



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

Toronto | April 12, 2019

ROBIN ROBERTS

DR. TASHA EURICH

TIFFANY DUFU

SAMRA ZAFAR

LAURA GASSNER OTTING



▶▶ 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

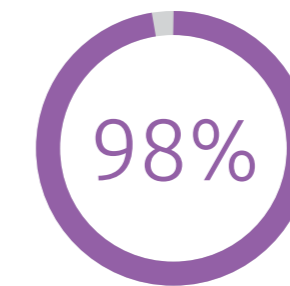
Bringing together today's brightest women leaders to shape the future we all want to see.

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.

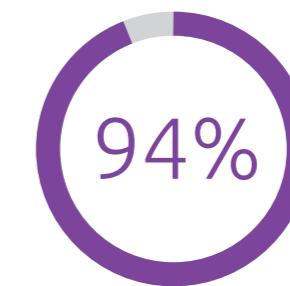
From glass ceilings and "leaning in" to office politics and work-life balance, today's women leaders face numerous challenges. As they move up the corporate ladder and take on increased responsibilities, leaders require a full understanding of how to pivot within an evolving corporate landscape.

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

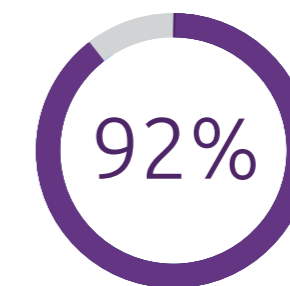
Attendees will have the opportunity to learn improved ways of harnessing their individual strengths, elevating their skills, and leveraging their value in order to rapidly advance into significant leadership roles.



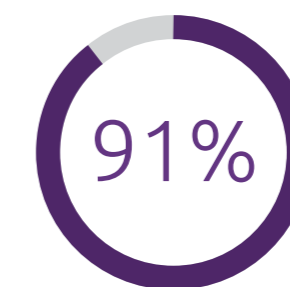
Learned an actionable insight to become a better leader



Would recommend The Art of Leadership for Women to a colleague



Plan on attending again in the future



Of past speakers rated good or excellent

# Agenda

Friday, April 12, 2019  
8:30 AM - 4:30 PM

Metro Toronto Convention Centre  
South Building  
222 Bremner Boulevard  
Toronto, ON



8:00 AM ▼ Doors Open

8:30 AM ▼ Opening Remarks

**8:45 AM** TIFFANY DUFU



9:45 AM ▼ Networking Break

**10:15 AM** SAMRA ZAFAR



**11:00 AM** DR. TASHA EURICH



12:00 PM ▼ Lunch Break

**1:15 PM** EXECUTIVE PANEL

**2:15 PM** LAURA GASSNER OTTING



3:00 PM ▼ Networking Break

**3:30 PM** ROBIN ROBERTS



4:30 PM ▼ Closing Remarks



# ROBIN ROBERTS

Co-Anchor, “Good Morning America”  
and Bestselling Author

Robin Roberts is co-anchor of ABC’s “Good Morning America.” Under her leadership, the broadcast has won numerous Emmy Awards for Outstanding Morning Program and the 2017 People’s Choice Award for Favourite Daytime TV Hosting Team.

Roberts has been honoured with the Walter Cronkite Award for Excellence in Journalism, was inducted into the Broadcasting & Cable Hall of Fame as well as the Sports Broadcasting Hall of Fame, and named one of Glamour’s Women of the Year. She was voted the “Most Trusted Person on Television” by a Reader’s Digest poll in 2013.

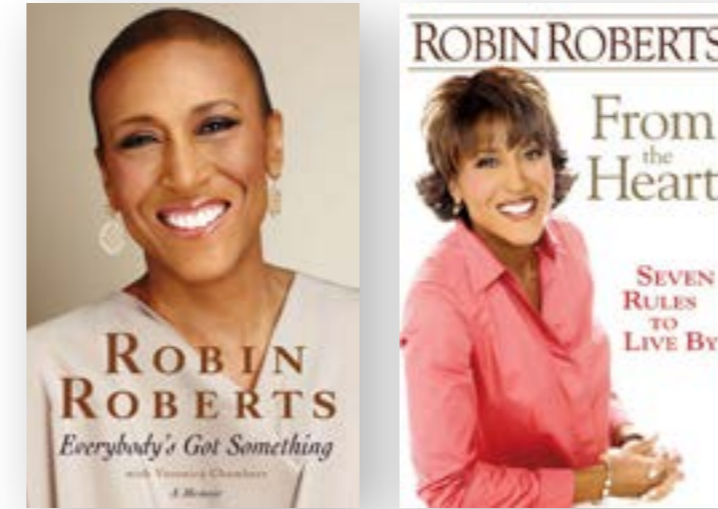
Roberts founded her own production company, Rock’n Robin Productions, which creates original broadcast and digital programming for ABC and other networks, ranging from informational shows and documentaries, to live special events.

Roberts was diagnosed with breast cancer in June 2007, and five years later, she was

diagnosed with MDS. Roberts underwent a bone marrow transplant, her sister Sally-Ann was a perfect match. Her story triggered an outpouring of support from across the nation. She joined forces with Be the Match to inform the public about the need for more donors, and since her diagnosis, the bone marrow registry has seen a tremendous increase.

