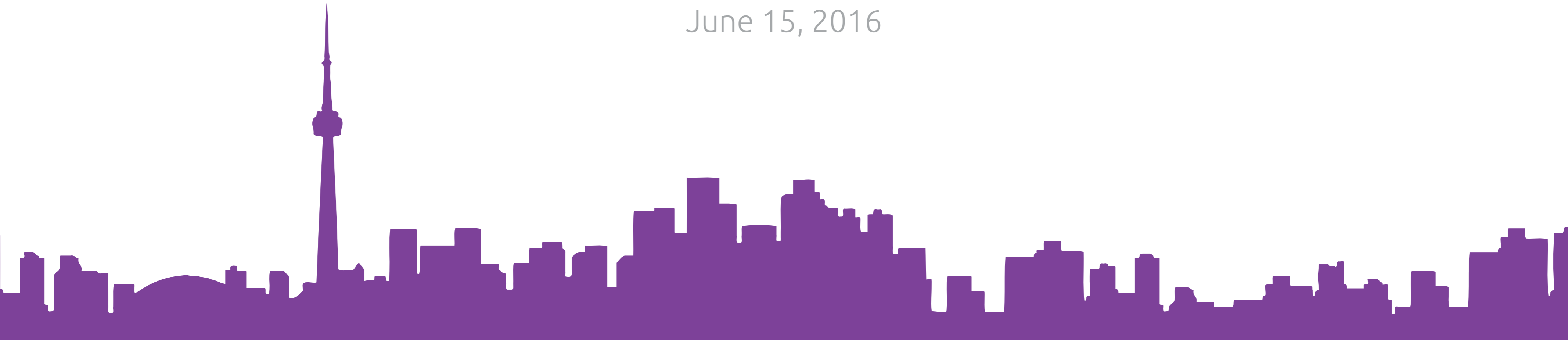




**THE ART OF**  
LEADERSHIP *for* WOMEN

TORONTO  
June 15, 2016



GEENA DAVIS

DR. ANNE-MARIE SLAUGHTER

JESSICA HERRIN

KIRSTINE STEWART

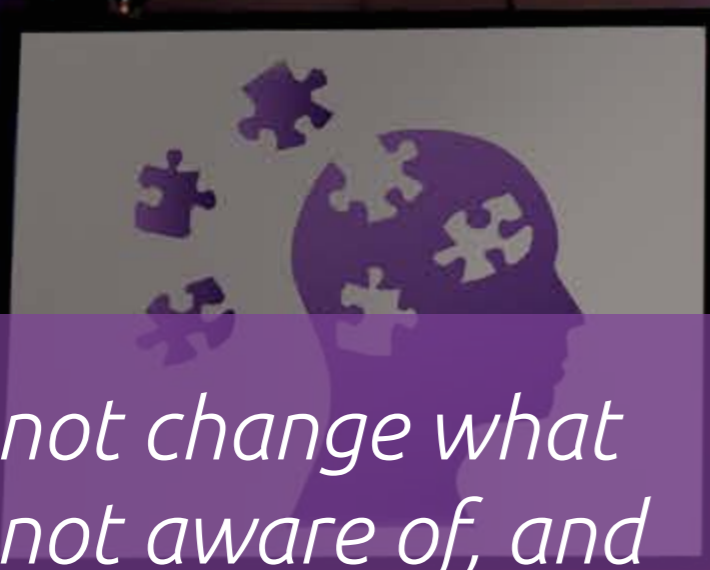
DR. HEIDI GRANT HALVORSON



*"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







# ABOUT THE ART OF LEADERSHIP *for* WOMEN

JUNE 15, 2016 | 8:30AM - 5:00PM

METRO TORONTO CONVENTION CENTRE

North Building - John Bassett Theatre

255 Front Street West, Toronto, ON M5V 2W6

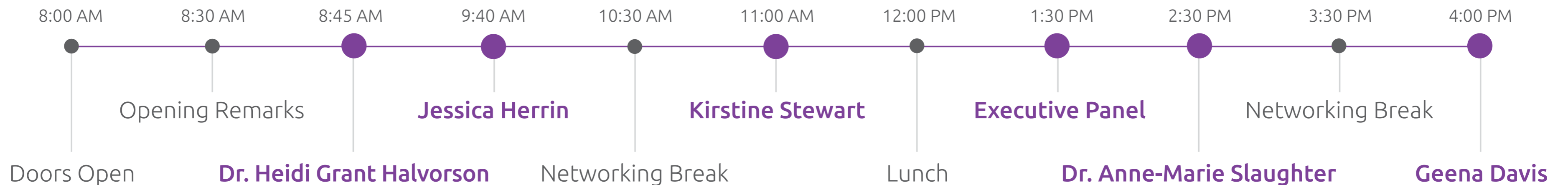
[www.mtccc.com](http://www.mtccc.com)

## 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 1,200 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 techniques that can be implemented within any corporate culture.







