



Schulich
School of Business
Executive Education Centre

Engaging Format:
5 Workshops Over 5 Days

Register for
an Upcoming
Session:

Smart Cities Leadership:

New
Program
Register
Now!

Creating Connected Communities

A one-of-kind primer facilitated by experienced municipal executives, designed to demystify smart city program design, implementation and management.

Don't miss this chance to unpack "smart" and what it can mean for your municipality!



November 2 - 6, 2020
May 10 - 14, 2021

Ways Smart Cities Can Improve Life

McKinsey Global Institute

15-30 Minutes
shaved off the daily commute

25-80 Litres
of water saved per person per day

20-35% Faster
emergency response times

45-65% Less Time
spent interacting with healthcare and government

15-25% Greater
sense of connection to local community and government

10-20% Reduction
in unrecycled waste per person

10-15% Reduction
in greenhouse gas emissions

Complete Details / Register Today

<https://seec.online/12713>



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Smart Cities Leadership: Creating Connected Communities

The smart municipal future is coming. Are you and your department ready?

Smart cities is the topic of endless conversation, anticipation, and speculation in the municipal sector. But until now there has been little more than discussion groups and conferences to deepen one's knowledge. The Schulich Executive Education Centre's new one-of-a-kind Smart Cities Leadership program will **close that gap by pulling back the curtain and comprehensively addressing the art and science of smart implementation.**

Participants will do a deep dive into trends in smart design and management, and gain a **comprehensive overview of all the elements and dimensions which must be considered and managed in order to move to a successful smart future in their municipality.**

Who Should Attend

- Forward thinking leaders and managers from anywhere in the municipal organization who are concerned with innovation and creativity, and want a thorough understanding of what's required to prepare for and successfully implement smart initiatives
- Directors and managers of functional departments such as Internal Services, Planning, Business Management, Procurement, IT, Data Management, and Customer Service
- Project Managers overseeing projects and departments that would pursue smart initiatives or that could immediately benefit from such inputs
- Directors of Communications, Council Relations Managers, Media Managers and other professionals responsible for public relations and community interface

Need more information?

If you would like to discuss your fit with the program, or have any program content or administrative questions, please call us at 416.736.5079 (1.800.667.9380 toll free), or email us at execedinfo@schulich.yorku.ca.

**Get Smart.
Prepare now to
lead the future
of municipal
management.**

What You Will Learn

1. The new world of integration: how to be smart
2. Smart business processes: the new world of smart economics
3. Platform service delivery models: the future of municipal services
4. The art of the possible from a realist's perspective
5. Practical insights from top-flight project managers and visionaries
6. Integrating smart approaches into current workflows and project designs

Unique Organizational Value-add!

Work On Your Own Personalized Smart Initiative Recommendation Report

With feedback from an instructor, participants will apply their new knowledge and skills by preparing a researched report for submission to their direct supervisor.

The report will be a roadmap to implementation, recommending a smart alteration, improvement or fundamental conceptualization of a municipal project or initiative in order to increase efficiency, reduce costs, or prime for future development and growth.

Get the whole picture.

Preview complete course content and instructor bios online.

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Don't miss the one program in Canada which will put you on the forefront of smart!

Workshop Day 1

The New World of Smart Economics

Facilitator:

Mr. David Fell

CEO, Eastern Ontario Regional Network

Economics and Business Models

- What is a municipal business model anyway?
- The public sphere: public versus private versus third sector
- Market failure and municipal intervention
- Moving from pipes to platforms
- Leveraging the sharing economy

Smart Infrastructure

- Asset management programs
- Green economy infrastructure challenges
- Digital economy infrastructure: finance, build, maintain

Data: The New Currency

- Measuring impact and outcomes and communicating the results
- Measuring Return on Investment (ROI)
- Writing a business case for new programs
- The provision of open data
- Managing self-service tools and attendant expectations
- Balanced scorecard performance measurement
- Data analytics to support smart

Workshop Day 2

The Art of the Possible: Strategizing for Smart Implementation

Facilitator:

Mr. Lawrence Eta

CTO, City of Toronto

There is no shortage of visions of the future of cities from academics, vendors, think tanks, politicians, and city leaders. Understanding what's required to move in that direction from a status quo of disparate systems, siloed departments and resource-deprivation is the realist perspective. Building and selling the smart roadmap is where the art of the possible becomes real.

