

# TOURISM WORKFORCE DEVELOPMENT UPDATE

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## INNOVATION FUELS TOURISM PROJECTS & PARTNERSHIPS

“Innovation” has replaced “synergy” as the business buzzword of the decade, and for good reason. It inspires businesses and organizations to think differently, adapt to new technologies and market opportunities, and respond to markets that are changing faster than ever before. The world’s biggest technology companies and “disruptors”- Apple, Tesla, Uber - often come to mind when discussing innovation, but Silicon Valley does not have a monopoly on the process. Some of the most exciting new products, services and processes come from grass-roots entrepreneurs and even front-line employees.

Many of OTEC's most innovative new models have, in fact, arisen from new technologies. eLearning and eClassroom tools and platforms have helped us reach more remote communities, support international learners, and form more interesting partnerships. OTEC has also leveraged new training and assessment methodologies from national research projects like UpSkill: Essentials to Excel, to create models for community employment training and how we transition learners into the workplace. The most innovative thing we do, however, is probably

found in how we do business with our clients, partners, and stakeholders.

Much of the latest research on Workforce Development has centred on the need to develop better systems for collaboration. These systems enable the development of sector-based approaches, the adoption of industry recognized standards and career laddering frameworks, and help ensure that successful approaches can be scaled up across the industry. After over 24 years devoted to this very effort, OTEC is recognized as a leader in workforce collaboration, often working with researchers, consultants and governments to provide advice on the process of building these systems. Innovation does not have to be disruptive but instead incremental, with benefits shared between like-minded partners.

**Read more about OTEC's innovative partnerships and models inside.**





## PRESIDENT'S MESSAGE



### FUND YOUR FUTURE WITH A GOVERNMENT TRAINING GRANT!

The Canada-Ontario Job Grant provides up to \$10,000\* in assistance to develop your new hires' or current employees' skills. Don't know if or how you qualify? OTEC has experience helping organizations navigate the application process and developing the tailored training plans needed to secure funding. Advance your team's front-line, management and/or leadership skills to ensure every one of your customers' leaves having had the best experience. Visit [www.otec.org](http://www.otec.org) to see what types of training projects are already being funded or contact OTEC today to take advantage of this training opportunity.

*\*The Canada-Ontario Job Grant can fund up to 2/3 of an employee's eligible training costs to a maximum of \$10,000*

I like to think that I have had an innovative career and have helped lead innovative companies. Innovation has certainly been one of OTEC's core values for many years. During a strategic planning session several years ago, I asked the team to define it. The responses were varied, but well considered and meaningful. The difficulty people often face in defining innovation is that it is a process, with creative concepts in the form of ideas, activities in the form of planning and implementation, and outcomes in the form of new strategies, processes, products and services. Across an industry like tourism and hospitality, or within a team, individuals, businesses and stakeholder organizations often excel in one of the key elements of the process, whether it be creativity and entrepreneurship, project planning and management, or leadership in the adaptation and promotion of new models. The greatest impact comes when the process is occurring collectively and all stakeholders are involved.

For this very reason, innovation is also a strategic imperative for OTEC that sets our organization apart. We have always relied on the strength of our partnership networks. OTEC has worked with, or supported, in excess of 5,000 businesses, 500 education institutions, 150 employment and social service agencies and 100 partner associations. While we are not a large organization, our impact is substantial as we work with approximately 265 high schools, 15 colleges, 100 Employment Ontario (EO) and Aboriginal Skills and Employment Training Strategy (ASETS) partners, and 50 communities each year.

OTEC's ability to work between industry, education, and community networks to share resources, best practices and relationships across the province is a unique capability. We love to make a difference, and hope you enjoy reading about the innovative projects and partnerships described in this issue. More importantly we welcome you to join us in continuing to develop our sector.

*Victoria L. Behune*

**Victoria Behune**  
President & CEO

# WHAT'S NEW!

## TOURISM EXCELLENCE AMBASSADOR PROGRAM LAUNCHED

As a leading training and consulting solutions organization with over 24 years of experience, OTEC has developed and delivered innovative training and certification programs for the global tourism, hospitality and service industries. Although we are best known for our customer service training and service strategy development, over the years, OTEC has evolved to provide unique, branded solutions for tourism businesses and destinations wishing to further increase the quality of customer service and visitor experiences.

Developed for the front-line employees and supervisors of destinations, regions and associations, OTEC's new Tourism Excellence Ambassador program is a dynamic and highly interactive online course which is easily accessible, flexible, customizable, and adaptive to the specific needs of destinations. Designed to help service professionals acquire the necessary skills for creating memorable service experiences, participants also gain knowledge of their region and learn about the resources available to assist them with making informed recommendations to meet visitor needs and to exceed their expectations.

Learn more about the Tourism Excellence Ambassador Program now by reviewing our brochure on [www.otec.org](http://www.otec.org) or by contacting one of our consultants.



