



# **nextgen** **PROGRAM**

Ontario Trucking Association  
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THE HUMPHREY GROUP INC.

PROGRAM

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## 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 four-module certificate program.

The Next Generation Certificate Program is developed and delivered by The Humphrey Group in partnership with the Ontario Trucking Association. The Ontario Trucking Association has chosen to partner with The Humphrey Group based on their experience working in the transportation industry, their understanding of the needs of both the OTA and emerging leaders in the industry, and their exclusive focus on leadership communication training.

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.

By completing the program, participants will strengthen their ability to consistently:

- ✓ Recognize every communication as an opportunity to inspire and drive action
- ✓ Lead with an audience-centred message and a clear, logical structure
- ✓ Project an authentic and engaging executive presence
- ✓ Demonstrate leadership and clarity of thought in challenging conversations
- ✓ Approach every meeting as an opportunity to lead – even when more senior leaders are present

## TESTIMONIALS

“I strongly encourage you to look deep within your organization, identify your future leaders, and enroll them in this program. Investing in these leaders will be the key to your future success.”  
Ryan Tilley, The Tandet Group

“So much of business success is dictated by your ability to communicate and to inspire others around you. And that’s exactly what this course teaches - how to communicate, how to inspire, how to be a phenomenal leader”.  
Jacquie Meyers, Meyers Transport

“The Next Generation Program gave me the tools I need to make sure I have a voice to be heard, while respecting and understanding the generations before me.”  
Alex MacKinnon, MacKinnon Transport

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## MODULE 1: ENGAGING AND INSPIRING OTHERS

In this first module, participants will learn a guiding methodology that will enable them to move beyond the role of “manager” and into the role of “leader.” The fundamentals of the program are introduced in this module and therefore it is highly recommended that all participants attend this important foundational module.

This module examines the connection between leadership and communication.

Participants will strengthen their ability to consistently:

- ✓ Approach communication with the intent to inspire action
- ✓ Consider the needs and perspective of their audience
- ✓ Organize their thinking in a clear, structured manner
- ✓ Speak with clarity and conviction in every interaction
- ✓ Communicate powerful messages that reflect their leadership thinking
- ✓ Support their messages using clear, logical structure
- ✓ Close with a compelling call to action

## MODULE 2: DEVELOPING EXECUTIVE PRESENCE

When leaders speak, it is often said that they have presence. But what exactly is presence? Presence is a quality that we ascribe to people who can connect with us and hold our attention. This ability to draw the audience in and create a connection is essential for leaders.

In this module participants will learn to engage their audiences with a natural, authentic presence.

Participants will strengthen their ability to consistently:

- ✓ Project executive presence in all situations
- ✓ Show confidence using strong body language
- ✓ Make effective use of eye contact
- ✓ Speak at an appropriate pace
- ✓ Use varied expression and tone

Each participant will deliver a talk to their group and will receive individual videotaped coaching on their physical and vocal presence.

## MODULE 3: LEADING IN CONVERSATIONS

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. Project updates, impromptu meetings, and challenging one-on-one interactions represent important opportunities for leaders to deliver and reinforce key messages. Effective leaders recognize that they must capitalize on these opportunities.

In this module, participants will strengthen their ability to consistently:

- ✓ Think on their feet and influence others in challenging conversations
- ✓ Shape conversations by being clear in their thinking, adapting their arguments based on their audience’s perspective, and listening well
- ✓ Defuse challenging conversations through active listening techniques

Participants will role-play everyday interactions where they must inspire action and shape the thinking of their audience. They will receive feedback from the instructor.

## MODULE 4: LEADING IN MEETINGS

Meetings are an essential component of business, but too often they do not result in clear accountability and action. Effective leaders recognize the importance of approaching every meeting – whether as Chair or participant – as an opportunity to communicate key messages and drive action.

Participants will learn to how to lead before, during, and after every meeting, and will learn to demonstrate leadership in meetings – even when more senior leaders are present.

In this module, participants will strengthen their ability to consistently:

- ✓ Meet with the intention to inspire action
- ✓ Organize their thinking ahead of time
- ✓ Prepare a message-driven agenda
- ✓ Identify the opportunity to deliver a key message
- ✓ Enter the discussion the right way
- ✓ Close with a clear call to action

Participants will prepare and deliver opening remarks for an upcoming meeting. Feedback from the instructor will be provided.

# TRAINING CALENDAR & LOCATIONS

MODULE	DATE	TIME	LOCATION
<b>MODULE 1:</b> Engaging And Inspiring Others	Thursday Apr 14, 2016	11am - 4pm	Truck World – Canada’s National Truck Show 6900 Airport Road, Mississauga, ON L4V 1E8
<b>MODULE 2:</b> Developing Executive Presence	Wednesday July 6, 2016	12am - 5pm	Renaissance Toronto Downtown Hotel, 1 Blue Jay Way, Toronto, ON, M5V 1J4
<b>MODULE 3:</b> Leading In Conversations	Thursday Sept 15, 2016	10am - 3pm	Ontario Trucking Association 555 Dixon Rd ON M9W1H8
<b>MODULE 4:</b> Leading In Meetings	Wednesday Nov 9, 2016	10am - 3pm	Ritz Carlton 181 Wellington Street, Toronto, ON, M5V 3G7

## MEMBER PROGRAM COST

\$1700 for all four Modules, plus HST (A discount of \$500)

Since Module 1, Engaging and Inspiring Others provides foundational training, it is recommended that this module be taken by anyone wishing to attend any of the subsequent modules.

Make-up sessions for missed modules will be scheduled based on demand, or will otherwise have to be completed during the following year’s session.

Register early to reserve your spot – the training is provided in small groups, so space is limited!

## HOW TO REGISTER

For more information on the program, or to return completed registration forms please contact:

Lak Shoan

Program and Education Coordinator

Ontario Trucking Association

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