

FREIGHT LEADERSHIP LAB CERTIFICATION INFO SHEET



Certification

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AI Coach
Support



Course Overview



Unlock your leadership potential and drive real results in your freight organization with The Freight Leadership Lab—TIA's comprehensive certification program for rising brokerage leaders. You'll build the critical skills, business acumen, and confidence needed to step into higher-impact management roles across your organization.

Across six expertly designed modules, you'll learn to lead teams, drive profitability, solve complex problems, build ethical cultures, coach for performance, and communicate with influence—always grounded in real-world freight brokerage scenarios and case studies. Along the way, you'll learn from seasoned executives, tackle hands-on leadership challenges, and grow a peer network that supports your ongoing career journey.

What You'll Learn

After completing this course, you will be able to:

- Apply core leadership principles tailored to freight brokerage environments.
- Explain how brokerages generate revenue, manage costs, and interpret financials.
- Use structured frameworks to solve problems and make faster, better decisions.
- Lead with integrity, shaping cultures of trust, accountability, and ethics.
- Communicate with clarity and influence across brokers, customers, and executives.
- Coach and develop high-performing teams for sustainable results.

Competencies You'll Build

This course supports the development of core professional competencies, including:

- **Strategic thinking and business acumen specific to freight brokerage.**
- **Financial literacy for margin, pricing, and P&L-aware decision-making.**
- **Problem-solving, prioritization, and agile decision skills under pressure.**
- **Culture-building, ethical leadership, and trust-based influence.**
- **High-impact communication and executive-ready presentation skills.**

- Talent development, coaching, and performance management for teams.

How the Course Works

Course Type:	TIA Certification
Length of Access:	8 months (April - October)*
Cost:	\$1,495
Final Exam:	Yes
Certificate:	Certificate of Completion issued

Who Should Take This Course?

- Mid-level managers and supervisors in freight brokerage ready for next-level responsibility.
- New or emerging leaders who oversee teams, books of business, or key projects.
- High-potential contributors identified for succession into senior leadership roles.
- Company leaders who want a structured, freight-specific pathway to develop future executives.

Why It Matters

The Freight Leadership Lab gives your organization a common leadership language and toolkit, built specifically for freight brokerage, so leaders can align decisions with strategy and profitability. It also accelerates the readiness of your rising managers, helping you strengthen your leadership bench, improve team performance, and reduce the risks of "learning leadership" through trial and error.

*Complimentary Admission to TIA Capital Ideas Conference