



**THE ART OF**  
**LEADERSHIP *for* WOMEN**

Calgary | June 7<sup>th</sup>, 2022


CLARA HUGHES

THE HON. JODY WILSON-RAYBOULD

ARLENE DICKINSON

DR. HADIYA RODERIQUE

DR. ROBYNE HANLEY-DAFOE

A large audience is seated in a conference hall, facing a stage. The stage features two large projection screens and a central area. The ceiling is high with visible lighting rigs and equipment. The overall scene is dimly lit, with the stage area being the primary light source.

We cannot change what we are not aware of, and  
once we are aware, we cannot help but change.

SHERYL SANDBERG



# The Art of Leadership for Women

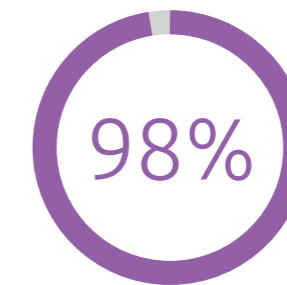
## Empowering Today's Women for a Sustainable Tomorrow

Women all over the world are no longer accepting the status quo. They're rising up, breaking through, pushing the boundaries, and carving their own paths.

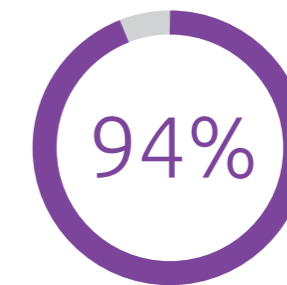
From glass ceilings and inequality, to 'leaning in' and work-life balance, women leaders of today face numerous challenges. As they move up the corporate ladder and take on increased responsibilities, having the right tools and insights in order to pivot in an evolving corporate landscape has never been more essential.

In a world of information overload, The Art of Leadership for Women focuses on the topics and trends most critical to leaders. This unique one-day conference features a riveting collection of world leaders, business icons, academics, and bestselling authors who inspire action.

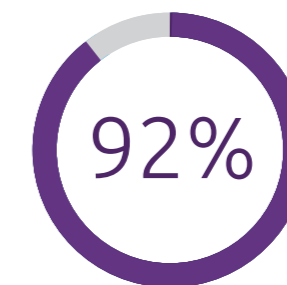
Attendees will have the opportunity to learn improved ways of leveraging their value, elevating their skills, and developing the strategies required to take their leadership and their organizations to the next level. This conference is not just for women, but for anyone who wants to champion change on behalf of women.



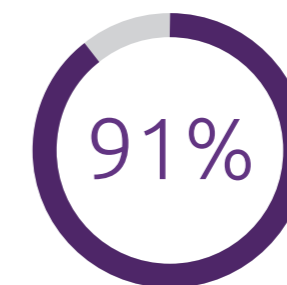
Learned an actionable insight to become a better leader



Would recommend The Art of Leadership for Women to a colleague



Plan on attending again in the future



Of past speakers rated impactful by attendees








# Agenda

Tuesday, June 7<sup>th</sup>, 2022  
8:30 AM - 4:30 PM

Calgary TELUS Convention Centre  
North Building - Hall XE  
120 Ninth Avenue SE  
Calgary, AB



Photo: Malala Yousafzai | The Art of Leadership for Women 2019

8:00 AM	▼	Doors Open	
8:30 AM	▼	Opening Remarks	
8:45 AM		<b>DR. ROBYNE HANLEY-DAFOE</b>	
9:45 AM	▼	Networking Break	
10:15 AM		<b>DR. HADIYA RODERIQUE</b>	
11:00 AM		<b>CLARA HUGHES</b>	
12:00 PM	▼	Lunch	
1:00 PM		<b>EXECUTIVE PANEL</b>	
2:00 PM		<b>ARLENE DICKINSON</b>	
3:00 PM	▼	Networking Break	
3:30 PM		<b>HON. JODY WILSON-RAYBOULD</b>	
4:30 PM	▼	Closing Remarks	



# ARLENE DICKINSON

Star of CBC's *Dragons' Den*, General Partner of District Ventures Capital, and Three-time Bestselling Author



Reinvention takes a bold plan, faith in your own judgment, and rock-solid determination. Arlene shows you how to get all three. - **Masai Ujiri**, *President, Toronto Raptors*

"The purpose of marketing is to deliver business results," says Arlene Dickinson, renowned CBC "Dragon" and one of Canada's most successful communications entrepreneurs. Whether explaining how to leverage marketing in even the toughest of economic times, sharing backstage stories from "The Den," or giving audiences a look into her personal story of success, Dickinson's experience and expertise always shines through.

