



# THE ART OF LEADERSHIP

Presented By



TORONTO | NOVEMBER 18, 2014 | 8:30AM - 5:00PM



RUDY GIULIANI

ARIANNA HUFFINGTON

ROBERT SUTTON

LINDA HILL

DANIEL GOLEMAN



*"Having strong beliefs, being able to stick with them through popular and unpopular times, is the most important characteristic of a great leader."*

- Rudy Giuliani

**THE ART OF LEADERSHIP**

Presented By **Knightsbridge**





# ABOUT THE ART OF LEADERSHIP

NOVEMBER 18, 2014 | 8:30AM - 5:00PM

METRO TORONTO CONVENTION CENTRE

North Building – Hall A

255 Front Street West, Toronto, ON M5V 2W6

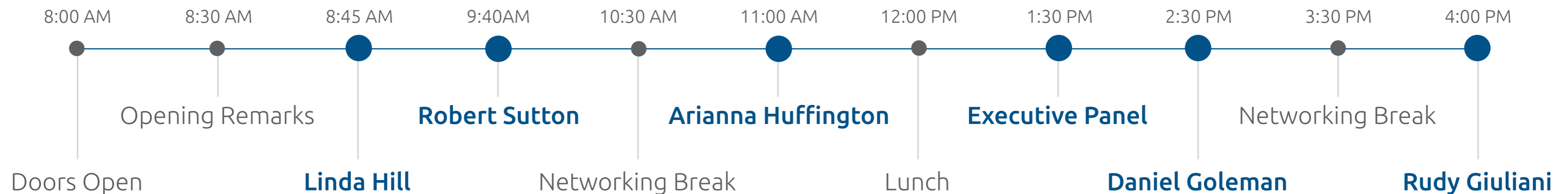
[www.mtccc.com](http://www.mtccc.com)

## 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 2,000 of Canada's most influential leaders.

## WHY ATTEND

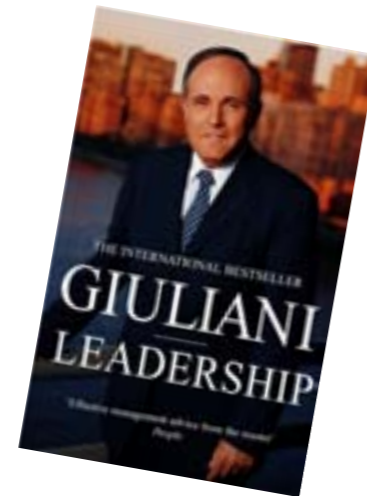
Today's leaders have a dynamic role - integrating people and strategies in order to achieve sustainability and enhance organizational performance in challenging business environments. The Art of Leadership responds to the fundamental changes impacting leadership functions. From practical tips to innovative 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.



# WHAT YOU WILL LEARN

## Rudy Giuliani

**Principled Leadership:  
In the Face of Change & Crisis**

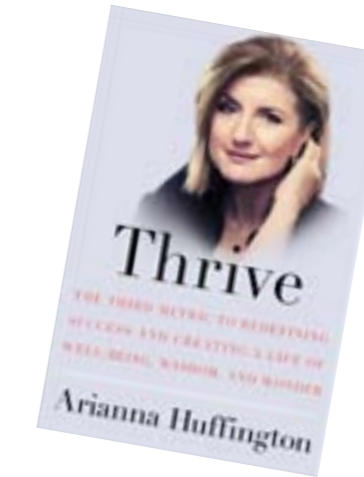


- His time-tested principles based on his bestselling book Leadership.
- How effective leadership can ultimately result in profitability.
- How to use these seemingly simple principles in your own life to inspire excellence from the team around you.
- Riveting stories of how he marshaled his remarkable leadership skills to pull his city, and perhaps the entire nation, through the crisis.

LEARN MORE ►

## Arianna Huffington

**Redefining Success: The Third Metric  
That Can Benefit Your Bottom Line**



- How to commit to a life of well-being, health and the ability to unplug, recharge and renew oneself to find joy in both the job space and in life.
- How to reduce the stress of everyday life and become more productive in the ways of family, work and business.
- How "leaning back" makes for wiser leaders and how ultimately, success is not just about money or position, but about living the life you want –not just the life for which you settle.
- Why the current male-dominated model of success isn't working for either gender.

