



CERTIFICATION PROGRAM

IN LEADERSHIP
AND MANAGEMENT

INSTITUTE OF
LEADERSHIP
in management



JOHN & MOLSON
SCHOOL OF BUSINESS



ALAIN BOUCHARD,
Founder and Executive Chairman of the Board,
Alimentation Couche-Tard

CERTIFICATION PROGRAM

CERTIFICATION IN LEADERSHIP AND MANAGEMENT

- + A certification program in leadership and management abilities designed in collaboration with University professors and accomplished business executives who are also the program facilitators.
- + This curriculum aims at shaping successful leaders to become champions of change, to manage conflict effectively, to mobilize their teams with managerial courage and to overcome their company's specific challenges.
- + 15 different facilitators for each cohort. Six days of training.

WHO IS THIS PROGRAM FOR?

- + This program is targeted to professionals who hold leadership positions in their organizations, and who wish to further develop their strategic leadership skills. They represent a broad range of industries and profiles such as:

Managers and executives – public and private organizations, not-for-profit, and others

Senior directors of SMEs

Entrepreneurs and owners of SMEs

FACILITATORS

ABOUT THE INSTITUTE OF LEADERSHIP IN MANAGEMENT

In partnership with socio-economic actors, the mission of the Institute of Leadership in Management is to enhance the competitiveness of organizations by developing their leaders' potential. The Certification in Leadership and Management is a unique program that inspires and empowers participants to reach a higher level of leadership.

ABOUT THE JOHN MOLSON SCHOOL OF BUSINESS

Concordia University's John Molson School of Business (JMSB) is one of the largest business schools in Canada, offering a wide selection of curricula ranging from undergraduate degrees to doctorate programs. Recognized internationally for its innovative teaching methods and for constantly pushing the boundaries of research, JMSB's professors often receive teaching and research excellence awards. In addition, the John Molson MBA was recently ranked third in Canada and eighty first in the world by the magazine *The Economist*.

LOUIS AUDET,
President and CEO of Cogeco Inc.

CHRISTINE BEAULIEU,
Senior instructor at the John Molson Executive Centre, Concordia University and Lecturer at HEC Montréal

FRANÇOISE BERTRAND,
President of the Fédération des chambres de commerce du Québec

PIERRE BOIVIN,
President and Chief Executive Officer of Claridge

ALAIN BOUCHARD,
Founder and Executive Chairman of the Board , Alimentation Couche-Tard

SOPHIE BROCHU,
President and Chief Executive Officer of Gaz Métro

JEAN CHAREST,
Partner with the Montreal office of McCarthy Tétrault and former Prime Minister of Quebec

ÉRIC CHOUINARD,
Co-Founder and former President, iWeb

GUY CREVIER,
President and Publisher at La Presse

NABIL DOSS,
Conference Speaker and Trainer, former President of CAPS

TIM FIELD,
Lecturer at the John Molson School of Business, Concordia University

NATHALIE FRANCISCI,
Partner at the Montreal Office of Odgers Berndtson

HÉLÈNE V. GAGNON,
Vice-President of Public Relations and Communications at Bombardier Aéronautique

SERGE GODIN,
Founder and Executive Chairman of CGI

RALPH HOSKER,
President of Belron Canada

EMILIO B. IMBRIGLIO,
President and CEO of Raymond Chabot Grant Thornton

MÉLANIE KAU,
Co-President of Le Naturiste

PIERRE LAINEY,
Management Lecturer at HEC Montréal

BERNARD LANDRY,
Professor at ESG-UQAM and former Prime Minister of Quebec

RON LAURSEN,
Consultant and Executive Instructor at the John Molson Executive Centre, Concordia University

JEAN-MARC LÉGER,
President of Léger Marketing

BARRY F. LORENZETTI,
President, CEO and Founder of BFL Canada

FRANÇOIS MASSICOTTE,
President of SFP Group

DAVID MOSCOVITZ,
Lecturer at the John Molson School of Business, Concordia University

LORRAINE PINTAL,
Comedian, Director, Executive and Artistic Director of Théâtre du Nouveau Monde

