



THE ART OF

LEADERSHIP *for* WOMEN

TORONTO | MAY 26, 2015 | 8:30AM - 5:00PM



LEEZA GIBBONS

SUZY WELCH

GRETCHEN RUBIN

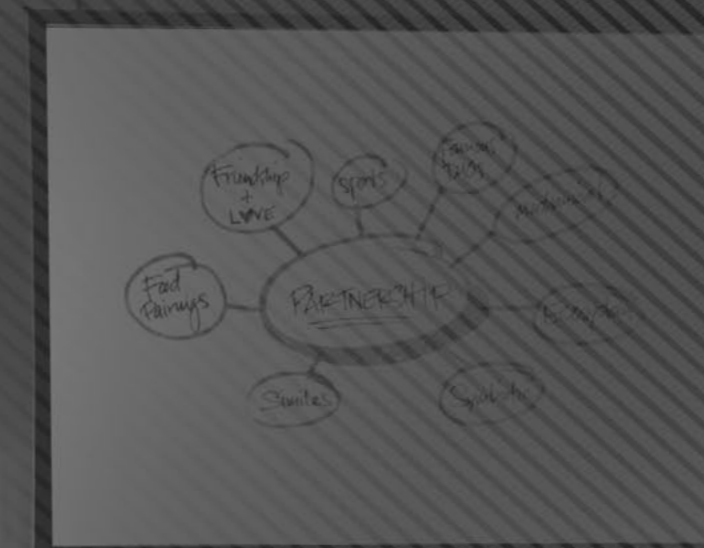
DR. KELLY MCGONIGAL

TARA MOHR

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

- Sheryl Sandberg
COO of Facebook

A THE ART OF
LEADERSHIP for WOMEN



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METRO TORONTO CONVENTION CENTRE
South Building - Hall G
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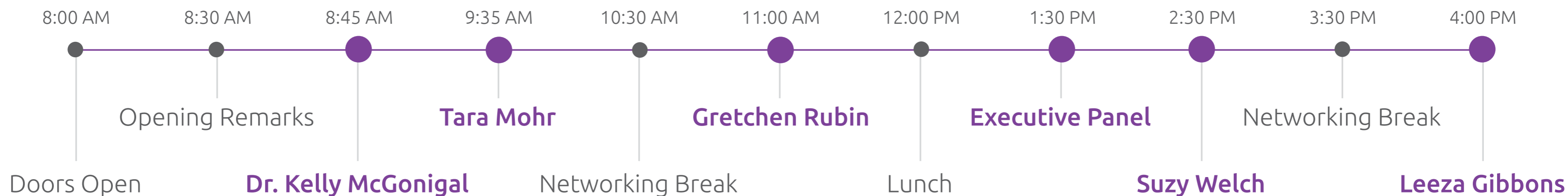
ABOUT THE ART OF LEADERSHIP *for* WOMEN

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 1,500 of Canada's most influential women.

WHY ATTEND

The Art of Leadership for Women responds to the fundamental changes in today's evolving business landscape. From practical tips, to innovative strategies, this conference is designed to teach new ways of thinking and will provide essential connections and knowledge that will help you advance and flourish in your career. You will be equipped with directly related, easily applied, and relevant tools and techniques that can be implemented within any corporate culture.



WHAT YOU WILL LEARN

Leeza Gibbons

Why Nice Girls Finish First - How to Lead Like a Lady and Outclass Your Competition

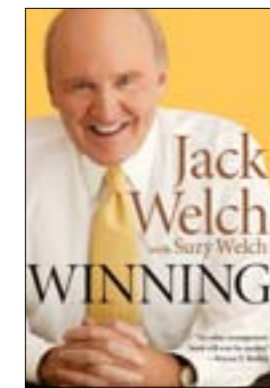


- Leadership lessons from Leeza's 30 years of experience being in front of audiences.
- Learn to take creative control of your life, whether you find yourself trudging along in boredom or caught up in a chaotic whirlwind of overcommitment.
- How to reboot your story at any point. Why it's about starting over; taking inventory; and getting smarter and stronger with no regrets.
- Practical advice and strategies for balancing your personal life with the demands of your professional life.

