



St. John Ambulance

SAVING LIVES
at work, home and play

Council for Ontario

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Charitable Registration No.: 10802 2237 RR0001

DATE: April 2007

TO: Administrative Centre Branch Managers

FROM: Brian Cole, Director, Community Services
Colleen Greer, Director, Marketing and Branch Support
Barbara Graham, Volunteer Development Advisor

RE: *⚡ Empowering Leadership – Call for Facilitator Candidates*

As discussed at the recent Provincial AC/Branch meetings, Council is rolling out a new leadership strategy and is looking to Administrative Centres to assist in identifying potential local facilitators that would be able to deliver in a team-teaching environment, affiliated one-day workshop sessions beginning the fall of 2007.

This unique leadership strategy explores the many varied relationships that exist within SJA as well as the different styles of leadership required to address SJA's client and stakeholder needs.

We are looking for individuals (18 years of age or older) with the following attributes that are interested in volunteering their time and expertise to help deliver this exciting program:

- Leaders, facilitators, coaches, motivators
- Enthusiastic and good communicators
- Well respected by peers
- Comfortable in team teaching situations
- Enjoy helping others learn and develop
- Embrace this program concept
- Embrace continuous learning
- Ability to commit to occasional weekend training
- Able and willing to travel on limited basis

If you know of such individuals (ideally three or more per AC) then please share this exciting information with them. We are planning on running a one-day "Train-the-trainer" workshop on Saturday, May 12th in the Toronto area (location to be determined) and therefore require interested individuals to complete the attached form and submit it to Council's Provincial Office (attention: Rebecca Ortiz) no later than April 20.

Selected participants will be provided with refreshments, lunch and all course materials on May 12th. **Participants will be responsible for their own travel arrangements on the 12th.** Dress for the train-the-trainer course will be **business casual**.

For more information, please contact Brian Cole at bcole@on.sja.ca or by phone: 1.800.268.7581 ext. 243.

We look forward to rolling out this exciting initiative and to having your Admin. Centre's involvement.





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⚡ **EMPOWERING LEADERSHIP** ⚡

TRAIN-THE-TRAINER COURSE – MAY 12, 2007

(Toronto area - location to be determined)

FACILITATOR CANDIDATE REGISTRATION FORM

To: St. John Ambulance - Council for Ontario
15 Toronto Street, Suite 800
Toronto, ON M5C 2E3
Att: Rebecca Ortiz
Fax: 416.923.4856
Email: rebecca.ortiz@on.sja.ca

Application MUST be fully completed

Name: _____ Address: _____

Branch/Unit: _____ City/Town: _____

Phone (Home): _____ Postal Code: _____

Phone (Work): _____ Fax: _____ Email: _____

Member Type: (i.e. board vol., community services vol., instructor, employee): _____

Length of Time with St. John: _____ Current Position: _____

Length of time in that Position: _____

List Previous Leadership Qualifications/Experience *(use separate sheet if necessary)*:

Special dietary or other needs: _____

Administrative Centre authorization *(Branch Manager's signature)* to attend: _____

Note: participants must be 18 years of age or older
For more information please call 1-800-268-7581 ext. 282 and ask for Rebecca
Confirmation of registration will follow



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⚡ Empowered Leadership

**NEW energized approach to leadership
YOU are the catalyst that sparks the energy**

Empowered Leadership



This one-day course is a series of interactive modules and workshops designed to provide St. John Ambulance leaders or potential leaders age 18 years and older throughout Ontario with fundamental leadership and relationship knowledge and skills.

Topics are designed to be of interest and relevance to all St. John Ambulance leaders including:

- Governance & Administrative Volunteers
- Community Services Volunteers
- Instructor-Trainers & Instructors
- Employed Supervisors and Staff



The following topics are covered on this course:

Ignite Relationships ~

A look at the many relationships that are already part of your SJA life – relationships that will be the connector to your future leadership roles. Topics include:

- Communication – the relationship bond
- Self-Awareness/Self-Perception
- Conflict situations in relationship management
- Essential skills for success
- Dealing with difficult people

The following topics are covered on this course:

Energize Leadership ~ It's Catching

Leadership can be effective! Learn about your values and leadership styles and their impact on leadership development.

Topics include:

- Finding your mission and bringing it to life
- Finding your values
- Leadership – Self & Team
- Energizing leaders
- Key attributes of superior leaders
- Leadership styles

The following topics are covered on this course:

Infuse the Potential ~

Succession Planning and Coaching are the essential keys to leadership. Topics include:

- Succession planning
 - Key issues for consideration; pitfalls; upward succession vs. lateral succession
- Coaching
 - Key elements, strategies & techniques; attributes of a great coach; key Elements for successful coaching

The following topics are covered on this course:

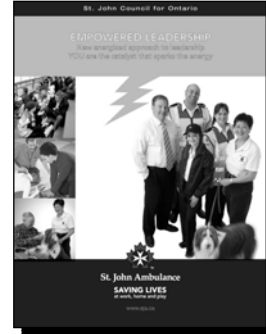
Amplify Client Satisfaction ~

Leaders have a relationship to clients. The outcome of this leadership relationship is client satisfaction. Topics include:

- Relationship marketing
- Client focus marketing
- Client action plan
- Measuring client satisfaction
- Understanding value gap
- Client Benefits
- Maximizing client impact

Format/Resources

- Designed to be delivered by local facilitators
- Combination of facilitator-led sessions, small group and individual exercises
- Use of external leadership development resources e.g. FISH Philosophy
- Power Point slide decks
- Comprehensive facilitator's and participant's guide



Implementation Timelines

- Request for facilitator candidates (AC facilitator teams) to go out by email to Branch Managers the week of Mar. 26
- AC facilitator team candidate applications due April 20
- Candidate applications reviewed the week of April 23 with invitations to attend a train-the-trainer course going out shortly after
- Council sponsored train-the-trainer course May 12
- Leadership course roll out in ACs, fall of 2007

Facilitator Attributes

- Leader, facilitator, coach, motivator
- Enthusiastic and good communicator
- Well respected by peers
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- Enjoys helping others learn and develop
- Embraces the concept
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Questions ?

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