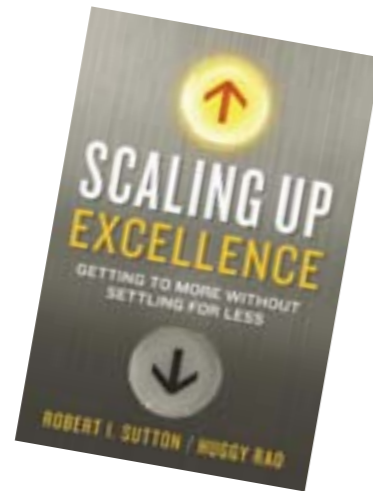
LEARN MORE ►



# WHAT YOU WILL LEARN

## Robert Sutton

### Scaling Excellence: The Role of the Leader

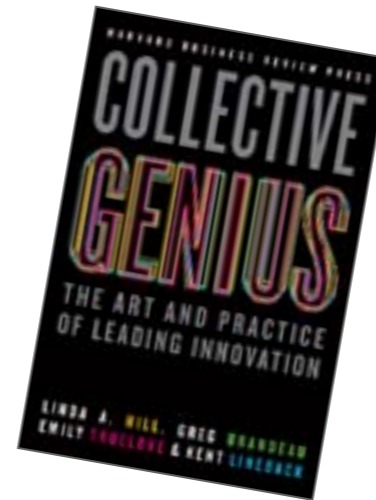
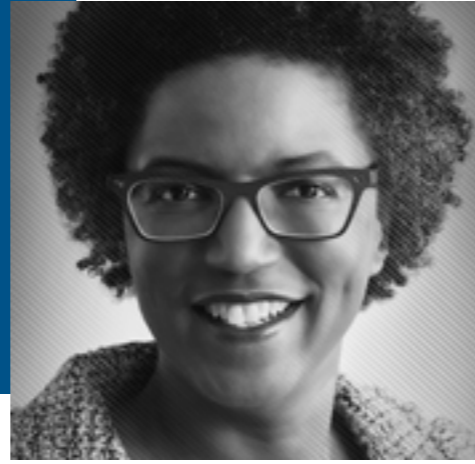


- How the best leaders and organizations spread excellence – from people and places that have it, to those that don't.
- How the fate of every organization depends on building or finding pockets of exemplary performance and – more importantly – how to spread those splendid deeds from the few to the many.
- Why scaling well requires more than just creating a big footprint in a small amount of time.
- Why successful scaling requires relentless attention—a concentrated effort throughout the entire organization.

LEARN MORE ►

## Linda Hill

### Collective Genius: The Art and Practice of Leading Innovation

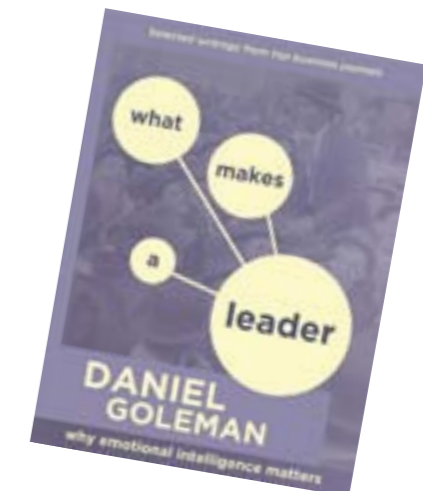
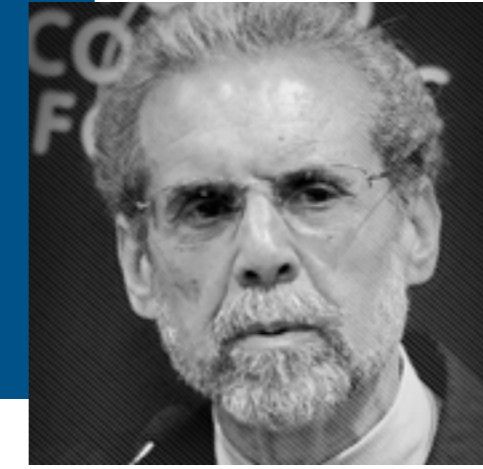


- The guidance needed to build innovation into the fabric of your business.
- How successful leaders of innovation don't create a vision and try to make innovation happen themselves, instead they create and sustain a culture where innovation is constantly welcomed.
- Why leading innovation takes a distinctive kind of leadership, one that unleashes and harnesses the "collective genius" of the people in the organization.
- How to get the best out of your people's unique talent and lead effectively in today's fast-changing world.