LEARN MORE ►

Suzy Welch

Winning the Game, Building a Team & Growing Your Career



- How to galvanize performance, unleash growth, build “wow” teams, and create a fulfilling career-and have fun while you are at it.
- Why winning in business is all about mastering the gritty, inescapable, make-or-break, real-life dilemmas that define the new economy, the old economy, and everything in between.
- How leaders can unlock the passion and performance of every person on their team.
- Learn fresh, immediately applicable, sometimes even counterintuitive lessons about how to create great organizations, build high-powered teams, and forge fulfilling careers in today's new business environment.

LEARN MORE ►

WHAT YOU WILL LEARN

Gretchen Rubin

Working Better Than Before: Understanding Habits to Manage Yourself & Others Better

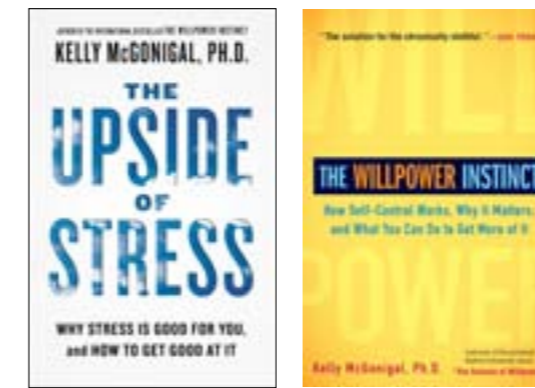


- How understanding crucial differences in how people approach the world allows us to manage ourselves better, manage other people better, and reduce arguments about who is “right” and “wrong.”
- The difference between Abstainers vs. Moderators (about how to fight temptation); Marathoners vs. Sprinters vs. Procrastinators (about the pace at which work should be completed—a real issue within teams); Finishers vs. Openers (about a person’s willingness to work toward completion or to start something new); and the “Four Tendencies” framework (about how a person responds to a request or an order).
- How to best motivate people, help them change their habits, make it possible for them to work and live together harmoniously and how to manage yourself.

LEARN MORE ►

Dr. Kelly McGonigal

The Upside of Stress: Why Stress is Good for You & How to Get Good at It



- Why embracing stress is a more effective coping strategy than avoiding stress.
- How to cultivate a “challenge” mindset that helps you thrive under pressure.
- Simple strategies for transforming the biology of your stress response, to improve health and well-being.
- Why stress and meaning are linked, and how to use stress as a catalyst for personal growth.
- How bigger-than-self goals create resilience and hope during adversity.

LEARN MORE ►

Tara Mohr

Playing Big: Find Your Voice, Your Mission, Your Message



- How to recognize your inner critic and practical tools you can use each day to quiet its voice.
- How being “hooked” by both positive and negative feedback limits women’s “playing big”, and the gentle way to get free of that – including a radical way of understanding and utilizing feedback.
- The “little things” we do in our speech and writing that diminish our impact. How to let them go, and what to do instead.
- How to identify your callings and practical steps to start living yours right away – even if that seems near impossible now.

LEARN MORE ►

LEEZA GIBBONS

Emmy Award Winning Journalist, New York Times Bestselling Author & Winner of Celebrity Apprentice



Emmy Award winner Leeza Gibbons is one of the most well-known pop-culture icons on the air. In addition to her impressive background in the field of entertainment and news media, Gibbons is an instrumental advocate for healthcare, wellness, and caregiving. She is also a wife, mother, winner of The Celebrity Apprentice Season 7 against Geraldo Rivera, EMMY award winner and a New York Times bestselling author.

The spectrum of Gibbons' career in entertainment and news media is diverse and impressive. Her on-camera hosting dominance in the entertainment-news and talk-show arenas ranges from the most popular entertainment news show in history, Entertainment Tonight, to her award-winning daytime talk show, Leeza. Her current roles include hosting the syndicated TV news magazine show America

Now alongside Bill Rancic, and the weekly TV news show My Generation on PBS, for which she won the 2013 Daytime Emmy Award for Outstanding Talk Show Host.

Recognized as a social entrepreneur, Gibbons has become one of the leading voices for issues facing family caregivers. When her mother and grandmother were struggling with Alzheimer's disease, she created what she wished she and her family had and started the Leeza Gibbons Memory Foundation. Her training as a journalist united with her compassion and business savvy when she opened the foundation's signature programs Leeza's Place and Leeza's Care Connection, offering free services for family caregivers encouraging them to call on their courage and summon their strength for the long journey ahead.

