



GEORGE MORRIS CENTRE

**Lee Whittington,
President & CEO,
Prairie Swine Centre**



"The combination of information provided, contributions from fellow participants and incorporation of what we'd learned into our own business plans made EDP the most valuable management experience since completing my MBA."

As President and CEO of the Prairie Swine Centre in Saskatoon, Lee is responsible for implementing the corporation's strategic plan, and overseeing the administration, funding and on-going research programs.

The Executive Development Program (EDP) at the George Morris Centre armed Lee with the tools required to update his organization's strategy by blending theoretical and practical components, and by providing real life, real time analysis of challenges and opportunities faced daily by organizations in the Canadian agri-products sector.

One of the most important aspects of the program for Lee and his classmates was the module structure. Each session built on the previous one, and created accountability.

"Nothing is more challenging or valuable than peer review. Each participant has a different perspective, so selling your ideas becomes a learning experience and causes you to consider new perspectives. Honest and creative criticism is extremely valuable and that's what you get in this program."

*For more information on our education programs, visit www.georgemorris.org
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Program instructors have an enthusiasm about the future of the agri-products sector that is infectious. They encourage participants to make decisions with confidence, using creativity and imagination to ensure a broader appreciation for whole-firm strategic perspectives.

Instructors share lessons learned by businesses across the sector, and their messages are loud and clear. They have seen successes and failures in a broad range of industries. So, when program participants create business plans that are deemed successful, they know they're on the right track in terms of implementing those plans and creating value for their organizations.

"At the end of the first session, I felt I'd received my money's worth already, based on the timeliness and depth of material that could be applied to our company's strategic thinking process. Nothing else is as focused as this program"

Lee's recommendation of EDP to others is based on three key components:

- **Applicability:** the materials are current and focused on the agri-products sector.
- **Continuity:** each module builds on what has already been learned, and provides an outcome—a product that can be shared with the participant's management team.
- **Validity:** working with peers and learning to interpret things from different perspectives can only improve your management abilities.

While participating in EDP, Lee Whittington was named President and CEO of his organization. He attributes his success in transitioning to this role, in part, to the executive training he received, based on the deliverables he had designed and was able to share with the Board of Directors and the search committee.

"I look forward, as an alumnus of EDP, to continuing the learning process and maintaining contact with my fellow participants, through the efforts of the George Morris Centre team."