

| **Grow** your career.  
| **Level up** for the future.

# Professional Certificate in Parks and Recreation Leadership





# Welcome from Parks and Recreation Ontario

Dear Participant:

On behalf of the Schulich ExecEd and Parks and Recreation Ontario (PRO), we would like to personally welcome you to the Professional Certificate in Parks and Recreation Leadership (PCPRL) Program.

Building on the success of the Parks and Recreation Management Certificate, this next-level program is designed for seasoned professionals who are ready to lead beyond programs and services – into strategic, system-wide impact. PCPRL was developed through intensive collaboration between senior leaders in the parks and recreation sector and Schulich ExecEd instructors. The course content and learning outcomes are a product of this synergy, combining thought-provoking material from high calibre instructors with subject matter that meets the specific needs of professionals in the sector. Attending this program gives you a leg up in advancing your career within the municipal parks, recreation, and community development sectors.

The Schulich School of Business is consistently ranked among the world's top schools for extended learning for management and leadership, operations and finance. Focused on a variety of learning modalities, their in-class instruction has garnered them accolades world-wide. Of the 11 major global rankings Schulich is ranked #1 in Canada in 10 of them and #2 in one other. Globally Schulich is always in the top 60 and in 8 rankings in the top 25.

Additionally, Schulich ExecEd ranks consistently among the top Executive Educator providers in the world, with the Financial Times of London 2019 placing it #2 in Canada and #41 in the world in terms of Open and Custom Executive Education.

Together, Parks and Recreation Ontario and the Schulich ExecEd have developed a learning experience that provides the right mix of academic rigour with real-world business experience. It is focused, practical, and immediately applicable to your work environment. Our accomplished instructors are innovators and thought leaders that are not only academics, but also experienced practitioners. They have been where you are and know the specific blend of skill and talent required to advance.

This program will help you gain a host of new skills, engage with your community and colleagues in a deeper way, and learn skills that will help you grow your career and help make your team successful. We wish you the very best in pursuing your professional development goals and thank you for choosing to participate in this program.

Regards,  
Kim Gavine  
CEO, Parks and Recreation Ontario





# Welcome from Schulich ExecEd

Dear Participant:

On behalf of Executive Education at the Schulich School of Business, I would like to personally welcome you to this program. Schulich ExecEd has become an important partner to public and private organizations looking to experience the latest professional learning and development. Every year, thousands of leaders from more than 100 organizations take part in Schulich ExecEd programs, across an unparalleled range of leadership and management topics.

Our programs are wonderfully diverse with participants attending from government, NGO and private sector companies from sectors such as government, mining, to professional sports, and from multi-national to start-up businesses. This diversity brings different viewpoints and experiences to the classroom, informing learning experience that shapes the leading businesses in our society.

Priding itself on a unique mix of academic rigour and “real-world” expertise, professional development at Schulich ExecEd is about learning that is focused, practical and immediately applicable to the task at hand. Our accomplished faculty is drawn from both experienced practitioners and leading academics, each an acknowledged leader and innovator in their field. Over the course of your studies, I know you will gain a host of new insights that will contribute to your organization’s success and also help you progress in your career. I wish you success in pursuing your educational goals.

Sincerely,  
Rami Mayer, International MBA  
Executive Director, Schulich ExecEd



# About the Program

This 3-day leadership program is a custom Schulich ExecEd Certificate Program is designed for mid-to-senior level leaders (Directors or Senior Managers) in the Parks and Recreation. It focuses on three core areas for successful leadership in public sector administration: *Advanced Leadership, Collaborative Relationship Building and Networking, and Strategic Management*. Led by the Program Director of the Schulich Centre of Excellence in Creativity and Innovation, the program is capped by an Action Learning Project designed to strategically apply these skills toward solving a critical challenge in your sector.