Over the years, Gibbons has become known

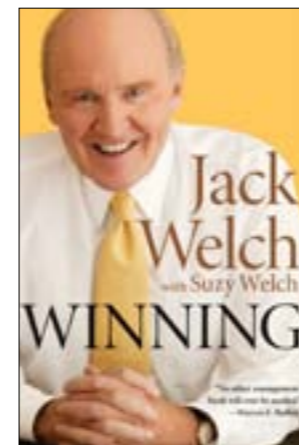
as a trusted girlfriend, valued confidante and source of inspiration and information, empowering women to show up for their lives with confidence and pride. Whether it's her scrapbook line honoring the value of memories, her jewelry collection to symbolize transformation, or her cosmetic products to reveal inner and outer beauty, Gibbons develops programs and products to help women claim their strength and rewrite the story of their lives.

In 2013, Leeza Gibbons published *Take 2*, a personal growth guide designed to help people recreate themselves and hit the reset button on their lives. Her uplifting personality shines through in this New York Times bestseller. Recognizability, Relatability and Reputation – that and more is what you get with Gibbons as she uplifts, empowers and motivates audiences and viewers to get more out of life and business.

"The way Leeza was able to intertwine the message of empowerment throughout her own story and then find such common threads that each of the listeners could relate to was masterful. I am confident that each attendee walked away with something personal and long lasting from her address."

- Judi Pitchford, Epic Entertainment & Production Group





SUZY WELCH

**New York Times Bestselling
Author & Former editor-in-chief
of the Harvard Business Review**

Bestselling author, popular television commentator and noted business journalist Suzy Welch is the author of the New York Times bestseller *10-10-10: A Life Transforming Idea*. The book, which presents a powerful decision-making strategy for success at work and in parenting, love and friendship, was published in 29 countries.

Suzy and her husband Jack Welch co-authored the international bestsellers *Winning* and the follow up *Winning: The Answers*. Together they have also written business columns for several publications, including Business Week, Fortune magazine and The New York Times. Up next, they will release *The Real-Life MBA: Your No-BS Guide to Winning The Game, Building a*

Team, and Growing Your Career. Together Jack and Suzy will explore the most pressing challenges related to creating winning strategies, leading and managing others, and building a thriving career.

In 2009, the couple launched the Jack Welch Management Institute at Strayer University, a unique online MBA and certificate program aimed at giving students around the world and at every career level the tools to transform their lives and the organizations of the future.

On her own, Suzy has written extensively about work-life balance and other cultural issues for publications ranging from O, The Oprah Magazine to The Wall Street Journal. In addition, her candid and

perceptive commentary has made her a popular commentator on television programs including Good Morning America, The View, Morning Joe, Your World With Neil Cavuto, and Power Lunch.

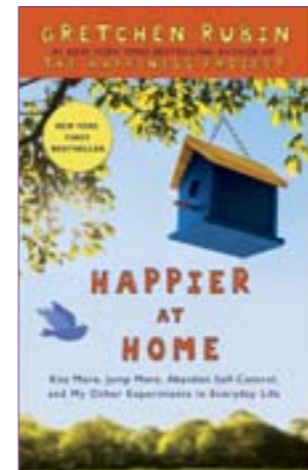
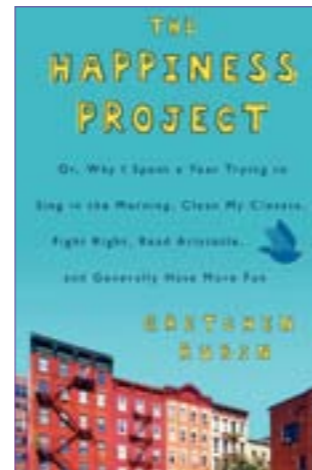
Born in Portland, Oregon, Suzy received her degree from Harvard University before joining The Miami Herald as a reporter. She left daily journalism to attend Harvard Business School, where she graduated as a Baker Scholar in 1988. Suzy joined the Harvard Business Review in 1995 and was named editor-in-chief in 2001. During her tenure at HBR, Suzy was the author of numerous articles on leadership, change, creativity and organizational behavior, as well as the contributor to several books on management.

“Suzy Welch sparkles with brilliant ideas. In *10-10-10* she offers a profound, easy-to-apply tool for making tough decisions simple, finding clarity amid life's confusions. If you're wondering what to do, which path to follow at the fork, whether to stay or leave, *10-10-10* will help you find your way.”

