

## AGRICULTURAL LEADERSHIP CERTIFICATE PROGRAM

The *Agricultural Leadership Certificate Program* consists of five (5) highly interactive courses that will assist those who are working within the agricultural sector, regardless if they are an owner, partner or responsible for the operational or day-to-day functions of the Agri-business. This program consists of a collection of leadership, communication, human resources, marketing, public relations and management modules that will provide participants with a strong foundation of relevant tools that may be implemented immediately.

The series addresses everything from understanding their own leadership style to understanding what is required to be a success in their specific industry. This may only be accomplished through a highly interactive, hands-on environment where participants network to share similar challenges and successes. Participants will learn to be confident and prepared advocates for both their own business and for the Agricultural industry as a whole.

### Who Should Attend?

- Agri-business professionals wishing to enhance their business toolbox
- Farmers who wish to become better advocates for their industry
- Entrepreneurs, business owners and front line professionals
- New managers and supervisors to learn essential skills
- Relevant professionals who work for agri-businesses

### Testimonials

*"The program was an ideal blend of theory and practicality. To be engaged by great instructors was motivating and a great addition to our efforts at home. As food producers, we are all called as advocates and leaders in our communities, and I have many more tools to draw on now"*  
- Local dairy goat breeder and farmer

*"Absolutely a course that all should take. Instructor is fabulous in how she presents and entertains! She is a wealth of knowledge and made writing reports and preparing emails interesting and useful."*  
- Anonymous, Communication Skills

## Agricultural Leadership

2019

### Program Outline:

Leadership Development  
Human Resources Management  
Marketing & Advocacy  
Communication Essentials  
Change in Agriculture

### DID YOU KNOW?

**Canada-Ontario Job Grant (COJG Funding)** Continuous Learning is an accredited training provider under the terms of COJG program which provides financial assistance to private and non-profit employers to offset the cost of providing training to new or current employees. For links to the COJG website visit: <https://ontariotechu.ca/continuouslearning/about-us/canada-ontario-job-grant.php> .

CONNECT WITH US  
[ontariotechu.ca/learn](http://ontariotechu.ca/learn)

[continuouslearning@uoit.ca](mailto:continuouslearning@uoit.ca)

905.721.8668

ext. 2822