Participants will leave the program feeling ready and inspired to:

- Deepen and leverage your leadership strengths to lead transformative initiatives for your organization and sector
- Influence collaboration and excellence internally within your teams and externally across your networks of municipal stakeholders, from customers to elected officials
- Deliver impact and strategic outcomes at both agency and community levels
- Apply newly acquired leadership skills and connections to creatively address challenges in your municipalities and across the sector



**3 days. 3 modules.**



**Delivered online & in-person.**



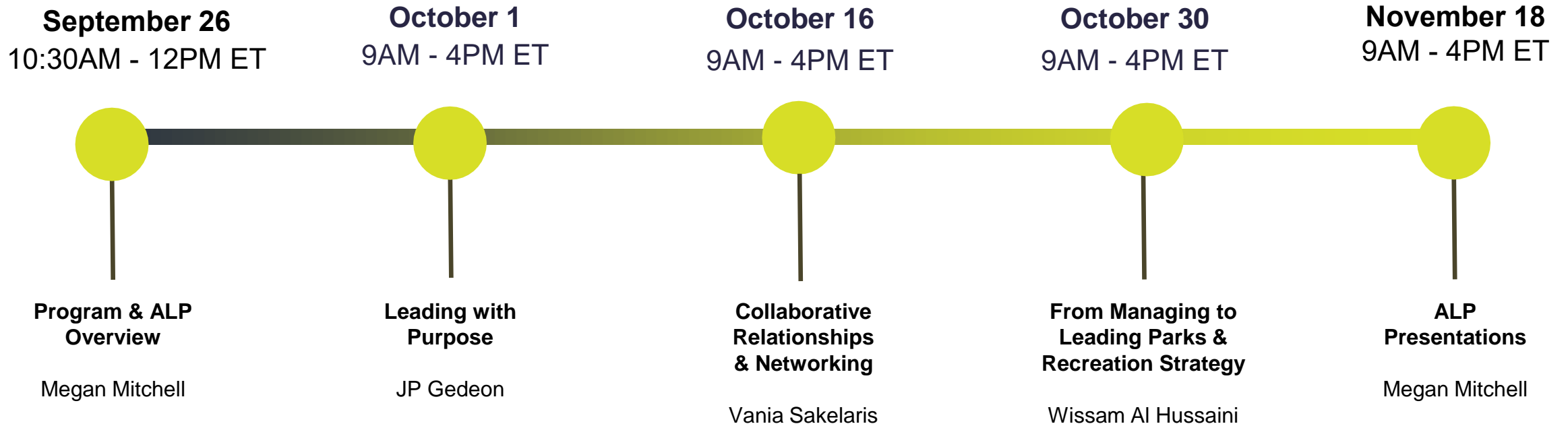
**Capstone Action Learning Project.**



# Program At A Glance



**Action Learning Project** (~15 Hours of Applied Innovation & Creative Problem-Solving in Teams, including 2 Group Coaching Sessions)



# Program Architecture

## Module 1

### Leading with Purpose

In a time of accelerating change and complexity, municipal and recreation leaders are being called to lead with more than just management skill — they must lead with purpose. The Art of Transformative Leadership equips public sector professionals with the insight and tools needed to meet the demands of a rapidly evolving environment. Led by a renowned authority on leadership psychology, this course delivers a deep, research-based exploration into what it takes to foster innovation, trust, and resilience within organizations. Participants will gain practical strategies to lead with clarity, authenticity, and courage—key attributes for building high-performing teams and thriving communities in uncertain times.

**Introduce Teams & Capstone Projects**

## Module 2

### Collaborative Relationships & Networking

In today's fast-paced and interconnected municipal and recreation landscape, the ability to foster meaningful relationships and build effective networks is not just an advantage—it's essential. Module 2: Collaborative Relationships & Networking empowers leaders to strengthen team dynamics, influence cross-sectoral initiatives, and elevate organizational performance through purposeful collaboration. Led by an experienced executive and facilitator, this interactive session bridges research and real-world application to help participants strategically engage stakeholders, master the art of storytelling, negotiation, and influence to build trust and alignment across diverse audiences, and ultimately build resilient, high-performing teams and networks.

