



VANCOUVER
April 1, 2016



GEENA DAVIS

AMY CUDDY

DIANA NYAD

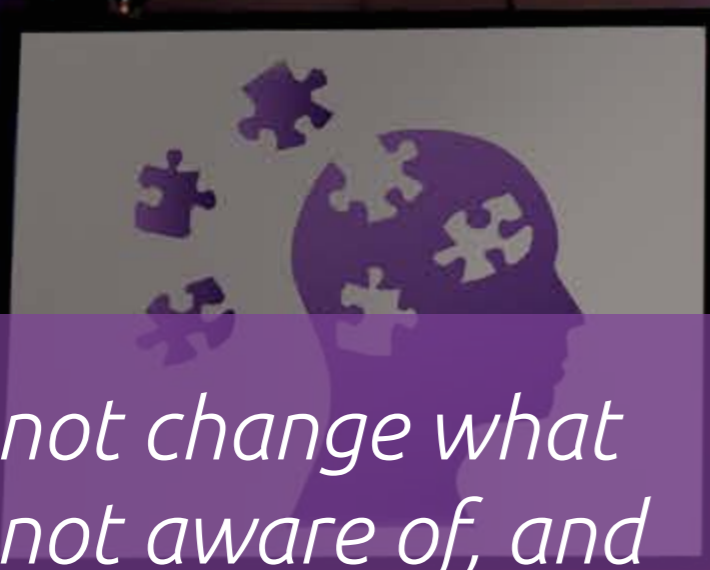
DANIELLE LAPORTE

DR. SEONAI CHARLESWORTH

"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

APRIL 1, 2016 | 8:30AM - 5:00PM

VANCOUVER CONVENTION CENTRE

East Building - Ballroom ABC

999 Canada Place, Vancouver, BC V6C 3C1

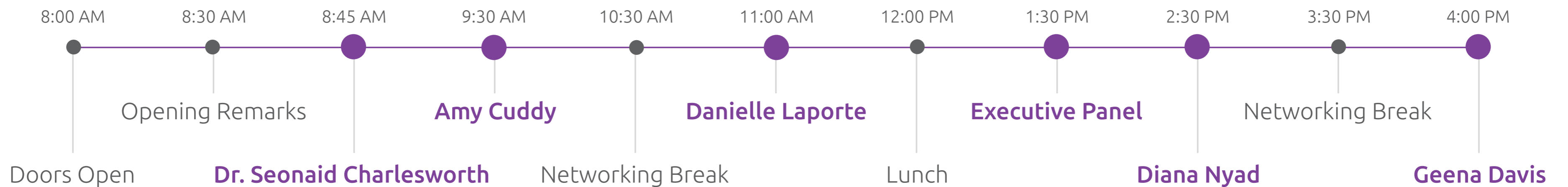
www.vancouverconventioncentre.com

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 British Columbia'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

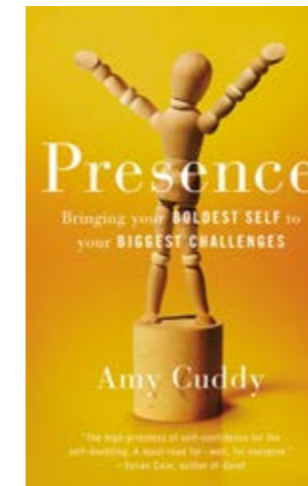
- Her mission to work within the entertainment industry to dramatically alter how girls and women are reflected in media.
- Why and how being cast in Thelma & Louise changed Geena's life – and spurred her into creating a women's empowerment non-profit and becoming a lifelong advocate for women.
- How 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

AMY CUDDY

**New York Times Bestselling Author,
Associate Professor at Harvard & 2nd Most
Viewed TED Talk with over 30 Million Views**



Researching social judgements, emotions, nonverbal behaviours, and hormones, Amy explains to audiences the role these variables play in shaping us. Her work on power posing – brief, nonverbal expressions of competence and power – has won praise worldwide. Her TED talk, "Your Body Language Shapes Who You Are", posted in October 2012, has been streamed over 30 million times and is the second-most viewed video on the TED site. Mashable.com chose it as one of 15 TED Talks That Will Change Your Life. The Guardian calls it one of 20 Online Talks

That Could Change Your Life.