- How to undertake a current state analysis
- How to develop roadmap for foundational/city wide elements required: Process; Infrastructure; Data; Platform

- Budget considerations
- Governance considerations
- Growth/scalability considerations
- ROI development
- Developing short and long term program and project scope
- Talent required
- Selling your strategy to executives and Council

Workshop Day 3

Digital Enablement – From Smart City to Smart Community

Facilitator:

Dr. Nasir Kenea

CIO, City of Markham

Integration To Be “Smart”

- City services and how they depend on systems/process automation
- Infrastructure and assets management practices for a smart city
- The need for data integration for better informed decision
- Digital infrastructure for a smart city
- Architectural principles, standards and governance/shift in thinking
- The ways in which smart cities are more than just what the city government does, and more about the whole community

Smart Communities

- Smart communities experience
- Partners and contributors
- Cities' role in fostering smart communities
- Policy, partnership and governance frameworks
- Ways in which smart communities differ from simple “economic development” but engender similar outcomes

Workshop Day 4

Where Success Leads – Smart Citizen-Centered Service and Connected Communities

Facilitators:

Mr. Antoine Haroun

CIO, Regional Municipality of Halton

Ms. Jesse Adcock

CIO, City of Vancouver

Although the focus of municipal government in a smart and future-ready world remains the conferring of services on the citizenry, the nature of the service changes to become citizen-centered. We explore the social and political implications of this change, as well as the commensurate movement toward digitally connected communities.

- What are the principles of citizen-centered services in a smart world?
- How do smart initiatives change citizen expectations?
- How can services be managed and improved to enhance smart function while mitigating municipal risk?
- What security considerations are required to promote true citizen-centered service in a world of open data?
- How does the promotion of smart citizen-centered values enhance the political will of Council?

Workshop Day 5

Smart Politics – The People, Their Drivers and How to Broker Success

Facilitator:

Mr Dan Mathieson

Mayor, City of Stratford

In this workshop we will consider the transformation of organizational culture required to encompass and support smart operations leadership. Of particular interest will be the thorny topics of: the need to respond to political will, the need to engage with public perception, and overcoming a risk-averse orientation.

- What is the political climate in the municipal field today?
- What is the nature of future-readiness?
- What expectations in the organization as well as in the citizenry are created by the current technological marketplace?
- What are current media attitudes and what effects have they had on stakeholders?
- What is the public perception of a future-ready municipality?
- Staff-Council relations in a smart world
- Municipal-provincial relations on a smart world



Learning shouldn't stop at the end of your formal education in high school, college or university.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

The Schulich Executive Education Centre is a strategic business unit of the Schulich School of Business at York University in Toronto. Our role within the school is to provide lifelong learning for the development of professionals and executives long after their full-time education has been completed and they are in the work force.

All SEEC Programs Feature:

Just-in-Time Learning for Immediate Application

Executive and Professional Development at Schulich is focused, practical and immediately applicable to the skills you need and the task at hand. Select from a wide variety of relevant management topics at SEEC today, and use the new skills and techniques you learn at the office tomorrow.

Advanced Curriculum Structure

Our programs combine a variety of modalities to ensure optimal program effectiveness, relevance and retention for adult learners. They include mini-cases, break-out sessions, simulations, role playing and other interactive events to reinforce the concepts being taught.

Outstanding Faculty

Our accomplished faculty is drawn exclusively from both practitioners and academia, and each is an acknowledged leader and innovator in their field. Their professional activities, research and work experience allow them to bring a wealth of insight and cutting-edge knowledge to the program.

Risk-Free Learning

SEEC Open Enrolment programs come backed with a 100% satisfaction guarantee.



A Lasting Memento

Participants receive a handsomely framed Certificate of Course Completion.



Upcoming Sessions & Locations

November 2 - 6, 2020

The Miles S. Nadal Management Centre
222 Bay Street, 5th Floor, Toronto
Tel: 416.360.8850

May 10 - 14, 2021

Schulich Executive Learning Centre
York University, 4700 Keele Street, Toronto
Tel: 416.736.5079

In-class programs run 9:00 a.m. - 4:30 p.m.

Program Tuition & Registration Details

Program Tuition: \$4,450 + applicable taxes. This includes instruction, all seminar materials, lunches, refreshments, but not hotel accommodations.

Special Team Savings: Save \$150 each when two or more team members from the same organization register for this program at the same time.

Please Note: Fees, dates, speakers and applicable taxes are subject to change. SEEC's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 15 days in advance of the seminar start date. Late transfer requests, less than 15 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 15 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 15 days prior to the seminar will be subject to a \$1000 administration fee. Participants must attend all program days and fulfill all program requirements in order to receive a certificate. Complete registration details at seec.online/FAQ. HST# R119306736.

Optional Accommodation

To enhance your learning experience, participants receive a special corporate rate at the Schulich Executive Learning Centre Hotel (for programs held at the Schulich Executive Learning Centre), and area partner hotels (for programs held at The Nadal Management Centre). For details, please visit the **Contact and Locations** section of our website.

Contact Us

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