

Excellence

Certificate of Leadership Excellence

The Banff Centre's Certificate of Leadership Excellence recognizes those individuals who have made significant advances in the areas of leadership and management development and personal growth. More and more individuals are taking successive Banff Centre programs because of the impact these programs deliver. In recognition of those individuals who are committed to becoming better leaders and managers, we offer the fifth program tuition free.

The five programs do not have to be taken in any specific order. We recommend taking the program that meets your immediate leadership needs. These programs can be taken from either the core competency or the emerging capabilities programs.

We are pleased to recognize **Gino Ferronato**, the latest recipient of The Banff Centre's Certificate of Leadership Excellence.

In the new year, Gino will be awarded The Banff Centre's Certificate of Leadership Excellence for successfully completing the following programs: Building Personal Leadership Capacity, Effective Team Leadership and Facilitation, Leading and Managing for Results, The Leadership Challenge, and Leading Strategically.

Gino is the Alberta Division Manager for SUPERPAGES, the exclusive publisher of TELUS directories.

We had a chance to ask Gino several questions about his experiences attending our Leadership Development programs. Here is what he had to say:

How do you believe attending our programs has changed the way you work with others and the way you now approach your work?

The Banff Centre has impacted me in many of the things I do in my personal life as well as in my career. The one area in which I have likely seen the most profound impact is the way I work with others.

The key learning that I gained from the various programs is the skill of working effectively with different individuals by recognizing the various behaviour styles and adapting my style to theirs. The Banff Centre provided me with the opportunity to work with a room full of seasoned individuals and share in their various techniques and experiences. I can truly say that I better understand the various behaviour styles and can see things from new viewpoints.

This has opened the door to a fresh perspective and allowed me to shift my paradigm.

What is the benefit of taking five different programs? Any key learnings re-emphasized and are you also adding new perspectives?

One might ask "Why five different programs?" In fact, I asked the same thing when I first started. Once you have attended two of the programs, you start to see the rationale for five programs. Introduction, repetition, and then practice is the secret to The Banff Centre's success.

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Gino Ferronato, Alberta Division Manager for SUPERPAGES

Each of the programs I was enrolled in had a component from the previous program, which was repeated to ensure the concept was understood. New concepts were delivered and then practiced in a controlled environment to ensure success. Each program worked on one or two skills that the participant was able to master prior to leaving the course.

I relate The Banff Centre's teaching methodology to learning the game of golf. Work on one or two things at a time, becoming proficient at them, and then move on to another element. It's much easier to do this than trying to remember twenty things before taking a swing. It works... small steps lead to large steps, which lead to a very long running stride.

How do you feel the mountain environment contributes to learning?

Anyone who attends a course at The Banff Centre will understand why I refer to it as soaring with the eagles. The campus is located on the side of a mountain that overlooks the town of Banff, and is nestled amidst an "enchanted forest." You are surrounded by leaders and great minds from every industry and from around the world, leaving you to feeling as though you are truly flying with the eagles.

When I talk to my two little boys, I often refer to the campus as the "enchanted forest," due to the wisdom that comes out of that forest. Teaching people to succeed is what The Banff Centre does. The Centre allows you the opportunity to define what success looks like for you and then they teach you how to get there yourself. It is a journey of enlightenment, personal development, and awareness. The courses have helped me not only as a leader, but also as a parent and husband. I eagerly look forward to flying with the eagles again.