LEARN MORE ►

## Daniel Goleman

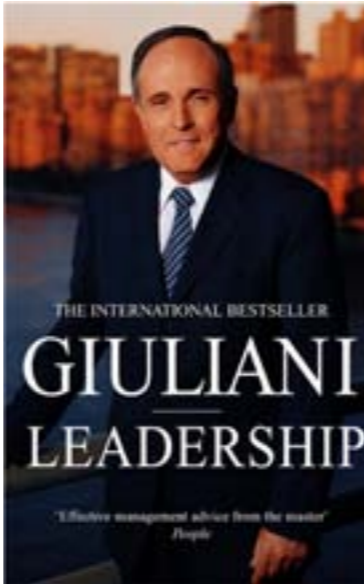
### What Makes a Leader



- Why the most effective leaders are alone in one crucial way – they all have a high degree of what has become the term emotional intelligence.
- How people can have the best training in the world, an incisive, analytical mind and an endless supply of good ideas and the reasons why they still won't make a good leader.
- How the relationship between emotional intelligence and effective leadership performance are directly related.
- How to gain a better understanding of the five components of emotional intelligence in the workspace.

LEARN MORE ►





# RUDY GIULIANI

One of the World's Most Respected Leaders,  
107<sup>th</sup> Mayor of New York City (1993 - 2001)  
& TIME Magazine's Person of the Year

Celebrated by many as “Mayor of the World”, Rudy Giuliani provides a resolute voice in tackling the toughest domestic and international issues of our time—from long-standing global conflicts to terrorism and the new reality of cyber warfare to the future of health care reform and immigration to political leadership and insights on future elections.

Acclaimed as one of the most effective chief executives in modern American history for his leadership and bravery during 9/11, Giuliani was named TIME

magazine’s Person of the Year, was given an honorary knighthood by the Queen of England and was awarded the Ronald Reagan Presidential Freedom Award.

Never one to shy away from a battle, Giuliani almost single-handedly took on organized and white-collar crime in New York with a remarkable record of 4,000 convictions—one that very few attorneys can match. Ushering in a new era of fiscal responsibility and broad-based growth, he turned an inherited \$2.3 billion budget deficit into a multibillion-

dollar surplus and added a record 450,000 new private sector jobs. Recognized by Consulting magazine as “Consultant of the Year,” Giuliani Partners is a leader in strategic consulting and emergency preparedness. Giuliani is also a partner in the international law firm Bracewell & Giuliani with over 400 lawyers.

Offering a dynamic and lively presentation accompanied by Q&A, Giuliani reminds audiences that eternal vigilance and leadership are required to protect freedom.

“*Effective management advice from the master. Giuliani shows again why his admirers number in the millions.*”

- People Magazine



# ARIANNA HUFFINGTON

## President & Editor-in-Chief of The Huffington Post Media Group & New York Times Bestselling Author of Thrive

Arianna Huffington is the chair, president, and editor-in-chief of the Huffington Post Media Group, a nationally syndicated columnist, and author of fourteen books.

In May 2005, she launched The Huffington Post, a news and blog site that quickly became one of the most widely-read, linked to, and frequently-cited media brands on the Internet. In 2012, the site won a Pulitzer Prize for national reporting. She has been named to TIME magazine's

list of the World's 100 Most Influential People and the Forbes Most Powerful Women list. Originally from Greece, she moved to England when she was 16 and graduated from Cambridge University with an M.A. in economics. At 21, she became president of the famed debating society, the Cambridge Union.

She serves on several boards, including HuffPost's partners in Spain, the newspaper EL PAÍS and its parent company

PRISA; Onex; The Center for Public Integrity and The Committee to Protect Journalists.

Her 14th book, *Thrive: The Third Metric to Redefining Success and Creating a Life of Well-Being, Wisdom, and Wonder* was published in March 2014 and debuted at #1 on The New York Times Best Seller list.

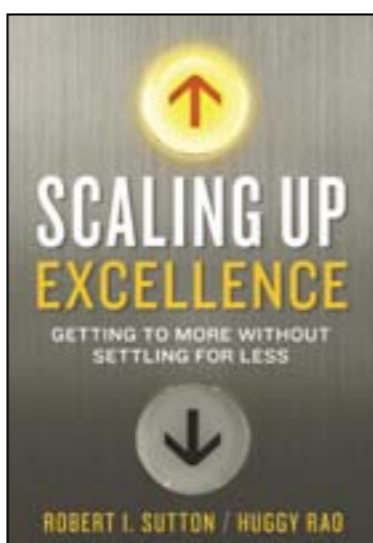


*Arianna urges all of us to get in touch with who we really are so that we can live life on our own terms. From the importance of sleep to the imperative to listen to our own inner voice for ways to deal with the daily time crunches we all feel, she lays out a path for each of us to look within and make our lives more authentic and fulfilling."*

