

TOM PETERS

SIR KEN ROBINSON

NEIL PASRICHA

TAMMY HEERMANN

MICHAEL BUNGAY STANIER



VANCOUVER
October 21, 2016



Canada's #1 Leadership Conference

“An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.”

- Jack Welch
Former Chairman & CEO of GE

A THE ART OF
LEADERSHIP



ABOUT THE ART OF LEADERSHIP

OCTOBER 21, 2016 | 8:30AM - 5:00PM

VANCOUVER CONVENTION CENTRE

North Building - John Bassett Theatre

255 Front Street West, Toronto, ON M5V 2W6

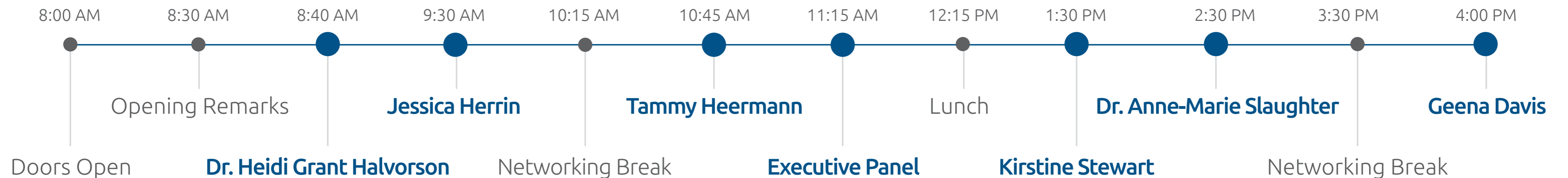
www.mtccc.com

WHAT TO EXPECT

This one day conference features five internationally renowned bestselling authors and thought leaders, who will share an exciting blend of cutting edge thinking and real world experience on today's most critical leadership issues. Don't miss out on your chance to gain a competitive advantage and network with over 2,500 of Canada's most influential women.

WHY ATTEND

Today's leaders have a dynamic role - integrating people and strategies in order to achieve sustainability and enhance organizational performance in challenging business environments. The Art of Leadership responds to the fundamental changes impacting leadership functions. From practical tips to innovative strategies, The Art of Leadership is designed to teach and provide leaders with directly related, easily applied tools and techniques that can be implemented within any corporate culture.





TOM PETERS

One of the Most Influential Business Thinkers of All Time & International Bestselling Author



In 1982, with the publication of *In Search of Excellence*, Peters and Bob Waterman helped firms deal with a crushing competitive challenge to their primacy by urging them to get away from strategies based on just the numbers and re-focused on the basic drivers of all successful businesses throughout time: people, customers, values (culture), action-execution, and a perpetual self-renewing entrepreneurial spirit. As "obvious" as these ideas are, they were, are and always will be the bedrock and differentiator of excellent enterprise and subject to constant and remarkably rapid slippage if left untended for even a moment. Peters and Waterman also effectively introduced the world of business to the notion of Excellence per

se, a state of mind and daily practice not normally associated with enterprise and an inspiring and pragmatic and profitable aspiration.

In 1999, *In Search of Excellence* was honored by NPR as one of the "Top Three Business Books of the Century;" it was ranked as the "greatest business book of all time" in a poll by Britain's Bloomsbury Publishing and was the most widely held library book in the United States from 1989 to 2006. Peters has followed *Search* with well over a dozen additional international best sellers. Among them: *A Passion for Excellence* (with Nancy Austin); *Thriving on Chaos*; *Liberation Management* (acclaimed as the "Management Book of the Decade" for the '90s) the provocative,

colorful *Re-imagine: Business Excellence in a Disruptive Age*, and *The Little Big Things: 163 Ways to Pursue Excellence*.

Peters, who is widely credited with almost single-handedly "inventing" the public "management guru industry," now global in scope and billions of dollars in size, writes, reflects and then presents about 30 seminars each year, well over half outside the U.S. He estimates that since 1978, when the work on *Search* began, he's given well over 2,500 speeches, flown 5,000,000+ miles, spoken before 2,000,000 to 3,000,000 people and presented in 48 states and 67 countries. Also, since 2004, Peters has devoted significant "at home" energy to the award-winning blog—www.tompeters.com.