FRED ROSENZVEIG,
Instructor at the John Molson Executive Centre, Concordia University

GILBERT ROZON,
Founding President of Just for Laughs Group

MARTIN THIBAUT,
President of Absolutnet

RON THIESSEN,
Instructor at the John Molson Executive Centre, Concordia University, Author and Psychologist

KAREN TORGERSON,
Instructor at the John Molson Executive Centre, Concordia University

THIERRY VANDAL,
President and Chief Executive Officer of Hydro-Québec

MARIOLA WIELGOPOLAN,
Instructor at the John Molson Executive Centre, Concordia University, Consultant, and Executive Coach



GILBERT ROZON,
 Founding President
 of Just for Laughs Group

MODULE: STRATEGIC MANAGEMENT

- + Analyze and understand your environment in order to identify the best practices that will position your organization for growth.
- + Better understand the concept of strategy.
- + Discover the tools that will allow you to influence the decision-making process.
- + Orchestrate strategic decision-making and the art of overcoming challenges.
- + Predict the impact of major developments in your organization.
- + Adapt your organization's strategy to different internal or external changes.
- + Rally internal and external stakeholders to successfully implement desired changes.
- + Get an idea of the different processes of strategy development.
- + Reflect on these issues, taking into account the needs of your organization or department and the role that you can play.



JEAN CHAREST,
 Partner with the Montreal office of McCarthy
 Tétrault and former Prime Minister of Quebec



RON THIESEN,
 Instructor at the John Molson Executive Centre,
 Concordia University, Author and Psychologist

MODULE: COMMUNICATION SKILLS

- + Communicate your vision and its expected outcomes clearly and strategically.
- + Enhance both your oral and written presentations to be more effective and persuasive.
- + Learn to prepare for a presentation to be delivered to colleagues, supervisors, clients or the board of directors.
- + Explore and practice different approaches and techniques for data selection and visualisation.
- + Stand out and improve your chances to impress and influence your audience.

MODULE: CREATIVE LEADERSHIP

- + Recognize the importance of innovation and creativity for your organization.
- + Learn to identify the personal and professional traits of creative people.
- + Get familiar with the creative and innovative process.
- + Recognize the abilities of creative and innovative leaders in order to further develop the behaviours that promote your creativity.
- + Practice a technique for idea generation.
- + Establish an innovative and creative environment in your organization.
- + Identify the qualities of outstanding leadership.
- + Reflect on your own strengths and talents.
- + Regain your leadership skills.



FRANÇOISE BERTRAND,
President of the *Fédération des chambres
de commerce du Québec*

MODULE: TEAM MOBILIZATION

- + Develop collaborative relationships, mobilize and coach employees.
- + Increase your team's performance level.
- + Stimulate and support your employees in achieving their objectives.
- + Develop strong leaders within your organization.
- + Inspire and lead in difficult times.
- + Constantly increase the engagement and productivity of your team.
- + Create a mobilizing work environment for your team.
- + Acknowledge the importance of recognition for greater organizational performance.
- + Understand the fundamental characteristics of positive recognition.
- + Thoroughly implement these practices within your organization.



THIERRY VANDAL,
President and Chief Executive Officer
of Hydro-Québec



GUY CREVIER,
President and Publisher at La Presse

MODULE: COACHING AND TALENT MANAGEMENT

- + Understand the difference between coaching, mentoring, and managing.
- + Learn to structure an effective coaching session.
- + Explore the appropriate strategies when questioning your team members and the questions that have impact in a coaching setting.
- + Establish a profitable coaching plan.
- + Realize that the best investment in talent can sometimes conflict with our intuitions.
- + Learn ways to determine the best time for an investment in talent to provide the best return.

MODULE: POLITICAL SKILLS AND INFLUENCE

- + Learn to successfully influence various stakeholders in your organization.
- + Gain acceptance of your requests from top management and partners.
- + Acquire the best strategies to become an effective player in your organization.
- + Learn techniques to create strategic alliances that last over the long term.
- + Assert your ideas and rally various stakeholders around your projects.
- + Become a strategic and ethical actor in your organization.
- + Exert influence in complex situations.



