



FOR IMMEDIATE RELEASE

New on-the-job training program launched for family businesses

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ReGeneration Inc is launching a new Leadership Transition Training Program (LTTP) in September that combines classroom sessions, peer advisory boards, and individual coaching, to help incoming business leaders take the reins, while current business owners transition to a more detached role in or out of their organization.

The LTTP includes 104 hours of program material delivered over six months. Classroom sessions cover topics like strategic planning, multi-channel marketing and communications, sales management, production and operations, HR, finances, and leadership, delivered by 'Professors of Practice' who are working experts in their fields. Students will also participate in ongoing peer advisory board meetings, where they will build lifelong relationships with their counterparts in non-competing businesses.

Program Director Gary Linford says the LTTP fills a gap in current business training offerings. "Post-secondary education programs are often too theoretical or too inconvenient for people who have grown up working for a family business, and online courses lack the connections and synergy that every business leader needs." He notes that many baby boomer business owners plan to retire in the next decade but recognize that the second-generation leaders they've been grooming need more than entrepreneurial initiative to keep their business a success.

Linford was a former VP Business Development at Canada's first private university, Dean of Business at Camosun College, and General Manager of a small manufacturing company. He earned his MBA from Western University, and is a certified facilitator and coach.

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