- Dan Goleman, Author of Emotional Intelligence

GRETCHEN RUBIN

#1 New York Times Bestselling Author of *The Happiness Project*, *Happier at Home* & *Better Than Before*



Gretchen Rubin is the author of several books, including the #1 New York Times and international bestseller, *The Happiness Project*—an account of the year she spent test-driving the wisdom of the ages, the current scientific studies, and the lessons from popular culture about how to be happier. On her popular blog, *The Happiness Project*, she reports on her daily adventures in the pursuit of happiness.

In her next book, *Happier at Home*, Rubin embarked on a new project to explore how to make home a happier place. Starting in September (the new January), Gretchen dedicates a school year—from September through May—to concentrating on the factors that matter most for home, such as possessions, marriage, time, parenthood, body, neighborhood. The book's title was inspired by a line from Samuel Johnson:

“To be happy at home is the ultimate result of all ambition.”

Gretchen's latest, *Better Than Before: Mastering the Habits of Our Everyday Lives*, tackles the critical question: How do we change? Gretchen Rubin's answer: through habits. Habits are the invisible architecture of everyday life. It takes work to make a habit, but once that habit is set, we can harness the energy of habits to build happier, stronger, more productive lives.

A graduate of Yale and Yale Law School, where she was Editor-in-Chief of the Yale Law Journal and winner of the Edgar M. Cullen Prize, Rubin started her career in law, and she was clerking for Justice Sandra Day O'Connor when she realized she really wanted to be a writer. Rubin is much in demand as a speaker, and

she has addressed corporate audiences at places such as GE, Google, LinkedIn, Accenture, Procter & Gamble, as well as university audiences such as Yale Law School, Harvard Business School, and Wharton.

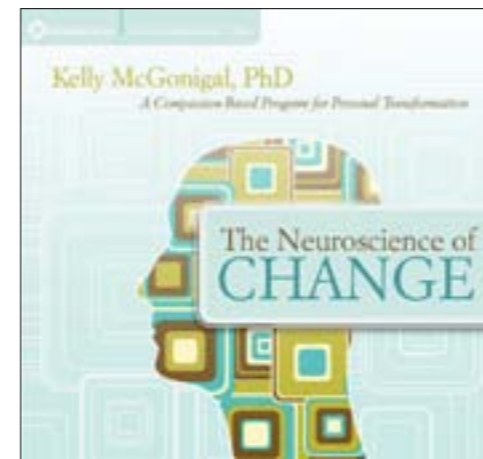
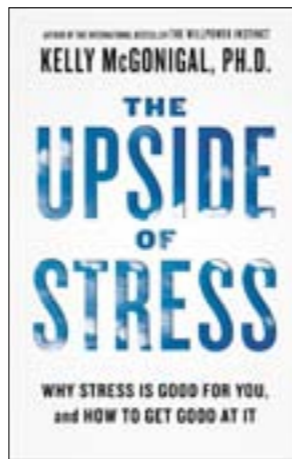
Rubin was one of the first people asked to become a LinkedIn “Influencer,” where she has an enormous, active group of followers. She was named one of the “100 Most Influential People in Health and Fitness,” one of the Inc.'s Top 50 Leadership and Management Experts, and one of the “22 Brilliant Thinkers Everyone Should Follow on Twitter” by Business Insider.

Raised in Kansas City, she lives in New York City with her husband and two daughters.

“Gretchen Rubin combines deep research and observations from her own life to explain how habits emerge and—more important—how they can change. It's indispensable for anyone hoping to overhaul how they (almost unthinkingly) behave.”

- Charles Duhigg, New York Times bestselling author of *The Power of Habit*





DR. KELLY McGONIGAL

Bestselling Author of *The Upside of Stress*, *The Willpower Instinct* & Lecturer at Stanford University

Kelly McGonigal, PhD, is a health psychologist and a leading expert on the mind-body relationship. She is a lecturer at Stanford University, for the Graduate School of Business's MBA and executive education programs, and for the School of Medicine's Center for Compassion and Altruism Research and Education.

She is the author of several books, including the *The Upside of Stress*, the international bestseller *The Willpower Instinct*, and *The Neuroscience of Change*. She has consulted for a wide range of organizations and industries ranging from healthcare and higher education to technology and finance, helping to bring evidence-based strategies for resilience and well-being into the workplace.