TOURISM EXCELLENCE  
AMBASSADOR



## NEW Building the Visitor Experience Training

Building the Visitor Experience is an engaging new half-day workshop, designed to provide managers and owners/operators with the guidelines and tools to achieve business success through the development of a consistent, memorable brand and the delivery of unique and unforgettable visitor experiences.

# INDUSTRY TRAINING

## OTEC'S NEW TRAIN-THE-TRAINER PROGRAMS

Since 1991, OTEC has trained thousands of businesses, educators, and community training providers through our well-known Service Excellence Designated Trainer program. Additionally over the past 6 years, OTEC's Designated Trainer program has evolved to become a staple for professional development opportunities for facilitators in the workforce development field (regardless of the focus of their training). Based on this growth trend and the increased demand for training opportunities, OTEC has developed a series of new facilitator training programs for in-house trainers and facilitation professionals alike.



### TRAINING & FACILITATION EXCELLENCE (Instructor-led)

Building on the core learning objectives of OTEC's Service Excellence Designated Trainer program, this two day instructor-led program will provide trainers, facilitators and managers/supervisors with the fundamentals for effective program delivery. Whether training in a corporate environment, or delivering a workshop to clients, the program teaches the basics of adult learning and how to develop a learner-centric environment.

*"Usually clients will say 'thank you' after each workshop. Since the OTEC training, this is the first time that clients came up to me to shake my hand and tell me how much they enjoyed the session. It felt great."*

- ACCES Employment, Employment Consultant/Facilitator



### WORKPLACE TRAINER (Instructor-led)

Effective on-the-job training requires a completely different skill set than instructor-led corporate or classroom-based training. OTEC's new Workplace Trainer workshop builds on the Training and Facilitation Excellence program by providing a high-level overview of adult learning basics and the experiential learning cycle, specifically as it applies to a workplace environment. This program provides trainers with the skills and tools required to effectively train a team member on-the-job using a variety of mini-modules, action plans and coaching models.



### CORPORATE & WORKPLACE TRAINER (Webinar Series)

A 5-session webinar series that provides the fundamentals to effective program delivery focusing on virtual facilitation. During the sessions, participants have the opportunity to practice delivering a module in a virtual learning environment. Participants walk away with tips such as how to optimize a learning environment and make content memorable.





## **OTEC ASSISTS CLIENTS WITH CANADA ONTARIO JOBS GRANT FUNDING**

Since its launch in 2014 the Canada-Ontario Job Grant has funded a variety of training programs for numerous sectors and clients. While popular, funding is limited, and there are specific requirements for eligibility. To help navigate the application process, OTEC has worked with our partners and clients in sectors such as tourism, hospitality, wellness, and finance to develop tailored training programs targeted to meet both their objectives and government funding approval. Projects range from training for front-line to management teams and include multi-week Professional Development, Coaching, Skill Development, and Career Building training programs delivered through a combination of online and in-person training channels.

With our selection of established and proven training programs combined with our strategic consulting services, OTEC can help develop a training program uniquely designed to address your organizational needs and to be compliant with strict Canada-Ontario Job Grant funding regulations. For more information on current Canada-Ontario Job Grant projects, or to learn more about how your organization can get involved, please contact one of OTEC's consultants today.

# **ONTARIO JOBS GRANT UPDATE**

**OTEC has worked with our clients to develop and deliver training solutions including Coaching, Supervisory, Leadership Development, *emerit*, Train the Trainer, and Service Excellence for major Resort, Hotel, Spa, Conference Centre, and financial services brands! Ask us how you can benefit from funding now.**

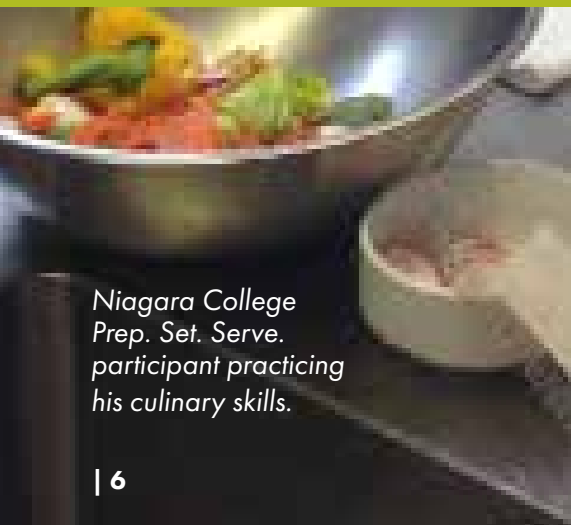
**emerit<sup>®</sup>.ca**

**In June 2015, the Canadian Tourism Human Resource Council's (CTHRC) Board of Directors approved the creation and proposed direction of a new Strategic Plan for the Council. The plan sets out priorities that will ensure that the CTHRC can effectively deliver its mission, create further influence, increase effectiveness and improve the quality of programs and services. To this end, the CTHRC will be streamlining the *emerit* Training Solutions product offering to ensure all available products are current and relevant. For more information visit [www.otec.org](http://www.otec.org).**

# WORKFORCE DEVELOPMENT PROJECTS



Over the last year, OTEC has continued to work with partners such as the Unemployed Help Centre of Windsor Inc., Seven Generations Education Institute, and the Métis Nation of Ontario on ongoing pre-employment training programs to prepare newcomers and Aboriginal job seekers for careers in the tourism and hospitality industry.



