

Our Services

Shaun Hopkins Seminars offers a full suite of learning and consulting services to its clients:

Management Fundamentals:

Our core workshops build the leadership capability of front-line team leaders, supervisors, and managers. Workshops range in length from four hours to three days and can be tailored to your organization. When combined with Situational Leadership II, the Color Code Personality Profile, and our reinforcement tools, Management Fundamentals provides a complete management skills curriculum for any size organization.

Leadership Essentials:

A custom-designed solution for senior managers. Leadership Essentials combines your choice of skills from Management Fundamentals with Harvard Business Review cases/articles and your organization's success stories to create a multi-day leadership development program. The customized agenda includes: skills practice, guest speakers, case studies, and participant presentations that all focus on your organization's strategic priorities.

Leadership Development Institute (LDI):

The Leadership Development Institute is a three-month learning experience that provides high potential, senior managers with the skills to be successful at the executive level. The lessons learned from personal assessments, one-on-one executive coaching, experiential exercises, team-based learning, and case studies are all applied to the organization's current business challenges. LDI is a unique and career changing experience.

Instructional Design:

Our instructional designers create custom training solutions. Our expertise in creating instructor-led training, webinars, and e-learning can be used to write programs on any topic, skill, product, or service for your organization. E-learning programs can also be hosted on our proprietary Learning Management System.

Consulting Services:

We will help you to create a learning and development strategy for your organization. We review your performance management and succession planning systems to help you identify the competencies that are important to your organization's strategy. We can facilitate planning sessions, deliver presentations, and develop competency profiles in order to execute your strategy.

Executive Coaching:

We use a facilitative approach to help managers and executives discover solutions that will achieve their personal and professional goals. These include improvements in the areas of: interpersonal communication, influencing others, building a high-performing team, resolving conflict, and leading change.

Our Clients

- Allen Vanguard
- Bank of Nova Scotia
- BioTalent Canada
- CDIC
- CMHC
- CertainTeed/Saint-Gobain
- Chick-fil-A
- CIBC Mellon
- City of Ottawa
- Curtiss-Wright
- Denny's Restaurants
- Elsevier
- Essroc/Italcementi
- First Solar
- The Home Depot
- The Home Depot Canada
- Innovapost
- JohnsonDiversey
- New York Independent System Operator
- New York Public Library
- Office of the Superintendent of Financial Institutions
- PRGX Business Analytics
- Queensway Carleton Hospital
- Rogers Communications
- Taminco



Our Workshop Offerings

The workshops in our Management Fundamentals series vary in length from one to three days or as four-hour workshops as part of the STAR Management System. The STAR Management System is available for licence to organizations and independent training providers.

- Presenting for Success
- Masterful Leadership and Motivation
- Building High-Performing Teams
- Performance Management
- The Creative Problem Solving and Decision-making Workshop
- Business Writing Skills for Managers
- Influencing Others to Achieve Results
- Coaching for Sustained Performance
- The Time and Stress Management Workshop
- Effective Meeting Management
- Managing Change Without Pain
- Managing Projects On-Time and On Budget
- Five Star Customer Service Excellence
- Situational Leadership II
- The Color Code Personality Profile



Our Approach

Our company motto is:

Developing people into managers and managers into leaders.

We promise to:

- Create positive and lasting relationships with our clients
- Conduct our business with integrity, skill and passion
- Improve your organization's effectiveness
- Lead by example



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Our Team

Shaun Hopkins

Shaun Hopkins has 30 years of experience as an executive and consultant. He has held progressively senior positions in the fields of banking, non-profit, and consulting before founding Shaun Hopkins Seminars in 2002. He has conducted over 1000 workshops in Canada, USA, Europe, Asia, and the Middle East. Shaun has earned academic qualifications from Queen's University and the Université de Paris-Sorbonne, as well as a Diploma in Training and Development. His program design expertise has resulted in two awards from the Canadian Society for Training and Development, recognizing his contributions to the field of adult learning.



Gino Ferrin

Gino Ferrin has over 25 years experience as a learning and development specialist, manager, and senior consultant. He has held progressively senior positions within the telecom and human resource development fields. He has conducted over 1000 workshops in Canada, Europe, and the USA. With his wealth of experience and people skills, Gino's executive coaching skills help leaders to make more effective decisions. Gino attended the University of Maryland, and has earned a Diploma in Business Administration. Gino is a member of the Canadian Society for Training and Development and a former member of its editorial board. His industry knowledge and advanced communication skills help him to create long-lasting relationships and exemplary results with his clients.

Margaret Werdermann

Margaret is an Instructional Designer with over ten years experience in various forms of adult education. Her work focuses on creating web-based learning solutions, but she is also a talented classroom facilitator and writer of both traditional training materials and video scripts. She has enjoyed varied careers from teaching and curriculum design to database development and administration. These



experiences have led to a unique skill set that combines technical know-how with educational expertise. Margaret has a Bachelor's degree in Education and a Masters degree in Distance Education.

Denis J. Lévesque, CEC

Denis is a fully bilingual consultant with a broad business background in sales, marketing, operations, support, and program management. During his 15 years of practical experience in the IT and high tech industries, Denis led initiatives in small and large organizations, both public and private. Denis has coached individuals from all professional levels. He brings special skills in entrepreneurship, consulting, and career management. He is completing his Graduate Certificate in Executive Coaching at the University of Royal Roads. He is a Professional Certified Coach from the International Coaching Federation and is working towards his master certification.



Susan Hrehoriak

Susan has 35 years experience as an administrator. She has held both administrative and management positions in the banking industry. For the past ten years, Susan has managed the administrative support function at Shaun Hopkins Seminars. She is responsible for scheduling, procurement, shipping, accounting, client support, and third-party relationships.