



Schulich
School of Business
Executive Education Centre

Register for
an Upcoming
Session:

Factors for Success in Your Agri-food Business: Achieving Greatness and Growth

*Use cutting-edge research to improve business acumen,
managerial strategy and marketing skills in the AFB sector.*

March 2 - 3, 2017
November 9 - 10, 2017

What Participants Say About SEEC Courses:

"SEEC's programs live up to its stellar reputation. Engaging, expert instructors, and invested participants make for an effective addition to any leadership training arsenal."

Victoria Shepherd,
Executive Director,
AVLA

"Schulich has set itself apart from other executive education courses. The direct application of course material will act as a true value add to my current and future career endeavours"

Elizabeth Moschopedis,
Asset Marketing
Manager,
Oxford Properties
Group

"These courses provided a great learning experience as well as an opportunity to network with others. The things I learn from listening to other participants can be as valuable as the course itself."

Susan Busby,
Transportation Advisor,
Lanxess Inc.

Program features include:

Based on Canadian Agri-food Policy Institute's (CAPI) "Traits of Success" extensive research program.

Study real Canadian AFB businesses who have been there, done it, and are at the top of their game.

Special guests include CAPI members, successful Canadian AFB CEOs and senior AFB leaders.



Register Today / Complete Details

seec.online/11245



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Factors for Success in Your Agri-food Business: Achieving Greatness and Growth

Preparing yourself to be a catalyst for business growth and success

Improve business acumen, managerial strategy and marketing skills in the Agri-food Business (AFB) sector.

Based on Canadian Agri-food Policy Institute's (CAPI) extensive "Traits of Success" research program, **the four teaching modules provide best practices to help leaders improve the performance and strategic development of their organization.** Special guests include Canadian Agri-food Policy Institute (CAPI) members, CEOs of successful AFB organizations in Canada, and leading educators. **Special Q&A sessions allow for one-on-one mentorship and networking with expert faculty to maximize your learning opportunities.** This course will improve awareness of best practices in building value-added Agri-food businesses (AFB).

What You Will Learn

1. Ground breaking industry "Traits of Success" research and case analysis from Canada's Agri-food Policy initiative
2. Four strategic leadership modules based on factors of success research
3. Steps to preparing for business growth
4. Identifying the key drivers changing our industry in Canada
5. Key competitive success factors for AFB organizations
6. Strategies for growing your organization locally, nationally and internationally
7. Leading-edge readings into your industry best practices
8. Dealing with key leadership and organizational growth issues

Who Should Attend

- Farmers, Primary Processors, Secondary Processors, anyone from a family Agri-food Business
- Directors, Managers, VPs, Leadership, Employees requiring further training, knowledge and/or skills-development in order to move up in their AFB organization
- Any employee in the AFB organization who is developing strategy that affects the whole organization
- Any employee in the AFB organization who is new to the AFB category and needs a better understanding of the AFB sector as well as a 'lay of the land' in terms of how those companies best succeed
- Any employee in any organization that supplies to AFB organizations and needs a better understanding of the AFB sector as well as how those organizations best succeed

Overview of Learning

Clarifying Your Leadership Role & Core Purpose

- You and your organization's vision and mission
- Strategy development in Agri-food industry (AFB)
- As a leader: What do I stand for? What is my over-arching goal?

Establishing Layers of Uniqueness and Differentiation

- Points of businesses differentiation in your AFB space
- Competitive advantages - understanding and ensuring them
- Being different and first to market
- New product development and Innovation models

Caliber and Breadth of Your Company's Strategic Relationships

- Communications and networking
- Managing boundary personnel and sales relationships
- Differences between business-to-business (B2B) and business-to-consumer (B2C) channels to your supply and selling activities

Macro Environmental Conditions that Will Enable Your Business to Grow

- A model for growth: managing it, getting it
- Identifying opportunities in the marketplace
- Macro-economic factors effecting business success
- Macro effects of consumer power

There's more! See **complete program content** at URL below

Dates & Locations:

March 2 - 3, 2017
Executive Learning Centre

November 9 - 10, 2017
Executive Learning Centre

Registration Fee:

\$2,045 + applicable taxes

Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A special corporate rate is available for participants at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change

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More Questions? Get in Touch!

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or email excedinfo@schulich.yorku.ca