PRACTICE</b> <p>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:</p> <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>	<b>DAY 3: CREATING A CULTURE OF INNOVATION</b> <p>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:</p> <ul style="list-style-type: none"><li>• What is a culture of innovation and to what extent 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>	<b>DAY 4: ALP FINAL PRESENTATION</b> <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>
--	--	--	--

# TRAINING CALENDAR & LOCATIONS

## PREREQUISITES

Must be an OTA member in good standing.

## HOW TO REGISTER

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

## MEMBER PROGRAM COST

\$2,075 for all Modules, plus HST.

<b>SESSION 1: ENGAGE AND INSPIRE OTHERS</b>	<b>SESSION 2: LEADERSHIP PRESENCE</b>	<b>SESSION 3: LEAD IN CONVERSATIONS AND STORYTELLING TO LEAD</b>
Date: June 18, 2025	Date: September 24, 2025	Date: November 11, 2025 (OTA Conference)
Time: 10am - 3pm	Time: 10am - 3pm	Time: 10am - 5pm
Venue: OTA Offices	Venue: OTA Offices	Venue: Delta Hotels Toronto
Address: 555 Dixon Road, Toronto, ON	Address: 555 Dixon Road, Toronto, ON	Address: 75 Lower Simcoe Street, Toronto, ON

# TRAINING CALENDAR & LOCATIONS

## PREREQUISITES

Participants must be graduates of The Next Generation Certificate Program™ to be eligible for the OTA-Schulich Exec Ed Leadership Certificate Program. The sponsoring company must be an OTA member in good standing.

## HOW TO REGISTER

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

## MEMBER PROGRAM COST

\$2,450 for all four Modules, plus HST.

<b>DAY 1: INNOVATION AND THINKING PREFERENCES</b>	<b>DAY 2: THE PROCESS AND THE PRACTICE</b>	<b>DAY 3: CREATING A CULTURE OF INNOVATION</b>	<b>DAY 4: ALP FINAL PRESENTATION</b>
Date: April 29, 2025	Date: June 12, 2025	Date: September 30, 2025	Date: November 11, 2025 (OTA Conference)
Time: 9am - 4pm	Time: 9am - 4pm	Time: 9am - 4pm	Time: 2pm - 5:00pm
Venue: Miles S. Nadal Management Centre, Suite 500	Venue: Prince of Wales Hotel	Venue: Miles S. Nadal Management Centre, Suite 500	Venue: Delta Hotels Toronto
Address: 222 Bay St., Toronto, ON	Address: 6 Picton St., Niagara-on-the-Lake, ON	Address: 222 Bay St., Toronto, ON	Address: 75 Lower Simcoe Street, Toronto, ON