TESTIMONIALS

SERGE GODIN,
Founder and Executive Chairman of CGI

LISE ROY
General Manager, St-Pierre Centre

Conference speakers with impressive credentials, trainers with great expertise and generosity, participants with inspiring experience, practical and adaptable tools to bring back to our organizations.

MARIE-CARMEN VELASCO
Executive Vice President and Chief Officer for Human capital and Shared Services, Acceo Solutions

I found the program to be innovative, enriching and structured in accordance with client needs.

JACQUES LAURIN, MBA
Principal, Consumer Market, Desjardins, Caisse of Sainte-Foy

I spent an intensive, relevant and inspiring week with renowned trainers and prestigious speakers. It is definitely a certification that we will continue to talk about.

ANDRÉ FRANCOEUR
Vice President, Chief Executive Officer, Sipromac

An excellent training that allows us to better position and know ourselves, and understand our environment.

MÉLISSA LESSARD
Marketing Director and Spokesperson for Québec, Couche-Tard

The program is a perfect blend of theory, practice, testimonials and networking.

FRANÇOIS COURTEAU
Lawyer, Development Bank of Canada

The presentations by leaders from the business world were exciting. Great opportunity to expand your network with participants from diverse backgrounds.



SOPHIE BROCHU,
President and Chief Executive Officer of Gaz Métro



NABIL DOSS,
Conference Speaker and Trainer, former President of CAPS



MARTIN THIBAUT,
President of Absolutnet

SYLVIE DESCHAMPS FRANCOEUR
Deputy Division Chief, Supply Chain, Bell Canada

An exceptional opportunity to have a relevant and interesting overview of the different fundamental skills of a leader.

LUC BÉGNOCHE, MBA
Senior Manager in Software Engineering, Dassault Systems Canada

Access to the experience of genuine entrepreneurs, a series of intensive training worthy of the MBA but more practice-oriented and a network of additional contacts.

CHANTAL SOLY
Senior Advisor for Fundraiser Events, CHU Foundation, Sainte-Justine

I had the chance to meet extraordinary people who taught me, informed me, and enriched my knowledge of the business world.

FRÉDÉRIC BOUCHER, CA
Financial Director – Business Engineering, CGI

Inspiring and Motivating. Beyond my expectations! Finally a program with a good balance between academics and business leaders' experience.

RENÉE BOISCLAIR, CRHA
Human Resources Director, City of Saint-Bruno-de-Montarville

Powerful, relevant, valuable, with motivational stories, intelligent themes; it is pure motivation!

DAVID BOULANGER, ING. M.SC.A.
Environment Director, Quality and Safety, CEPSCA Chimie Montréal

The training is extremely relevant and directly transferable to everyday work. This will become a "must" for leaders who want to go a step further in their career.

PATRICK CORRIVEAU, M.B.A., M.SC.
Marketing Manager, ConvaTec Canada

I had the chance to interact with participants from different fields and develop new networks.

CHRISTIAN BÉLAIR
President-CEO of the Coalition of Young Chambers of Commerce of Quebec

The training allows you to better know yourself as a leader, your strengths and weaknesses, and particularly to better understand your environment.

STÉPHANE DAVID
President, Republic Technologies Canada

Very interesting and relevant. The speakers are interesting and inspiring. The trainings focus on the realities of business.

MARIE-KYM BRISSON
Vice President, Public Affairs and Communications, Génome Québec

A stimulating, innovative and very diverse approach. A bunch of dynamic professors at the front line of trends. I really enjoyed this program and I highly recommend it!



MARIOLA WIELGOPOLAN,
Instructor at the John Molson Executive Centre, Concordia University, Consultant, and Executive Coach



CO-DEVELOPMENT

CoachingOurselves has developed an approach that is used in this certification program in order to enrich the group discussions and idea sharing, which has a significant impact on the learning experience of the participants.

INSTITUTE OF LEADERSHIP IN MANAGEMENT

is a training organization accredited by *La Commission des partenaires du marché du travail* (CPMT) and training days are officially recognized by Le Barreau du Québec.

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