WHAT YOU WILL LEARN



# GEENA DAVIS

Academy Award-Winning Actress and  
Founder & Chair of the Geena Davis  
Institute on Gender in Media

Academy Award winner Geena Davis is one of Hollywood's most respected actors, appearing in several roles that became cultural landmarks. Earning the 2006 Golden Globe Award for Best Performance by an Actress in a Television Series – Drama, Davis broke ground in her portrayal of the first female President of the United States in ABC's hit show Commander in Chief.

In 1989, Davis received the Academy Award for Best Supporting Actress for her role as the offbeat dog trainer 'Muriel Pritchett' in Lawrence Kasdan's The Accidental Tourist. She was again nominated for an

Academy Award and Golden Globe for her performance as 'Thelma' in Ridley Scott's Thelma and Louise, in which she co-starred with Susan Sarandon.

Davis went on to receive a Golden Globe nomination for Best Actress for her portrayal of baseball phenomenon 'Dottie Hinson' in A League of Their Own.

Few have achieved such remarkable success in as many different fields as Davis has: she is not only an Oscar and Golden Globe winning actor, but a world-class athlete (at one time the nation's 13th-ranked archer), a member

of the genius society Mensa, and is becoming recognized for her tireless advocacy of women and girls nearly as much as for her acting accomplishments. She is the founder of the non-profit the Geena Davis Institute on Gender in Media and its programming arm See Jane, which engages film and television creators to dramatically increase the percentages of female characters and reduce gender stereotyping.

Davis holds honorary degrees from Boston University, Bates College and New England College. She currently resides in Los Angeles.

## LEADERSHIP & EMPOWERMENT

- Her mission to work within the entertainment industry to dramatically alter how girls and women are reflected in media.
- Why and how being cast in Thelma & Louise changed Geena's life – and spurred her into creating a women's empowerment non-profit and becoming a lifelong advocate for women.
- How her Institute on Gender in Media is at the forefront of changing female portrayals and gender stereotypes, through research, education, strategic guidance and advocacy programs.

“ Her message about how women are portrayed in the media and under-represented fit powerfully with the YWCA's mission of empowering women and families in our community. She was also very down to earth, grounded and generous.

- CEO, YWCA



# DR. ANNE-MARIE SLAUGHTER

## Bestselling Author of *Unfinished Business* & CEO of New America

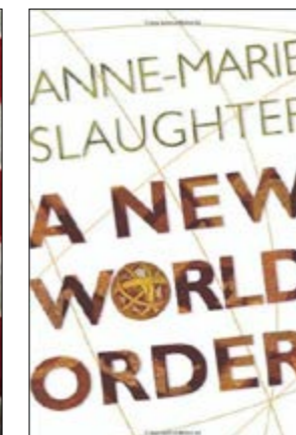
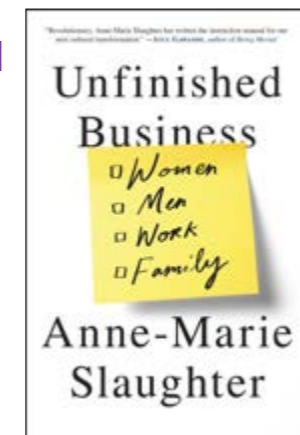
Described as “an innovative and prolific scholar” by *Foreign Policy* and named one of the magazine’s Top 100 Global Thinkers four years in a row, Anne-Marie Slaughter turns big ideas and deep analysis into realistic strategies for a networked world. A Princeton University foreign policy expert, a former top official at the U.S. State Department, and a Work-Life leader, Dr. Slaughter confronts a range of topics — from geopolitics and global challenges to gender equality and leadership — with a unique and powerful voice.

As President and CEO of New America, a public policy institute and idea incubator,

Slaughter leads a team of scientists, technologists, and political and economic thinkers in Washington, DC and New York City. New America develops cutting-edge solutions for public problems in such areas as national security, healthcare, technology policy, and education.