**- Sheryl Sandberg, Facebook COO & author of Lean In**







# ROBERT SUTTON

New York Times Bestselling Author &  
Professor of Management Science &  
Engineering at Stanford University

For nearly 20 years, Robert Sutton has been developing a simple core message: that long-term performance depends on having some good ideas and then implementing them. With his research, his award-winning books and his lectures, Bob has been building an evidence-based management movement that brings together the worlds of management practice and rigorous research in ways that enriches both.

Sutton is Professor of Management Science and Engineering at Stanford University; co-leads Stanford's Center for Work, Technology and Organization, is a faculty member in the Stanford Technology Ventures Program and a co-founder and active member of the new "d.school," a multi-disciplinary program that teaches and spreads "design thinking." Sutton is also an IDEO Fellow.

In his first book, *The Knowing-Doing Gap*, Bob explains why companies and managers can have good ideas—can know what to do—and still not do it. More importantly, he offers concrete guidance on how to turn this knowledge into effective action. *The Knowing-Doing Gap* was named "Best Management Book of 2000" by *Management General*.

*The No Asshole Rule* published in 2007 became a *NY Times*, *Wall Street Journal*, and *Publishers Weekly* Best-Seller. In 2009 Bob was given the privilege of writing the forward to the 40th Anniversary Edition of *The Peter Principle: Why Things Always Go Wrong*, written by Dr. Laurence J. Peter & Raymond Hull. Released in September of 2010, Sutton's latest book, *Good Boss, Bad Boss: How to Be the Best... and Learn From the Worst*, explores what it is that

distinguishes great bosses from the good or mediocre ones, based upon the latest research in this field, including fascinating case studies, insights, and prescriptive tips.

Bob's message is that turning sound ideas into action is the key to improving performance and his work shows how to make that happen. A genial, accessible and articulate speaker, Bob has consulted to companies and teaches executives and other professionals in Stanford's professional education program. He has published over 90 articles and chapters in scholarly and applied publications and seven books and edited volumes. His research and opinions are often described in the press, and he has been a guest on numerous radio and television shows.

*"Innovation at scale and speed is our goal. Robert Sutton shows us how to do it more often and better, knowing that scale matters."*

- Beth Comstock, Senior Vice President & Chief Marketing Officer, GE



# LINDA HILL

## Bestselling Author, Professor of Business Administration at Harvard Business School & Named by Thinkers50 as one of the Top 10 Management Thinkers in the World

Linda A. Hill is the Wallace Brett Donham Professor of Business Administration at Harvard Business School. She is the faculty chair of the Leadership Initiative and has chaired numerous HBS Executive Education programs, including the Young Presidents' Organization Presidents' Seminar and the High Potentials Leadership Program.

Hill's consulting and executive education activities have been in the areas of leadership development, talent management, leading change and innovation, implementing global strategies, and managing cross-organizational relationships. She has worked with organizations worldwide, including General Electric, Reed Elsevier, Accenture, Pfizer, IBM, MasterCard, Mitsubishi, Morgan

Stanley, the National Bank of Kuwait, AREVA, and the Economist.

Hill is the coauthor, with Kent Lineback, of *Being the Boss: The 3 Imperatives for Becoming a Great Leader*, which the Wall Street Journal named one of the "Five Best Business Books to Read for Your Career in 2011." Hill is also the author of *Becoming a Manager: How New Managers Master the Challenges of Leadership* (2nd Edition), as well as course modules, award-winning multimedia management development programs, and numerous HBR articles. She was named by Thinkers50 as one of the top ten management thinkers in the world.

Hill is currently a member of the boards of State Street Corporation, Eaton

Corporation, and Harvard Business Publishing. She is a trustee of The Bridgespan Group and the Art Center College of Design, an advisor for the Nelson Mandela Children's Fund USA, and a special representative to the Board of Trustees of Bryn Mawr College. She is also on the advisory board of the Aspen Institute Business and Society Program.