She teaches for a wide range of programs at Stanford University and has received

a number of teaching awards for her undergraduate psychology courses, including Stanford University's highest teaching honor, the Walter J. Gores award. Her popular public courses through Stanford's Continuing Studies program—including the Science of Willpower and the Science of Compassion—demonstrate the applications of psychological science to personal health and happiness, as well as organizational success and social change. Through a wide range of conferences, workshops, university-affiliated programs, and consulting, Dr. McGonigal also provides continuing education and training to executives, teachers, healthcare providers, and other professionals.

Dr. McGonigal's work has been covered widely by the media, including the CBS Evening News, U.S. News and World Report, CNN.com, O! The Oprah Magazine,

Time magazine, USA Today, and the American Psychological Association's Monitor on Psychology. She is also a frequent source of expert advice and commentary for media outlets such as the New York Times, the Washington Post, the Los Angeles Times, MSNBC.com, Web MD, Time, Fitness, Women's Health, and more. In 2010, Forbes named her one of the 20 most inspiring women to follow on Twitter. In 2012, she teamed up with the Oprah Winfrey Network and Superbetter Labs to create an online game that would spread the benefits of gratitude to millions of people worldwide.

Dr. McGonigal received her PhD in psychology from Stanford University, with a concentration in humanistic medicine. She received a B.A. in Psychology and a B.S. in Mass Communication from Boston University.

“Kelly McGonigal is a leader driven by compassion and pragmatism.”

- Forbes

TARA MOHR

Author of *Playing Big: Find Your Voice, Your Mission, Your Message* & Creator of the Acclaimed Playing Big Leadership Program for Women



Tara Sophia Mohr is an expert on women's leadership and well-being. She is the author of *Playing Big: Find Your Voice, Your Mission, Your Message*. She is the creator of the acclaimed Playing Big leadership program for women, which now has more than 1,000 graduates from around the world.

Tara writes a popular blog on women's careers and wellbeing at TaraMohr.com and has been featured on The Today Show and in publications ranging from Huffington Post to Harvard Business Review to MariaShriver.com. Tara received her MBA from Stanford University and her undergraduate degree in English literature from Yale. In 2010, Tara was

named a Girl Champion by the Girl Effect organization, honoring her work on girls' education in the developing world. She is also a poet, and the author of *Your Other Names: Poems for Wise Living*.

She lives in San Francisco and loves dance, art, and long walks with her beloved husband, son and golden retriever.

“Tara and I share the same philosophy: we hope inspirational ideas will ignite you to go out and make an impact in your own life. Whether she's writing for mariashriver.com or urging others to become a change agent through her book, Tara is practicing the Playing Big words she preaches.”

- Maria Shriver



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

 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.

\$449.00
EACH (+HST)

- General admission seating directly behind Platinum and VIP

VIP PASS

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

\$649.00
EACH (+HST)


- Express entrance
- Reserved seating beginning in the third row
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook and pen
- Copies of three featured bestselling books:
 - *The Real-Life MBA* - Suzy Welch
 - *Better Than Before* - Gretchen Rubin
 - *The Upside of Stress* - Dr. Kelly McGonigal

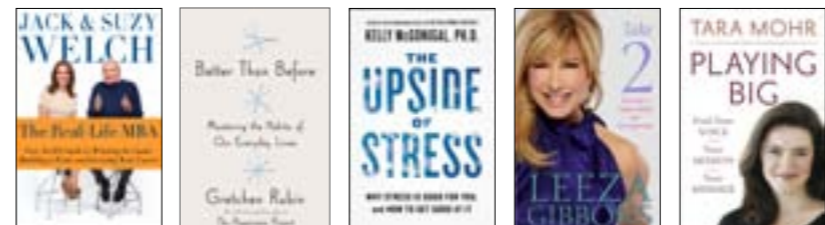


PLATINUM PASS

Experience The Art of Leadership for Women 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)

- **Reception and photo opportunity with Leeza Gibbons** 
- Express entrance
- Reserved premier seating in the first two rows
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook and pen
- Copies of five featured bestselling books:
 - *The Real-Life MBA* - Suzy Welch
 - *Better Than Before* - Gretchen Rubin
 - *The Upside of Stress* - Dr. Kelly McGonigal
 - *Take 2* - Leeza Gibbons
 - *Playing Big* - Tara Mohr



GROUP OFFER

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

Passes must be purchased together to qualify for group offer.

REGISTER NOW 