

May 7, 2012

To Whom It May Concern,

The purpose of this letter is to describe the revolutionary importance of On the Job Training (OJT) methodology within the landscape/horticulture industry.

Kevin Sheppard, Certified Management Consultant of Griffiths Sheppard Consulting Group Inc. has been instrumental in helping an entire industry raise its level of competency by focusing on the most important touch-point for the transfer of skills and knowledge from one person to the other.

There are 70,000 employees in the horticultural industry in Ontario. There are approximately 250 people that graduate with formal credentials from College, University and Apprenticeship programs. This skills gap is further complicated by the fact that the industry hires many seasonal workers. The need for effective training processes is huge, especially with respect to safety training.

Our 7 billion dollar industry is based on the transfer of knowledge and skills from the company owner, manager, supervisor or foreman to the frontline employee. The OJT methodology allows that transfer to be accelerated as well as improved. It has been revolutionizing the way employees learn and managers teach. Who would have thought that a focus on a universal training process could be so effective in elevating the professionalism of an entire sector?

Landscape Ontario has made the OJT program a priority. It is one of the few programs based on the profile of the industry. The results so far have been phenomenal. Companies that have invested in OJT are reporting huge gains in efficiency, productivity, communications and sense of pride and accomplishment.

We look forward to helping all 2,400 company members improve their operations and culture by providing access to OJT training.

Yours truly,



Executive Director

Landscape Ontario