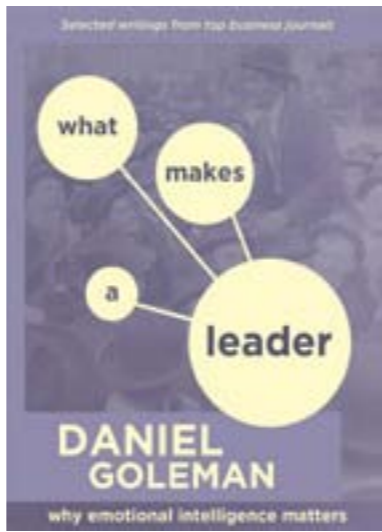
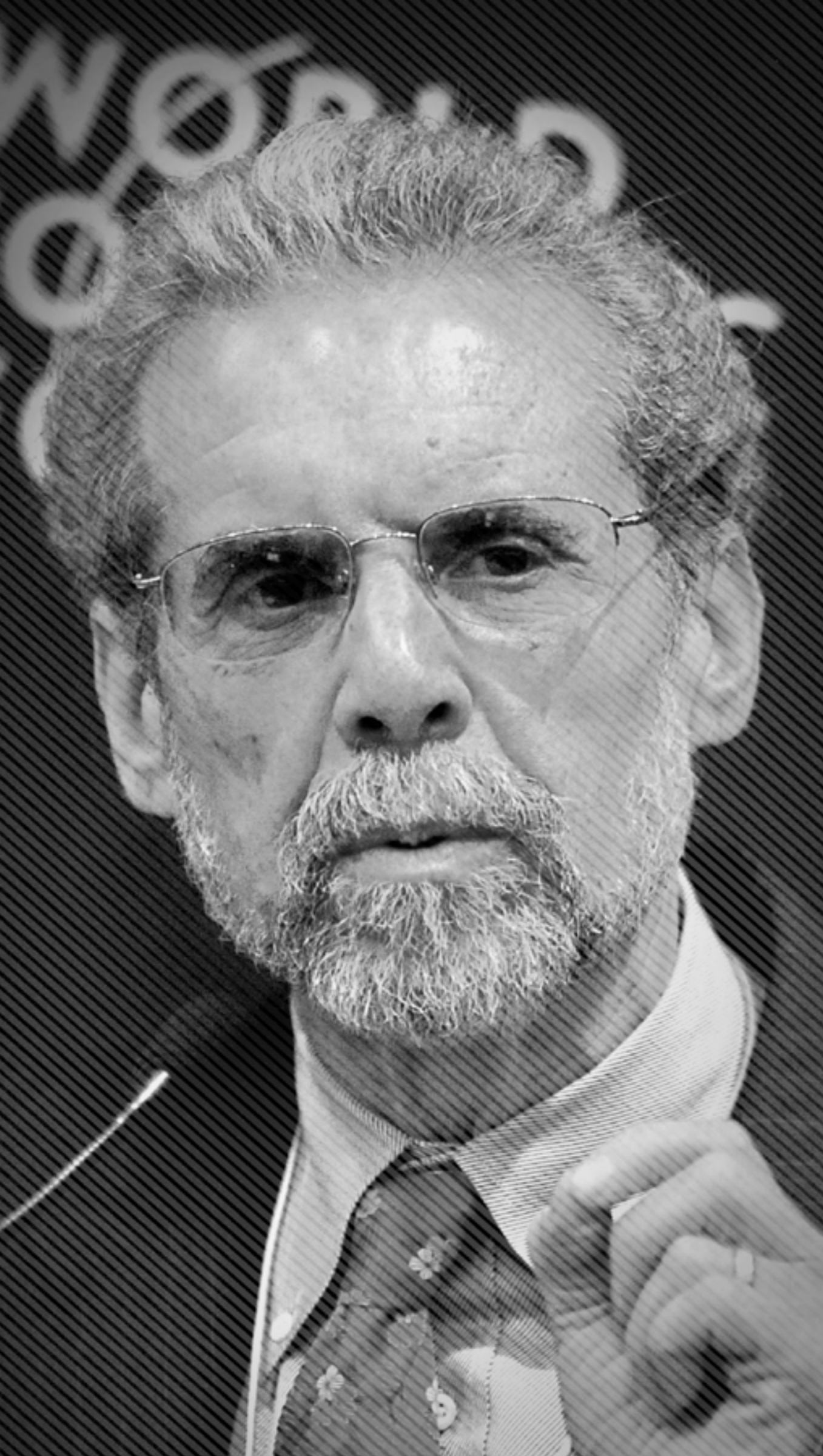
Hill holds a PhD in behavioural sciences and an MA in educational psychology, both from the University of Chicago. She received a BA summa cum laude in psychology from Bryn Mawr College.