Dickinson is a serial entrepreneur and General Partner of District Ventures Capital, a venture capital fund focused on helping market, fund

and grow entrepreneurs and their companies, in the food and health space. Best known to Canadians as a star of CBC's award-winning series *Dragons' Den* for over 12 seasons, Dickinson is also a podcaster, renowned speaker, and the author of three bestselling books: *Persuasion*, *All In*, and her most recent, *Reinvention*.

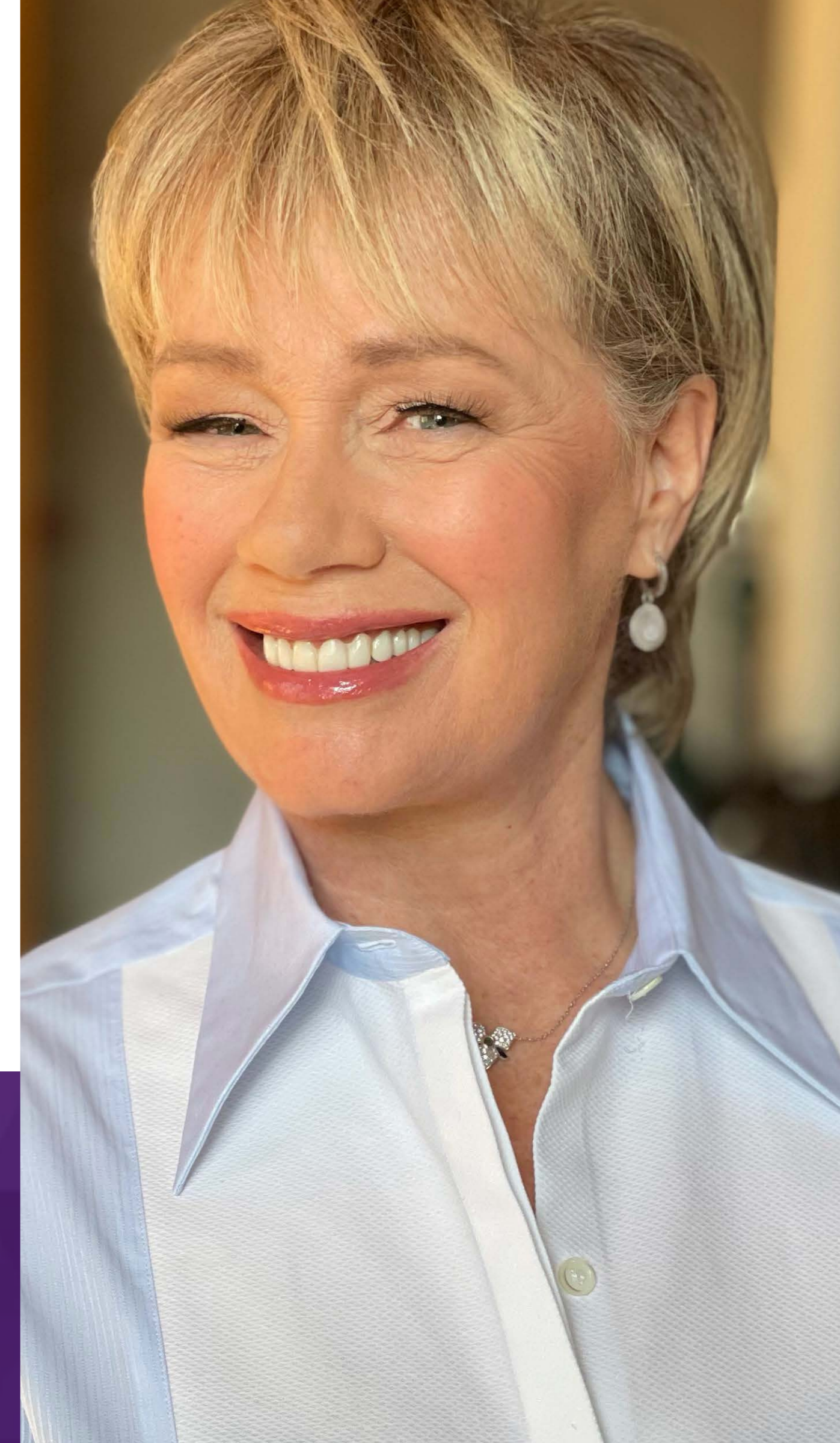
Dickinson's success and leadership has been recognized with multiple honours and awards, including *Canada's Most Powerful Women Top 100 Hall of Fame* and the *Pinnacle Award for Entrepreneurial Excellence*. She is also an inductee in the Marketing Hall of Legends,

and has been honoured with *PROFIT* and *Chatelaine* magazine's *TOP 100 Women Business Owners Awards*. In 2012, Dickinson was awarded the *Queen Elizabeth II Diamond Jubilee* medal.