From 2009-2011, Slaughter headed the U.S. State Department’s internal think tank and advised Secretary of State Hillary Clinton. As the Director of Policy Planning, the first woman to hold the position, she oversaw a major review of America’s diplomatic and development priorities.

Slaughter became one of the country’s



most talked about writers with “Why Women Still Can’t Have It All,” an in-depth and controversial look into the extreme work-life balance of today’s professional women. It quickly became the most-read article in *The Atlantic*’s 100-year history. Named one of the best books of 2015 by NPR and *The Economist*, Slaughter’s latest, *Unfinished Business: Women Men Work Family*, focuses on the future of the workplace. *The Financial Times* featured her in its special issue, “Women of 2015.”

Slaughter received her doctorate in International Relations from Oxford and her law degree from Harvard.



## GENDER EQUALITY & WORK-LIFE BALANCE

- With practical individual solutions and a broad outline for change, she presents a future in which all of us, men and women alike, can finally have fulfilling careers along with the rewards of family life.
- Why we must transform gender roles for men and women and build a national infrastructure of care to support the on-demand economy.
- Slaughter shows what real innovation looks like, not for women, but for all employees. She identifies a set of specific policies that improve the quality of life for employees, company performance and productivity.

“After reading *Unfinished Business*, I’m confident that you will be left with Anne-Marie’s hope and optimism that we can change our points of view and policies so that both men and women can fully participate in their families and use their full talents on the job.

- Hillary Rodham Clinton





# JESSICA HERRIN

Author of Find Your Extraordinary  
and CEO & Founder of Stella & Dot

Jessica Herrin, CEO and Founder of Stella & Dot, is a serial entrepreneur who previously co-founded WeddingChannel.com, the world's leading wedding site. With a vision to create a new kind of company that would offer today's busy woman a career alternative, Jessica wanted to use her savvy to help solve the modern woman's dilemma: achieving success and balance through a career you love. Never one to go with the status quo, Jessica felt that the typical home based business just didn't deliver. With lackluster product, high pressure sales tactics, and old school marketing methods, inventory was ending up in

people's closets with little profit in their pockets.

In May 2016, Jessica will release her first book: "Find Your Extraordinary: How to Dream Bigger, Live Happier, and Achieve Success on Your Own Terms By Embracing the Entrepreneur In You". Jessica has been recognized for her entrepreneurial accomplishments and her passion in such national outlets as Oprah, Inc. Magazine (Stella & Dot was named one of the fastest growing private companies of the year for 2010 and 2011), Fortune, New York Times, Wall Street Journal, InStyle, Glamour

magazine and more. She earned a degree in Economics from Stanford University and attended the Stanford Graduate School of Business. Winner of the 2011 Ernst and Young Entrepreneur of the Year Award, Jessica is also an active member of the Young Presidents Organization (YPO). Additional awards include 2010 Top Ten Female Entrepreneurs from Inc. Magazine, 2012 Top Ten Female CEOs from Inc. Magazine and 2012's 40 Under 40 and Most Admired CEO lists from the San Francisco Business Times.

Herrin lives in the San Francisco Bay area with her family.

## WHAT YOU WILL LEARN

### SUCCESS & HAPPINESS

- Why it isn't about having it all; it's about having what matters most to you. It is about how to find your extraordinary – your extraordinary career, your extraordinary happiness, your extraordinary life.
- How the classic traits of successful entrepreneurs are ones each one of us can develop – and use not only to create a company, but also to create an extraordinary life.
- Herrin inspires and empowers us to dial up the sound of our own voices and make our authentic dreams a reality.

*“Whether we work a corporate job, run a family, or run our own business, Herrin offers realistic, attainable steps each one of us can take to achieve extraordinary success on our own terms.”*

- Penguin Random House



# KIRSTINE STEWART

Bestselling Author of *Our Turn* &  
Vice President of Media at Twitter



Kirstine Stewart oversees Twitter's North American media partnerships across all vertical channels, including television, sports, music, and news. Previously she served as Managing Director for Twitter Canada, leading Canadian operations and advertising business and partnerships. Prior to joining Twitter in May 2013, Stewart was the executive vice president of CBC's English services, CBC/Radio-

Canada, where she oversaw the network's English-language radio, television, and digital operations. Earlier, she was senior vice-president of programming for Alliance Atlantis, overseeing HGTV, Food Network, National Geographic, BBC Canada and others.