Niagara College  
Prep. Set. Serve.  
participant practicing  
his culinary skills.

## CITY OF TORONTO - HOSPITALITY CAREER PATHWAYS

In May 2015, OTEC launched a new skills development program in partnership with the Learning Enrichment Foundation (LEF), designed for Ontario Works clients in Toronto interested in careers in tourism and hospitality. This unique program model combines OTEC's established 6-week workplace foundations curriculum with 8 weeks of on-the-job essential skills training at a co-op placement. This program is based on the national UpSkill: Essentials to Excel training curriculum - a cutting edge new training model based on over three years of ROI research.



## YOUTH SKILLS CONNECTIONS - PREP. SET. SERVE.

After working with Humber College and Niagara College in various capacities over the last decade, OTEC was excited to again partner with the Colleges in May 2015 to launch a new youth training program - Prep. Set. Serve. Funded by the Ontario government through the Youth Skills Connection - Community Stream, the 11-week standards-based skills training program combines in-class and workplace training to prepare and certify youth for careers in food services. The first 9 weeks of the program cover essential workplace skills, expectations in the food services and culinary sectors and how to search for and acquire a job in the sectors. In the last 2 weeks of the program, participants test the knowledge and skills they've acquired through a full-time, on-the-job, food services work placement in the field of their choice. Working with two of Ontario's leading hospitality schools in a networked project has provided a means of sharing best practices and conducting program development in real time.

Ready.Set.Work.



## DIAMOND GLOBAL - MOBILIZE

After identifying an opportunity created from changes to the Temporary Foreign Worker Program, Diamond Global Recruitment Group developed the Mobilize program. This is an innovative, new national youth employment program designed to connect Canadian employers with the skilled labour they need, and to provide businesses with youth eager to work and experience new parts of Canada. OTEC is pleased to be the official training partner for Mobilize, and to be preparing Mobilize participants with a series of online training programs, including OTEC's Service Excellence Dynamics and the national emerit Workplace Essentials program, prior to heading off on their Mobilize adventures.



# INDUSTRY PARTNER UPDATE



## WELCOME TO TORONTO “WE’VE BEEN EXPECTING YOU”

In the fall of 2014, OTEC was selected by the City of Toronto to develop an online engagement and education program that would inspire and motivate front-line service providers to be more “Proactive in Welcoming Visitors”; better “Prepared to Assist”; more “Enthusiastic to Share their Knowledge” and “Knowledgeable about Major Events in the City”, such as the Pan Am/Parapan Am Games. The online program includes up to three modules with accompanying toolkits (customer service, Toronto specific destination information, and major event information). Launched in April 2015, it is expected that 20,000 front-line service providers will participate in the online education program over the next five years.

## REGIONAL TOURISM ORGANIZATION 7

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Working in collaboration with OTEC, Regional Tourism Organization 7 (RTO7) and the Counties of Grey, Bruce and Simcoe have partnered to bring OTEC’s online customer service course, Service Excellence Dynamics, to their region. To enhance region-specific learning, OTEC developed an RTO7 customized video introduction that included information about the important role tourism plays in the local economy, destination knowledge, and the financial impact of improving customer service. To date, over 570 Grey, Bruce and Simcoe service providers have participated in the online customer service course.



## TOWN OF PORT HOPE (REGION 8)

Over the past several years, Port Hope has seen a surge of interest in the Salmon Run along the Ganaraska River from visitors with a variety of cultural backgrounds. In preparation for the 2015 tourism season, the Town of Port Hope partnered with OTEC to develop and deliver a Service Excellence for Diverse Cultures workshop. The workshop provided participants with information and resources to prepare their businesses to welcome and serve international visitors, with a focus on Asian cultures. The workshop also assisted in enhancing customer service skills and confidence when providing services to all customers from diverse cultures.



## GRAVENHURST (REGION 12)

In partnership with the Town of Gravenhurst and the Gravenhurst Chamber of Commerce, OTEC delivered its brand new half-day workshop, Building the Visitor Experience, in March 2015, as part of Gravenhurst’s Downtown Revitalization plan. During the workshop, business owners and their team members explored how to create positive and memorable visitor experiences; the difference between Service and Experience; how to ensure social media generates positive “word of mouth”; and the steps to develop a unique visitor experience plan.

## PARTNER NETWORK



## UPCOMING WORKSHOPS

| Session Name                             | Date                |
|--|---------------------|
| Service Excellence                       | October 20, 2015    |
| Designated Trainer Program               | October 20-22, 2015 |
| Building a Culture of Service Excellence | November 12, 2015   |
| Service Excellence                       | December 1, 2015    |
| Designated Trainer Program               | December 1-3, 2015  |

**For more information or to become involved in OTEC programs, please contact us:**

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