Dickinson is an honorary captain of the Royal Canadian Navy and the recipient of honorary degrees from Mount Saint Vincent University, Concordia University, Saint Mary's University, and NAIT. She also sits on several public and private boards and is actively involved in supporting her community and country.

## CHANGE, TRANSFORMATION & REINVENTION

- Practical steps on how to reinvent yourself to be more successful, happier and excited about the future.
- A blueprint for locating your sense of purpose, realistically evaluating your strengths, assessing opportunities outside your comfort zone, and charting a bold new career path.
- Where to start and how to know if you have what it takes to make more of yourself, your company and your life.

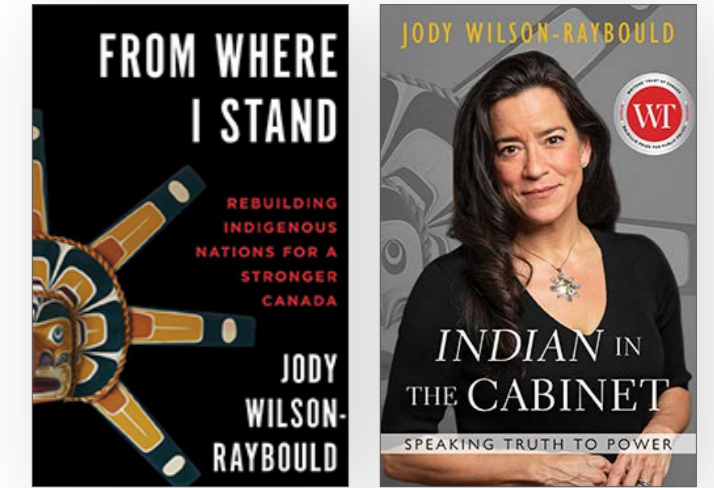






# THE HON. JODY WILSON-RAYBOULD

*Former Minister of Justice and Attorney General of Canada, and First Nations Advocate*



Jody shares a clear understanding of where we have come from, the issues we must address, and the pathways to a transformed future. - **Dr. Turpel-Lafond**, *UBC Law Professor*

The Honourable Jody Wilson-Raybould, P.C., Q.C., was raised to be a leader. The daughter of a hereditary chief and Indigenous leader, she always knew that she would seek leadership roles and responsibilities. As a lawyer, an advocate, and a leader among Canada's Indigenous Peoples, she's built a strong reputation as a bridge builder and champion of good governance and accountability. She shares her unique perspective as both a community and political leader on topics such as Indigenous rights and reconciliation, democracy and governance, leadership, and justice.

Wilson-Raybould was appointed the *Minister of Justice and Attorney General of Canada*, making her the first Indigenous person to serve in this portfolio. In January 2019, she was appointed the Minister of Veterans Affairs of Canada and Associate Minister of National Defence, positions she held until her resignation from cabinet in 2019 following the SNC-Lavalin affair.

Wilson-Raybould is a descendant of the Musgamagw Tsawataineuk and Laich-Kwil-Tach peoples, which are part of the Kwakwaka'wakw and also known as the

Kwak'wala speaking peoples. She is a member of the We Wai Kai Nation with her traditional name, *Puglaas*, means "woman born to noble people." She served two terms as an elected councillor for her Nation and was also a director and chair of the First Nations Finance Authority and a director of the First Nations Lands Advisory Board.

In 2021, Wilson-Raybould released her memoir *Indian in the Cabinet*, which became a #1 national bestseller and was a finalist for The Writers' Trust Balsillie Prize for Public Policy.