In her New York Times bestseller, Presence: Bringing Your Boldest Self to Your Biggest Challenges, Amy reveals how to use this cutting-edge science to become self-assured in high-pressure moments.

Amy's work has been featured on the Today Show, CNN, MSNBC and in Fast Company, Harvard Magazine, Wired, The New York Times, Financial Times, The Wall Street Journal, and even as the theme of a Dilbert and Betty comic strips. She appears

occasionally on CNN's Anderson Cooper 360.

Amy holds a PhD in Psychology from Princeton University and BA in Psychology from the University of Colorado. Prior to joining HBS, she was an Assistant Professor at the Kellogg School of Management at Northwestern University. At Harvard, Amy teaches MBA, executive education, and doctoral courses on influence & persuasion, leadership, and decision making. She is also a classically trained (and still practicing) ballet dancer, which informs her research on nonverbal communication.



BODY LANGUAGE & COMMUNICATION

- Lessons from her TED talk about "power poses" on the science underlying these and many other fascinating body-mind effects and how to use this science to become self-assured in high-pressure moments.
- How powerfully our body language influences not only other people's opinions of us but our own feelings of confidence and authority.
- How to adjust your self-presentation for big boosts in self-confidence and effectiveness.

“With advice that is both practical and profound, Amy Cuddy shows how to summon your true and best self when doing so matters most. Emotions are contagious. If you personify poise and optimism yourself, you enhance the odds that they will respond in kind.

- Michael Wheeler, Harvard Business School



DIANA NYAD

Record-Breaking Endurance Athlete & Bestselling Author of Find A Way

At the age of 64, in her fifth and final attempt, Diana Nyad successfully fulfilled her lifelong dream of completing the 110-mile swim from Cuba to Florida on September 2, 2013. Upon completing her grueling 53-hour journey, a breathless Nyad told the world, "I have three messages. One is we should never ever give up. Two is you are never too old to chase your dreams. And three is it looks like a solitary sport, but it takes a team." Nyad has never been one to quit. In July of 2010, at the age of 60, she began her "Xtreme Dream" quest of swimming from

Cuba to Florida, a task she had failed to finish thirty years previously. When asked her motivation, she replied, "Because I'd like to prove to the other 60-year-olds that it is never too late to start your dreams." Nyad was unsuccessful in her quest in 2010 and tried two more times 2011 and 2012 before completing the historic swim in 2013.

Back in the 1970's, Nyad was the greatest long-distance swimmer in the world. Her world records, such as circling Manhattan Island and crossing the 102.5 miles

between the Bahamas and Florida, have led to inductions to many Halls of Fame, such as the International Women's Sports Hall of Fame.

Her book Find a Way: One Wild and Precious Life, was published in Fall 2015. She recently debuted the one-woman show, Onward! The Diana Nyad Story, in Los Angeles and Key West. Directed and adapted by Joshua Ravetch, who helped shape Carrie Fisher's show Wishful Drinking, Onward! has received praise among the theatre community.

WHAT YOU WILL LEARN

PEAK PERFORMANCE

- Hear a unique, passionate story of this heroic adventure and the extraordinary life experiences that have served to carve her unwavering spirit.
- How Nyad achieved the "Xtreme Dream," at age 64, 30 years after she had failed to finish the same route.
- Why you should never give up and why you are never too old to chase your dreams.
- How to overcome obstacles, persevere and achieve goals that seem impossible.

“Nyad is living proof that, as she says, ‘you can live out your dreams if you refuse to ever, ever give up.’