*"An interesting and instructive look at how leaders can create flexible corporate ecosystems to unleash individual talent in ways that lead to greater organizational innovation."*

**- Reid Hoffman, Co-Founder & Chairman, LinkedIn**





# DANIEL GOLEMAN

## Internationally Recognized Psychologist & New York Times Bestselling Author of Focus, Emotional Intelligence & What Makes a Leader

Psychologist and author of Emotional Intelligence and Focus, Daniel Goleman has transformed the way the world educates children, relates to family and friends, and conducts business. The Wall Street Journal ranked him one of the 10 Most Influential Business Thinkers.

His new book, Focus: The Hidden Driver of Excellence, argues that attention – a fundamental mental ability for success – has come under siege. Leadership that gets results demands a triple focus: on our inner world so we can manage ourselves; on others, for our relationships; and on the outer forces that shape our organizations and society itself. Dr. Goleman's "The Focused Leader" won the 2013 HBR McKinsey Award, given each year for the best article in Harvard Business Review.

Goleman's Emotional Intelligence was on

The New York Times best sellers list for a year-and-a-half. Named one of the 25 "Most Influential Business Management Books" by TIME, it has been translated into 40 languages. HBR called emotional intelligence (EI) "a revolutionary, paradigm-shattering idea." His follow-up, Working With Emotional Intelligence, outlined the vast importance of EI in any professional setting.

The groundbreaking Primal Leadership: Unleashing the Power of Emotional Intelligence, which Goleman co-wrote with Richard Boyatzis and Annie McKee, unveiled scientific evidence proving that a leader's emotional competencies have an enormous impact on an organization's bottom line. His more recent books include Social Intelligence: The New Science of Social Relationships, Ecological Intelligence, and What Makes a Leader, a collection of articles from business journals.

Co-founder of the Collaborative for Academic, Social, and Emotional Learning and co-director of the Consortium for Research on Emotional Intelligence in Organizations, Goleman is currently editing a book from a recent dialogue with scientists and the Dalai Lama on ecology, interdependence, and ethics.

Goleman's work on the brain and behavioural science was nominated twice for the Pulitzer Prize and recognized with the Washburn Award and Lifetime Career Award from the American Psychological Association. A former science journalist for The New York Times, he was named to the 2011 and 2013 Thinkers50 and a top business guru by Accenture Institute for Strategic Change. His article "What Makes a Leader?" remains the most requested reprint in the history of Harvard Business Review.



*With compelling insights, wide-ranging examples, and cutting-edge science, Daniel Goleman makes the convincing case that the ability to focus is a key to excellence, in both our personal and professional lives-and also explains how to boost that focus."*

**- Gretchen Rubin, bestselling author of The Happiness Project**



# 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**

*"Another amazing session. Always great value & a great way to recharge."*

- Glain Roberts-McCabe  
President  
**THE EXECUTIVE ROUNDTABLE**

# NOTABLE PAST ATTENDEES

 **Electrolux**

AstraZeneca 

LoyaltyOne

**RE/MAX**

**FedEx**



BellMedia



**WESTJET**

**RSA** 

 Microsoft

 **ROGERS**

 **YOKOHAMA**





# REGISTRATION INFORMATION

## 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)

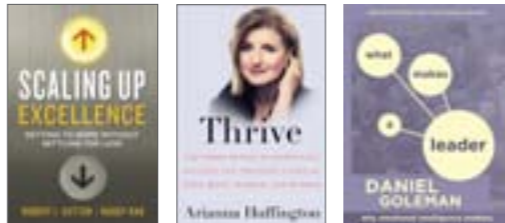
- General admission seating from row 7

## 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 seating in rows 3 to 6
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook & pen
- Copies of 3 featured bestselling books:
  - Scaling Up Excellence - **Robert Sutton**
  - Thrive - **Arianna Huffington**
  - What Makes a Leader - **Daniel Goleman**



## 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.

**\$899.00**  
EACH (+HST)

- **Photo opportunity with Rudy Giuliani** 📷
- Express entrance
- Reserved premier seating in the first 2 rows
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook & pen
- Copies of 4 featured bestselling books:
  - Scaling Up Excellence - **Robert Sutton**
  - Thrive - **Arianna Huffington**
  - Collective Genius - **Linda Hill**
  - Conscious Capitalism - **John Mackey**



## GROUP OFFER

SAVE **\$50** PER  
PASS WHEN YOU  
**BUY 3 OR MORE!**

Passes must be purchased together to qualify for group pricing.

**REGISTER NOW** ▶