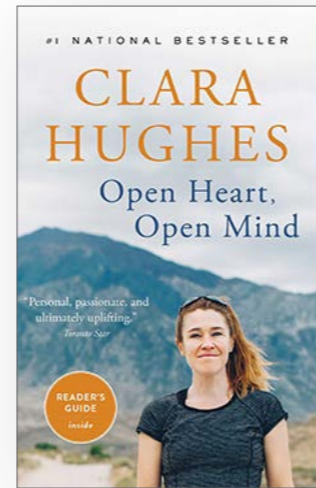
## LEADERSHIP, GOVERNANCE & RECONCILIATION

- Important lessons in governance to strengthen our institutions and cultures.
- Leadership insights on how to approach struggles over inclusivity, deficiencies of political will, and concerns about adherence to core principles.
- Indigenous rights and what has to be done to build a shared postcolonial future based on trust, cooperation, and recognition to achieve true reconciliation in Canada.



# CLARA HUGHES

*Six-Time Olympic Medalist,  
Humanitarian, Mental Health Advocate,  
and Bestselling Author*



Clara reveals the determination of a champion to overcome external adversity and internal struggles, finding her place as an athlete, an advocate, and a person. - **Dr. Goldbloom, CAMH**

After spending half her life striving to be the fastest person in the world, six-time Olympic medalist Clara Hughes decided to switch gears and “slow down to the pace of a human being.” This led her to hike over 16,000 kilometres, where she discovered the healing power of movement. In her candid, personal talks, Hughes explores how movement can change lives, and draws from her experience living with depression to inspire audiences to face their fears, find their voice, and become the champions they’re meant to be.

Hughes is the only athlete in Olympic history to win multiple medals in both Summer and

Winter Games, representing Canada in both speed skating and cycling. In addition, she served as Team Canada’s flag-bearer at the 2010 Vancouver Olympic Games.

As the founding spokesperson for *Bell Let’s Talk*, a campaign designed to end the stigma attached to mental illness, Hughes helped jumpstart the conversation on mental wellness. In 2014, she completed a 110-day national bicycle tour through every province and territory in Canada called “*Clara’s Big Ride*”. She covered more than 11,000 kilometres, visited 105 communities, and hosted over 235 events to raise awareness for

mental health. She is also the author of the bestselling memoir, *Open Heart, Open Mind*.

Over the course of her distinguished career, Hughes has won countless awards and accolades. She was awarded the *International Olympic Committee’s Sport and Community Trophy*, honoured with a star on Canada’s Walk of Fame, inducted into Canada’s Sports Hall of Fame, and named a member of the *Order of Manitoba* and an *Officer of the Order of Canada*. In 2022, she was named an *Olympian for Life* in recognition of her making the world a better place by promoting the Olympic Values at every stage of her life.

## MENTAL HEALTH, OVERCOMING ADVERSITY & PEAK PERFORMANCE

- Lessons from a personal journey through addiction, depression, and pain to a life where love and understanding can thrive.
- How to heal depression, anger, frustration, or a lack of confidence through nature and the power of movement.
- The keys to achieve breakthrough performance, by removing the barriers of fear, doubt and uncertainty.







# DR. HADIYA RODERIQUE

*Advocate, Researcher, Journalist, and One of Canadian Lawyers' 25 Most Influential Lawyers*



A lot of people in 2020 talked about systemic racism and she was bravely doing it on her own back in 2017. - **Wes Hall**, *Founder and Chairman of The Canadian Council of Business Leaders Against Anti-Black Systemic Racism*

As a young, black woman working as a lawyer on Bay Street, Dr. Hadiya Roderique delivered a wake-up call to corporate Canada in the form of her *Globe and Mail* feature essay, "*Black on Bay Street*." Shared more than 13,000 times on Facebook, with the accompanying video watched more than 250,000 times, Roderique's think piece sparked discussion in boardrooms across Canada. In her thought-provoking talks, she discusses barriers and challenges to diversity and inclusion, and counters

those common arguments to show the power behind a diverse and inclusive workplace.

Roderique is a researcher, consultant, broadcast commentator, and former podcast host. An award-winning writer, she has bylines in *The Globe and Mail*, *The Walrus*, *the National Post*, *Chatelaine*, and *Maclean's*. She also holds an M.A. in Criminology, and a Ph.D. in Organizational Behaviour and Human Resources

Management from the University of Toronto's Rotman School of Management. As a researcher, she broadly examines how race, gender, and parenthood shape perceptions and relationships in the workplace.

In 2018, Roderique was named one of *Canadian Lawyers' 25 Most Influential Lawyers*, and she was recognized with the *Rising Star* award from the *Canadian Association of Black Lawyers*.

