



1: THE NEXT GENERATION CERTIFICATE PROGRAM™

2: SCHULICH EXEC ED LEADERSHIP CERTIFICATE
PROGRAM



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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

SESSION 1: ENGAGE AND INSPIRE OTHERS • The Leader's Mindset: Learn how to make your communications more audience-centered using the principles of a leader's mindset. • The Leader's Script: Craft a clear, inspiring, and audience-centered message. Practice delivery and gain feedback from the facilitator.	SESSION 2: LEADERSHIP PRESENCE • Leadership Presence: Practice delivering a message to the instructor. Receive feedback with specific strategies to improve leadership presence.	SESSION 3: LEAD IN CONVERSATIONS USING PAL & CARE MODEL FOR ACTIVE LISTENING: This session will show participants how to use active listening techniques to turn challenging conversations into productive discussions apply through the Care Model. Participants will learn how to clarify their thinking, structure their communications but also develop strategies to navigate those conversations dynamically and influence in the moment.
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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.

DAY 1: 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: 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/STORYTELLING 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: ALP GROUP 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.
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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

\$2,175 for all Modules, plus HST.

SESSION 1: ENGAGE AND INSPIRE OTHERS Date: June 18, 2026 Time: 10am - 3pm Venue: OTA Offices Address: 555 Dixon Road, Toronto, ON	SESSION 2: LEADERSHIP PRESENCE Date: September 9, 2026 Time: 12pm - 5pm Venue: Hard Rock London Hotel Address: 100 Kellogg Lane, #1, London, ON	SESSION 3: LEAD IN CONVERSATIONS AND STORYTELLING TO LEAD Date: November 10, 2026 (OTA Conference) Time: 10am - 5pm Venue: Delta Hotels Toronto Address: 75 Lower Simcoe Street, Toronto, ON
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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

\$2,550 for all four Modules, plus HST.

DAY 1: INNOVATION AND THINKING PREFERENCES Date: May 7, 2026 Time: 9am - 4pm Venue: Miles S. Nadal Management Centre, Suite 500 Address: 222 Bay St., Toronto, ON	DAY 2: THE PROCESS AND THE PRACTICE Date: June 25, 2026 Time: 9am - 4pm Venue: Miles S. Nadal Management Centre, Suite 500 Address: 222 Bay St., Toronto, ON	DAY 3: CREATING A CULTURE OF INNOVATION/STORYTELLING Date: September 9, 2026 Time: 9am - 4pm Venue: Hard Rock London Hotel Address: 100 Kellogg Lane, #1, London, ON	DAY 4: ALP GROUP PRESENTATIONS Date: November 10, 2026 (OTA Conference) Time: 2pm - 5:00pm Venue: Delta Hotels Toronto Address: 75 Lower Simcoe Street, Toronto, ON
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