WHAT YOU WILL LEARN

EMPLOYEE ENGAGEMENT & PERFORMANCE

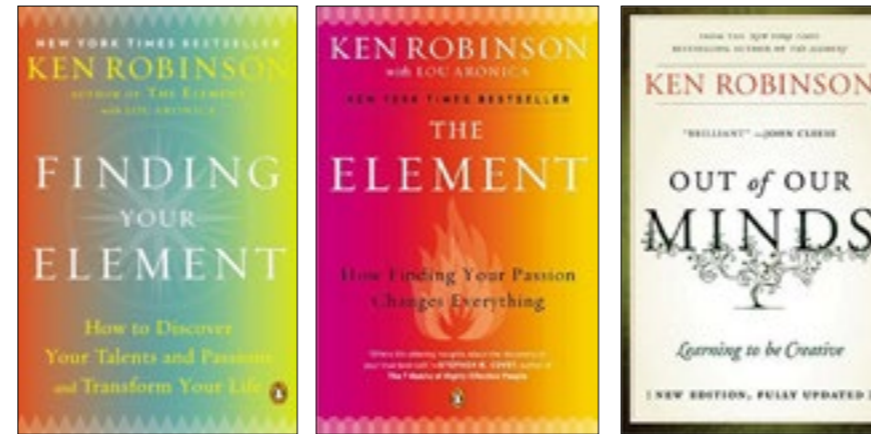
- The ideas that helped make *In Search of Excellence* a watershed event in both business and publishing—and launched the now mammoth "management guru industry."
- Strategies and tactics for taking a fresh, radical re-look at the "people (talent) dimension"—instilling an entrepreneurial attitude and penchant for excellence in every employee.
- How to create perpetually adaptive enterprises—ready for anything, prepared to turn on a dime.

“ If they’re onto a good thing, management gurus generally milk the same business mantra for all its worth. However, one guru par excellence is going against the grain. The one-man brand that is Tom Peters is still reinventing himself.

- CNN.com

SIR KEN ROBINSON

Internationally Acclaimed Expert on Creativity and Innovation & New York Times Bestselling Author of Finding Your Element, The Element and Out of Our Minds



An internationally recognized authority in creativity and innovation in education and business, Sir Ken Robinson is also one of the world's leading speakers. Videos of his famous talks to the prestigious TED Conference are the most viewed in the history of the organization and have been seen by an estimated 300 million people in over 150 countries.

Sir Ken works with governments in Europe, Asia and the US, international agencies, Fortune 500 companies and leading cultural organizations. He led a national commission on creativity, education and the economy for the UK Government, was the central figure in developing a strategy for creative and

economic development as part of the Peace Process in Northern Ireland, and was one of four international advisors to the Singapore Government for a strategy to become the creative hub of SE Asia.

Called "one of the world's elite thinkers on creativity and innovation" by Fast Company magazine, Sir Ken has received numerous awards and recognitions for his groundbreaking contributions. He was included in Thinkers50 list of the world's leading business thinkers and has been named one of TIME/Fortune/CNN's Principal Voices. In 2003, he received a knighthood from Queen Elizabeth II for services to the arts. His 2009 book, The Element: How Finding Your Passion

Changes Everything, is a New York Times best seller and has been translated into 21 languages. A 10th anniversary edition of his classic work on creativity and innovation, Out of Our Minds: Learning to be Creative, was published in 2011. Finding Your Element: How to Discover Your Talents and Passions and Transform Your Life, was published by Viking in May 2013 and is also a New York Times best seller. His latest book, Creative Schools: The Grassroots Revolution That's Transforming Education (Viking, 2015), written with Robinson's trademark wit and engaging style, includes groundbreaking research and tackles the critical issue of how to transform the nation's troubled educational system.



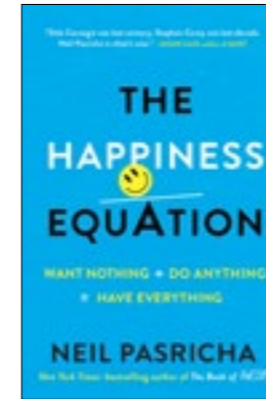
EMPLOYEE ENGAGEMENT & PERFORMANCE

- The need for 'systemic innovation'
- The relationships between imagination, creativity and innovation
- The three levels of systemic innovation
- The basic roles of creative leaders

“Sir Ken was absolutely one of the best speakers I think we've ever had! He was so personable, funny and genuine!”

- University of Miami

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WHAT YOU WILL LEARN

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TAMMY HEERMANN

Senior Vice-President, Strategic Solutions, Lee Hecht Harrison Knightsbridge

Tammy Heermann is a sought-after advisor who helps individuals and organizations get serious about leadership. She has developed pioneering and multiple award-winning programs aimed at changing mindsets, advancing skillsets, and sustaining deliberate practices to achieve high performance. She is specifically sought out by Fortune 500 companies for her expertise in gender diversity and programs that accelerate female talent. Elevate Your Influence™, a two-day women in leadership experience designed

by Tammy, won the 2015 Leadership Excellence award in the International Firm category by HR.com.

Over the course of her career Tammy has worked with thousands of leaders globally and while having significant impact in the C-Suite, she is happiest when pushing up-and-coming leaders to break through organizational and self-imposed barriers to reach their potential. Her clients express the value of Tammy's down to earth, practical style in creating an environment of trust in a room of strangers.