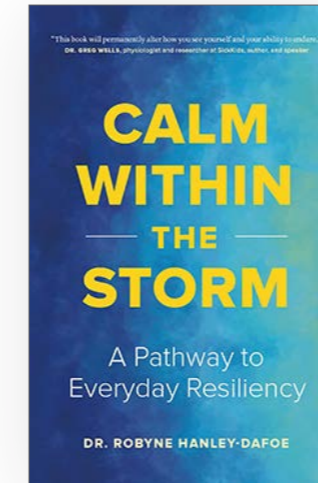
## EQUITY, DIVERSITY & INCLUSION

- How to unlock the power of differences for more inclusion, empowerment, and innovation within our organizations.
- How to unravel unconscious bias and structural marginalization in the workplace.
- The ways in which being outside the norm affects your career and what individuals and organizations can do about it.



# DR. ROBYNE HANLEY-DAFOE

*Award Winning Psychology Instructor,  
Workplace Wellness Expert, and Bestselling Author*



Dr. Robyne Hanley-Dafoe illustrates that resiliency isn't some ideal state achieved through suffering and scars; it's a built-in feature of being a human. She will permanently alter how you see yourself and your ability to endure.

*- Dr. Wells, Physiologist at SickKids*

Described as one of the most sought-after, engaging, thought-provoking, and truly transformative international speakers and scholars in her field, Dr. Robyne Hanley-Dafoe is a multi-award-winning psychology and education instructor who specializes in resiliency, navigating stress and change, and personal wellness. Her keynotes provide practical strategies, grounded in global research and case studies, that help foster resiliency within ourselves and others.

Hanley-Dafoe's work is inspired by

personal experience. She learned resiliency from the ground up as someone who has experienced significant obstacles throughout her life. This, combined with more than 16 years of university teaching and research experience, makes Hanley-Dafoe's work both accessible and relatable while providing realistic and sustainable strategies for understanding and practicing resiliency and wellness.

Hanley-Dafoe is also the author of *Calm Within the Storm*, which outlines a kinder

approach to taking on the challenges of life and developing authentic self-alignment and balance. Her refreshing approach looks at resiliency from multiple vantage points with the aim of being fully accessible to everyone. Regardless of your background or prior knowledge, Hanley-Dafoe's work is relatable, approachable, and rooted in honest personal reflection and humour. She brings you along with the research informed best practices that you can adapt and adopt in your own life.

## STRESS, RESILIENCY & WORKPLACE WELLNESS

- How to decrease stress during uncertainty, while reaffirming values and priorities for life with work integration.
- How to identify and recognize practices that foster everyday resiliency and how to work with the barriers and facilitators it creates.
- Evidence-based principles and practical tools to incorporate life with work integration practices to sustain leader wellness, hold space, and lead difficult conversations.





# Notable Past Attendees



human energy™



▀ I love The Art of Leadership for Women because of the palpable energy in the room. You can't substitute what you can get physically from other people in connections, motivation, and self-belief than you can when you're just together. It's a powerful thing.

Jessica Herrin  
CEO & Founder  
**STELLA & DOT**

▀ It was so relevant to my struggles and it reminds me to be an active advocate for women and why this is so important. I have found my new passion to make a change, and have two daughters that I need to change the world for!

Darlene Arsenault  
Managing Director  
**ATB**

▀ The speakers were incredibly inspirational and had practical solutions to help me make a real change.

Lara Gaede  
Chief Financial Officer  
**ALBERTA SECURITIES COMMISSION**



# Pricing

	<b>SILVER</b> \$549 <small>+HST</small>	<b>GOLD</b> \$799 <small>+HST</small>	<b>PLATINUM</b> \$999 <small>+HST</small>
<b>WHAT'S INCLUDED</b>			<b>LIMITED AVAILABILITY</b>
Seating	Theatre seating behind Gold first-come, first-seated	Classroom seating behind Platinum, in rows 3+	Premier classroom seating in rows 1-2
Insight Workbook and Conference Summary	✓	✓	✓
Latest issue of The Art Of Magazine	✓	✓	✓
Book signing opportunities with speakers	✓	✓	✓
Freshly brewed morning coffee and tea	✓	✓	✓
Express entrance		✓	✓
Three-course networking lunch		✓	✓
Embossed journal and pen		✓	✓
Books from featured speakers			
Exclusive reception and photo with The Hon. Jody Wilson-Raybould			✓

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