Stewart earned a bachelor's degree from the University of Toronto, and is

a graduate of the Global Leadership and Public Policy for the 21st Century program at Harvard University's Kennedy School of Government.

Most recently, Playback magazine named Stewart as its Person of the Year and Strategy magazine recognized her leadership in taking CBC to Brand of the Year. She is @kirstinestewart on Twitter.



## A MODERATED CONVERSATION ON LEADERSHIP

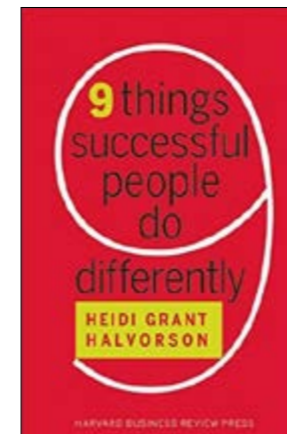
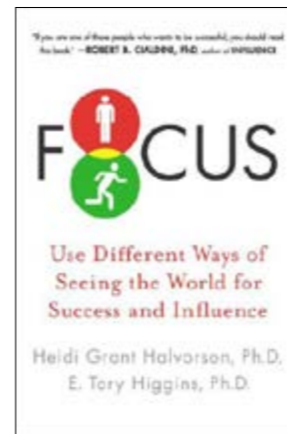
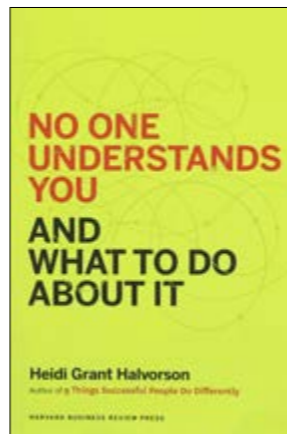
What comes after you "lean in?" Kirstine Stewart, Twitter's VP of media partnerships--and recently named to Canadian Business's Power 50 of 2016 list because she "helps women discover their leadership potential"--draws on her own extensive experience to answer that question in smart and practical ways.

During this candid conversation Stewart will illuminate the broad strokes of the way forward for women, and her own principles of leadership, she digs down into the nitty-gritty of how she has managed to excel and to lead while staying true to who she is as a person.

“*Kirstine's career is inspiring, and the ideas and strategies she shares about how to lead in times when change is the only constant are common-sense, down-to-earth and yet revolutionary.*”

- Arlene Dickinson





# — DR. HEIDI GRANT HALVORSON —

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

Motivational psychologist Dr. Heidi Grant Halvorson has a goal: to help people and organizations achieve theirs. And with simple strategies rooted in scientific research, that's exactly what she does, empowering organizational leaders with proven tools for maximizing commitment, resisting distraction, devising effective strategic plans, seizing opportunities to act, and persisting in the face of setbacks or challenges.

Outstanding organizations, like outstanding people, reach their goals because of what they do, not just

who they are, according to Dr. Grant Halvorson. An exhaustive study of achievement and motivation has led her to pinpoint the keys to mastering the art (and science) of execution — the nine things successful people do differently. They're not rocket science, but they are proven to help people reach their goals by focusing less on past failures and more on what really matters: commitment, planning, effort, strategy, self-control and persistence.

Heidi is the author of Focus: Use Different Ways of Seeing The World for Success and

Influence, co written with E. Tory Higgins, has received rave reviews from Dan Pink, Robert Cialdini, Jim Kouzes, Dan Gilbert, Chip & Dan Heath, and many others. She is also the author of the bestselling Succeed: How We Can Reach Our Goals and Nine Things Successful People Do Differently. Her latest book is No One Understands You and What to Do About It.

Dr. Grant Halvorson is a member of the highly selective Society for Experimental Social Psychology. She received her PhD in social psychology from Columbia University.

## 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.

“ *Being an authentic leader means being perceived authentically. Halvorson masterfully combines research and story to outline why we’re misunderstood and how to be seen for who we really are.* ”

**- 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

 Electrolux

 AstraZeneca

 LoyaltyOne

 RE/MAX

 FedEx



 Bell Media



 WESTJET

 RSA

 Microsoft

 ROGERS

 YOKOHAMA





# 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 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.

**\$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 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)

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**



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

Passes must be purchased together to qualify for group offer.

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AVAILABLE FOR  
GROUPS OF  
20 OR MORE!

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