In addition to her work with Lee Hecht Harrison Knightsbridge, Tammy is a faculty member and expert coach for the Women of Influence Advancement Centre and also sits on the Women's Leadership Advisory Committee for Women in Communications and Technology. She is a graduate of the London School of Economics with a Master of Science degree in Personnel Management and Industrial Relations, and holds an Honours Bachelor of Commerce degree from the University of Saskatchewan.

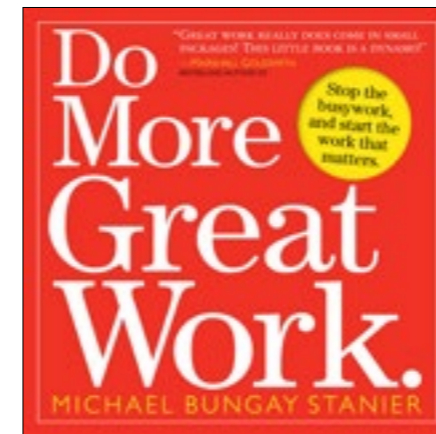
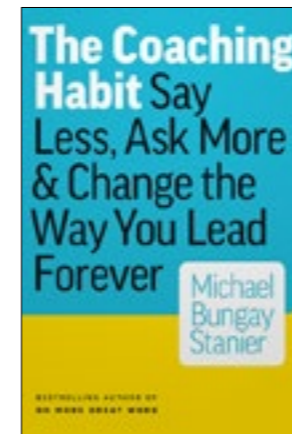


STRATEGY & EFFECTIVENESS

- Practical ways to change perceptions of your strategic capability through the use of questions and points of view.
- Increase your ability to build and navigate relationships more strategically.
- Build a plan to increase your effectiveness as a strategic leader.

Tammy's leadership program unlocked something within each of the delegates that was visibly noticeable - creating stronger, more confident and intentional leaders.

- Emer Brady, Global Director, Mars



MICHAEL BUNGAY STANIER

Bestselling Author, Social Psychologist
& Associate Director of the Motivation
Science Centre at Columbia Business School

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WHAT YOU WILL LEARN

PERCEPTION & BEHAVIOUR

- Why other people almost never see us as we see ourselves.
- The unconscious biases and assumptions that perceivers almost always make.
- Learn the three “lenses” of perception – Trust, Power, Ego – and how they influence what others see in you.
- How to choose the right language and behaviours to send the message you are actually trying to send.

“Michael hits just the right balance of stimulus, depth, practicality and entertainment! Already, many of the ideas are in the language across British Gas and we are starting to see some real results.

- Seth Godin, Author of Linchpin

WHAT PEOPLE ARE SAYING

“Inspiring – Informative – Impactful – Illuminating – Invaluable. Bravo!”

- Julie Reid
Education Officer
MINISTRY OF EDUCATION

“Excellent day, the speakers expressed similar, consistent leadership priorities for now & in the future. This one day session is enough to gain significant insights on leadership.”

- Bernice Parent
Director, Leadership & Organizational Effectiveness
MTS ALLSTREAM

“This is just what I needed to be recommitted to building a strong team.”

- Mary Butcher
Senior Manager
ROGERS

“All the speakers were extremely innovative and experienced in their fields. They presented new ideas in a way that emotionally and intellectually stimulated the audience... Great choice of speakers!”

- Alexandra Margulescu
CONCORDIA UNIVERSITY

NOTABLE PAST ATTENDEES



GENERAL PASS

This investment will give you access to an unparalleled gathering of leadership gurus with seating available on a first come, first seated basis.

\$499.00

Each (+HST)

- Theatre seating directly behind VIP and Platinum reserved sections
- Recent issue of The Art of Magazine
- Book signing opportunities with speakers

VIP PASS

Attend The Art of Leadership as a VIP guest! Our VIP package takes care of all the details so that you can sit back and enjoy the day.

\$699.00

Each (+HST)

- Express entrance
- Reserved premier seating section beginning in the third row
- Recent issue of The Art of Magazine
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook and pen
- Copies of 3 featured bestselling books:
 - *Unfinished Business* - **Dr. Anne-Marie Slaughter**
 - *Find Your Extraordinary* - **Jessica Herrin**
 - *Our Turn* - **Kirstine Stewart**




PLATINUM PASS

Experience The Art of Leadership to its fullest! This package allows you to maximize your experience and extract the most value and content from this remarkable day of learning & networking.

\$849.00

Each (+HST)

Only 50 Available!

- **Reception and photo opportunity with Geena Davis** 
- Express entrance
- Reserved premier seating in the first row
- Recent issue of The Art of Magazine
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook and pen
- Copies of 5 featured bestselling books:
 - *Unfinished Business* - **Dr. Anne-Marie Slaughter**
 - *Find Your Extraordinary* - **Jessica Herrin**
 - *Our Turn* - **Kirstine Stewart**
 - *No One Understands You* - **Dr. Heidi Grant Halvorson**
 - *Presence* - **Amy Cuddy**



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