**Group Coaching #1**

## Module 3

### From Managing to Leading Parks & Recreation Strategy

As the communities we serve evolve, so too must the strategies that guide our parks, recreation services, and well-being initiatives. From Managing to Leading Parks & Recreation Strategy introduces a powerful mindset of strategic foresight—helping leaders anticipate and shape the future in a world of complex, interconnected challenges. Facilitated by Wissam Al Hussaini, PhD, this workshop empowers leaders in the parks and recreation sector to embrace emerging trends, navigate external and internal forces, and develop forward-thinking strategies. Learn new insights and tools to equip you as you navigate uncertainties, leverage strategic foresight and capitalize on emerging trends, futureproofing your organization and sector.

**Group Coaching #2**

**Action Learning Project**

# Program Faculty



## JP Gedeon

Dr. Gedeon is one of North America's leading experts in the psychology of leadership, corporate transformation, leadership transformation, culture-change, transformative strategy, leadership function, and workforce mobilization. Dr. Gedeon bases all his work in scientifically-validated psychological principles of human interaction in combination with proven and advanced business strategy and operations principles that have evidenced results in raising workplace output across sectors. Dr. Gedeon delivers award-winning, multi-level leadership training and workshops in the principles, practices, and designs of innovative business function, strategy, implementation, transformation and culture.



## Vania Sakelaris

Vania Sakelaris is a corporate educator specializing in public policy, a seasoned executive and the founder of VAS & Associates Inc. a management consulting firm that provides customized advisory, coaching and training services to corporate executives, their boards and their teams building on her 25+ year career. Vania's portfolio includes a decade as CEO of large healthcare organizations in the for-profit and not-for-profit sectors, followed by a decade of executive leadership within a \$5B provincial crown agency. Vania holds an MBA from the Ivey Business School and is a Certified Executive and Business Coach.



## Wissam Al Hussaini

Wissam is an award-winning professor at the Schulich School of Business, York University. Over the years, Wissam has designed and delivered numerous training programs for major companies all over the world, including the United Nations, Koodo-Mastercom, Chevron-Philips, and MasterCard, among others. In 2016 he received the prestigious "Excellence in Teaching" award at the American University of Beirut for his impact and inspiration on the executive, graduate and undergraduate students. Wissam is a founding member and vice-president of strategy for the Canadian Business Strategy Association (CSBA) which aims to provide a knowledge portal for Canadian business strategists.

Schulich ExecEd has assembled a team of world-class leadership and management faculty who inspire participants to develop into top leaders in their organization.

Our leading leadership and management faculty have trained over thousands of leaders across the globe in profit, public and non-profit sectors. More than 200 organizations send their leaders to Schulich ExecEd every year to develop their management, leadership and business acumen.



# The Program Team

*Here to support you*



**Megan Mitchell**

Program Lead

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***Program Leadership & Curriculum  
Oversight***



**Rosa Na**

Program Manager

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***Client Relationship Management  
& End-to-End Program  
Management***



# Acceptance Criteria

## Who is this program designed for?

This 3-day advanced leadership certificate program is for mid-to-senior level leaders (Directors or Senior Managers) in the Parks and Recreation sector. The ideal candidate is a people manager, or a manager of people managers, who is recommended by a senior leader, or, can be identified in their organization's succession planning process.

## Is this program for leaders of large or smaller organizations?

Leaders from municipalities of all sizes and complexities are welcome. During the Action Learning Project capstone, participants will be placed into project teams with colleagues working in similar organizations to ensure maximum relevance and impact for their application challenges.

## Do I have to hold the Certificate in Parks & Management to enroll in this program?

The Schulich Parks & Recreation Management Certificate is an asset, but not a mandatory prerequisite for the program.





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