

# BRUCE DALE, CTDP

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## TRANSFORMATIONAL LEADER DRIVING ENHANCED LEARNING PROGRAM STRATEGY & DELIVERY

Dynamic and solutions-focused professional with 10+ years of high-level experience focused on learning program development, design, and delivery utilizing different models including technology to solution training (VILT, ILT, eLearning, etc.). Expertly assesses organizational gaps and designs instructional programs focused on expedited improvement, partnering with SMEs and stakeholders at all levels throughout the organization while unifying teams to optimize content and delivery methodology to maximize returns. Transformational change agent driving continuous improvement throughout the organization by assembling maintenance plans, maximizing resources to produce results, employing standardized evaluation and measurement plans, and advocating for the importance of professional development in realizing a long-term culture of continuous learning within an organization.

## CORE SKILLS & ABILITIES

- Relationship Building
- Instructional Design
- Facilitation & Public Speaking
- Transformational Leadership
- Learning Program Strategy
- Continuous Business Improvement
- Industry Research & Trend Identification
- Program Compliance Management
- Data-Driven Program Optimization
- Performance Coaching
- Organizational Needs Assessment
- Presentation Delivery & Reporting

## PROFESSIONAL EXPERIENCE

### [William F. White International](#)

2006 – Present

*Leading provider of production equipment rentals within Canada's film and television industry, supporting a diverse range of productions from tentpole studio feature films to experimental proof-of-content web shorts.*

### **National Manager, Education & Training**

(2014 – Present)

### **Manager, Education & Training**

2011 – 2013

### **Client Service Representative**

2007 – 2010

### **Warehouse Associate**

2006 – 2007

Visionary leader gaining progressive experience and broadening scope of accountabilities based on consistent high performance while leading the design and implementation of regional and national learning programs. Builds learning strategies and infrastructure aligned with organizational objectives while leading a national team of employees and collaborating with SMEs to effectively execute all planning, scheduling, content design, vendor sourcing, and support for transfer of learning. Continuously enables and promotes high-impact knowledge transfer to multidisciplinary employees on a national scale in a rapidly expanding portfolio of programs.

### Selected Accomplishments:

- ✓ **Created the Education and Training Department in 2011 to address key knowledge, skills, and abilities gaps while helping to improve people, efficiency, and performance driving an education-first culture that leverages informal and formal training modalities to define regional and national level learning structures.**
- ✓ **Managed development and national implementation of 1-year inventory software training program, designing the training curriculum based on cutting-edge industry trends. Facilitated training workshops for 300 people in a 450-employee company, touring 8 sites across 5 provinces in Canada during two separate time periods.**
- ✓ **Directed a 4-month national Executive Leadership Development Program, through capitalizing on a multi-phase approach to ensure alignment with personality types of senior leaders. Promoted enhanced awareness for personal leadership styles, and collaboration amongst executive leaders, driving efficiency, stronger performance, and executive decision-making.**
- ✓ **Championed the rollout of 7 external programs focused on breaking down barriers within the film industry, offering workshops to instruct disadvantaged populations with hard skills to obtain employment and fill industry labour gaps. One such program was a Lighting and Grip Workshop, with women-only offerings, focused on empowerment based on described challenges.**
- ✓ **Orchestrated the ground-up development of the National Grants Program which focuses on supporting filmmakers and students, providing free credits to use professional-grade equipment on various projects. Initiative broke down financial barriers and built brand loyalty among upcoming filmmakers by allowing them to jump-start their career.**
- ✓ **Secured full compliance across a 500-person company across 15-20 different health and safety-based subjects, by accurately assessing gaps, directing the development of a national Health and Safety Policy, and both developing and facilitating training workshops to effectively bring the company into legislative compliance.**

## PROFESSIONAL EXPERIENCE (CONTINUED)

### Key Responsibilities:

- **Learning Strategy Development:** Devises long-term plans and designs critical paths in national and regional-level learning programs, consulting with senior managers to determine key growth needed within time frames, examining current state and future state in gap analysis, and alignment with overarching business vision to prioritize corporate training needs.
- **Performance Management & Leadership:** Manages performance of direct reports according to established KPIs, conducting annual appraisals while demonstrating a firm, but approachable style of leadership to maximize accountability, transparency, and effectively deliver guidance to promote skillset development.
- **Hiring & Training:** Performs all hiring and onboarding within department, guiding professional development through tailored training to maximize performance of department holistically. Collaborates closely with HR to develop and continually administer standardized national training for onboarding of new hires on a national level.
- **Instructional Program Design:** Performs needs assessments and designs full-scale curricula to individual learning experiences which cover subjects including software training, equipment operation, health and safety, and leadership development. Considers factors including scalability and scheduling for national-level programs, showcasing exemplary organizational and coordination capabilities. Utilizes a diverse range of supplementary resources to define industry standards and collaborate with SMEs to develop high-impact programs and maximize returns.
- **Project Management:** Coordinates and manages projects toward seamless program implementation and delivery, determining stakeholder expectations and required resources through effective communication, decisive leadership, strong business acumen, and an ability to adapt as required to changing project parameters while meeting budget expectations within specified timeframes.
- **Learning Program Facilitation:** Leverages a hands-on approach to instructional program delivery, facilitating programs personally to maximize knowledge transfer while adjusting pace and flow based on learning styles of group. Delegates program facilitation to external vendors or direct reports based on expertise to ensure program credibility.
- **Relationship Building:** Builds relationships with cross-functional leaders in a diverse range of departments, obtaining insight into interdepartmental needs. Establishes streamlined communication and builds trust to promote training program development that accurately assesses organizational needs and drives widespread benefit.
- **Vendor Management:** Prospects and nurtures expansive vendor network, assess course content alignment with current training needs and regulatory compliance. Evaluates price point as an additional data piece to determine optimal outsourcing options.
- **Solutions Development:** Conceptualizes solutions to performance-related issues through in-depth root-cause analysis, communicating with departmental leaders to obtain further insight. Works collaboratively to implement effective solutions that resolve problems identified in investigative assessments, while promoting sustainability by consulting on process changes.
- **Program Evaluation:** Actively promotes a learning culture rooted in continuous improvement and conducts research to gather information regarding industry standards and examples within companies to aid program design. Consolidates and utilizes evaluations from workshop attendees, annual reviews, and departmental leadership to optimize programs.
- **Policy Updates:** Heads policy updates in a wide range of areas including health and safety, National Grants Program, Tuition Reimbursement Program, and national training and procedures to ensure standardization of regulations company wide.

## EDUCATION & CERTIFICATIONS

Certified Training & Development Professional   <a href="#">The Institute for Performance &amp; Learning</a>	2019 – 2022
Transportation of Dangerous Goods Certification   <a href="#">Worksite Safety Compliance Centre</a>	2019 – 2022
Working at Heights Certification   <a href="#">Worksite Safety Compliance Team</a>	2019 – 2022
First Aid CPR/AED Level C   <a href="#">Canadian Red Cross</a>	2018 – 2021
JHSC Member Certification   <a href="#">Ontario Government</a>	2013
Bachelor of Fine Arts (Hons.)   <a href="#">OCAD University</a>	2004

## TECHNICAL ACUMEN

Microsoft Office Suite | Adobe Creative Suite | MS Teams | WebEx | Zoom | HCM Systems | Learning Management Systems  
 Inventory Software: Rental Tracker Pro & RentalWorks | Salesforce | Video Production & Post-Production | Lighting & Grip | Visual Arts  
 Articulate Storyline + RISE (in progress) | Vyond (in progress)