



**Trish Fournier,
General Manager,
Lake Erie Farms Inc.**



"The Executive Development Program provides a wealth of valuable knowledge.

I would not have achieved as much in my professional life had I not participated in the program."

As General Manager of Lake Erie Farms in Ontario, Trish is responsible for supervising the efforts of staff in three different divisions.

Her participation in the George Morris Centre's Executive Development Program (EDP) allowed Trish to develop a strategic plan that works for her organization's business units as they evolve.

"Working with managers from different industries adds value to the program. There is a real connection between participants and the information they bring from their business and the materials covered in the modules. Each spills into the other to provide a significant learning experience."

Trish attributes a large part of the success of EDP to the instructors. Their knowledge and experiences in the Canadian agri-products sector are invaluable to the program and their perspectives create a unique learning atmosphere.



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“The EDP instructors have a passion for what they do, and for encouraging success among participants. They make learning a fun and engaging process and they get something in return when participants create and implement business plans for their organizations.”

Trish researched programs available to her as a business manager and found that nothing compared to EDP. Other offerings are costly and don't provide enough value for the investment. The structure of EDP makes a big difference to the learning experience. Modules are spaced in such a way that lessons learned in one can be implemented before returning to the next session to continue building the strategic plan.

“Being able to apply what I learned and then sharing results with classmates was a great part of my EDP experience. Materials are presented in such a way that you can see what needs to be done and then do it. I was amazed that we could take the lessons learned and apply them directly to our operations, regardless of the diversity of industries we represented.”

While participating in EDP, Trish was promoted from Finance Manager to General Manager at Lake Erie Farms. The connections she made with and through other participants and instructors have served her well in her new role.

“The advice offered by classmates and instructors helped me to view things from new perspectives. We all have certain ideas and biases, based on past business experiences. This program allowed me to access insights I wouldn't otherwise have been exposed to, and showed me how the materials presented could be applied to each unique situation.”

When asked why EDP was her program of choice, Trish explained *“that the unique combination of materials presented, the breadth of experience of participants and instructors, and the knowledge I gained, and can now apply to my organization provided a return on investment beyond what I could ever have hoped for.”*