- People Magazine

DANIELLE LAPORTE

Bestselling Author of The Firestarter Sessions & Creator of The Desire Map: A Guide To Creating Goals With Soul



Danielle LaPorte is the creator of The Desire Map: A Guide To Creating Goals With Soul — the book that turned into a day planner system, a top iTunes app, and an international workshop program. A Desire Map workshop happens every weekend somewhere in the world. Author of The Fire Starter Sessions and the wildly popular #Truthbomb series, Danielle is also the co-creator of Your Big

Beautiful Book Plan and co-host of the Beautiful Writer's Group podcast.

Entrepreneur Magazine calls her "equal parts poet and entrepreneurial badass...edgy, contrarian...loving and inspired." A speaker, poet, former business strategist and Washington-DC think tank exec, she writes weekly at DanielleLaPorte.com, where over

four million visitors have gone for her straight-up advice — a site that's been deemed "the best place online for kick-ass spirituality," and was named one of the "Top 100 Websites for Women" by Forbes. The Huffington Post named her Twitter feed as one of the "12 Wisest Twitter Accounts Worth Following." You can find her @daniellelaporte just about everywhere.



GOAL SETTING & CREATIVITY

- Learn about desire, creativity, and stepping into your full power.
- Gain a better understanding of how you want to feel for better clarity when setting goals.
- How to deal with burn out, life balance, being a leader, keeping it sexy, integrity, being heard, being in charge and being in love with life.

“ She challenged our women to provocatively redefine our relationship to goal setting. Focusing on how we want to “feel” vs. what we have to do was a big frame shift, and helpful in getting clearer about setting goals that release our full power to succeed.

- Ellie Gates, Director of Management Effectiveness, Adobe



— DR. SEONAI CHARLESWORTH —

Vice President, Executive Assessment & Succession, Lee Hecht Harrison Knightsbridge

Seonaid Charlesworth works with C-suite and executive successors to understand what they're capable of and what could derail their success. She has assessed over 400 executives in Canada, US, UK and South America.

Seonaid combines her expertise in Industrial and Organizational Psychology with deep experience assessing leaders

to help organizations make smarter decisions about people. As Vice President of Executive Assessment and Succession at Lee Hecht Harrison Knightsbridge, she is sought out by Boards and CEOs at some of North America's leading organizations.

Seonaid challenges conventional thinking, by showing the common traps we fall into when making decisions

about people. Drawing on stories from some of the world's fastest growing organizations, she shows how leaders can avoid these traps and make smarter decisions about people.

Seonaid holds a Ph.D. in Industrial / Organizational Psychology from the University of British Columbia and a B.A. with honors from Queen's University.

WHAT YOU WILL LEARN

LEADERSHIP ASSESSMENT & SUCCESSION PLANNING

- Discover the five most important decisions you will make about people, and how they will impact your success as a leader.
- Learn the hidden biases that blind leaders from seeing potential and risks in others.
- How to avoid the hidden traps that lead us to make wrong calls about people, and strengthen our talent management decisions.
- Strategies for making more accurate decisions about who to hire, whether to trust someone, and when it's time to give up on someone.

“ Seonaid'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

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 (+GST)

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

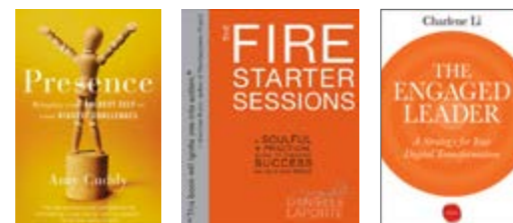
VIP PASS

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 (+GST)

- Express entrance
- Reserved premier classroom 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:
 - *Presence* - **Amy Cuddy**
 - *The Fire Starter Sessions* - **Danielle Laporte**
 - *The Engaged Leader* - **Charlene Li**




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 (+GST)

Only 50 Available!

- **Reception and photo opportunity with Geena Davis** 
- Express entrance
- Reserved premier classroom 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:
 - *Presence* - **Amy Cuddy**
 - *The Fire Starter Sessions* - **Danielle Laporte**
 - *The Engaged Leader* - **Charlene Li**
 - *Find a Way* - **Diana Nyad**
 - *Better Than Before* - **Gretchen Rubin**



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