Her battle has been recognized with awards and honours from organizations around the country, including The Susan G. Komen Foundation and The Congressional Families Cancer Prevention Program. Roberts was also honoured with a George Foster Peabody Award and Gracie Award. Additionally, Roberts was recognized with the Arthur Ashe Courage Award at the ESPY’s in July 2013 for the strength and courage she has displayed throughout her life and career.

Roberts was named co-anchor of “Good Morning America” in May 2005. She began contributing to the morning



program in June 1995, and prior to that, she was a contributor to ESPN as a host on “SportsCenter” and contributing to “NFL PrimeTime.” Roberts has worked in broadcasting for more than 30 years.

Roberts graduated cum laude from Southeastern Louisiana University with a Bachelor of Arts degree in communications. She was a standout performer on the women’s basketball team, ending her career as one of the school’s all-time leading scorers and rebounder. In 2012, Roberts was named an inductee to the Women’s Basketball Hall of Fame.

Roberts is the author of From the Heart: 7 Rules to Live By and her memoir, “Everybody’s Got Something,” in which she tells the story of her battle against a life-threatening illness, learning life’s hardest lessons, and her inspiring return to the GMA anchor desk.

Roberts is a native of the Mississippi Gulf Coast and currently resides in New York City.

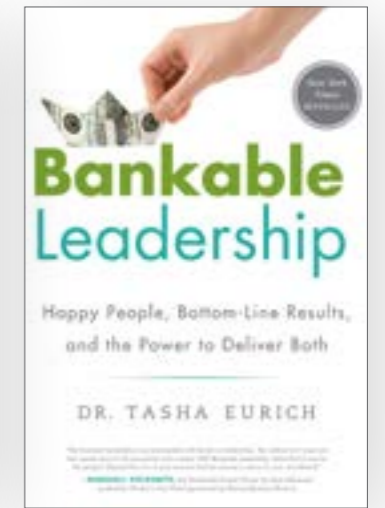
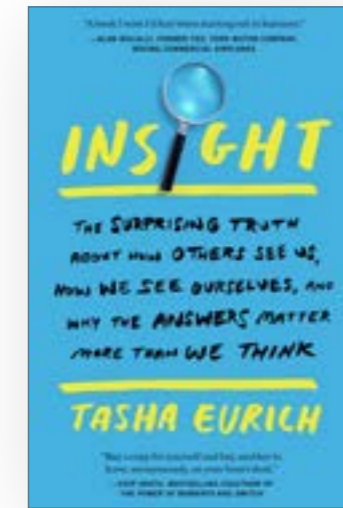






# DR. TASHA EURICH

Organizational Psychologist,  
Researcher and New York Times  
Bestselling Author



Eurich brings focus to how we might reach real insight—the kind that transforms us and our relationships with those we work with.

- Ed Catmull, *President of Pixar & Walt Disney Animation Studios*

Dr. Tasha Eurich is an organizational psychologist, researcher, and New York Times bestselling author. As a third generation entrepreneur, she grew up seeing the powerful influence company leaders had, on both their businesses and the livelihoods of their employees.

Dr. Eurich's first book, *Bankable Leadership*, debuted on the New York Times bestseller list, and has since become a popular resource

for managers and executives who don't want to choose between making their employees happy and producing bottom-line results for their business.

Her latest book, *Insight*, delves into the connection between an employee's self-awareness—what Dr. Eurich calls the meta-skill of the twenty-first century—and their performance and success, both in and out of the workplace. Over the course of three

years, Dr. Eurich conducted a first-of-its-kind study, surveying thousands of people and examining hundreds of academic studies.

With a PhD in Industrial-Organizational Psychology, Dr. Eurich contributes to The Huffington Post and Entrepreneur Magazine and has been featured in outlets like Forbes, The New York Times, CNBC, Fast Company, and Inc.

## SELF-AWARENESS AND PERFORMANCE

- What self-awareness really is, an understanding of your own self-awareness as a leader and how it helps leaders succeed.
- How leaders who cultivate self-awareness bust through barriers to change, make smarter decisions, and lead more profitable companies.
- What self-aware leaders do differently, and a few battle-tested tools to improve leadership skills and work performance.

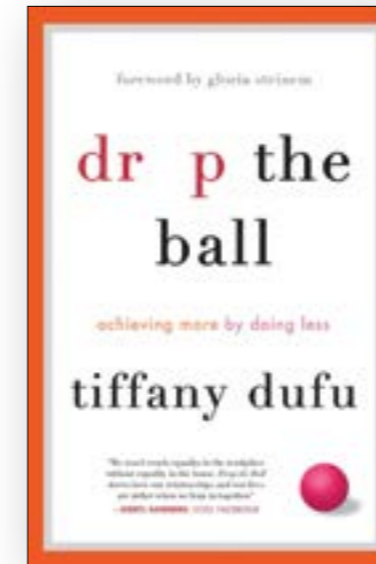


# TIFFANY DUFU

*Leadership Luminary, Bestselling Author and Former President of The White House Project*



Tiffany inspires our understanding that the advancement of women advances all of us. **- Jim Turley, Former CEO, EY**



Tiffany Dufu is a catalyst-at-large in the world of women's leadership and the author of *Drop the Ball*, a memoir and manifesto that shows women how to cultivate the single skill they really need in order to thrive: the ability to let go. According to foreword contributor Gloria Steinem, *Drop The Ball* is "important, path-breaking, intimate and brave."

Named to Fast Company's League of Extraordinary Women, Tiffany is Founder and CEO of The Cru, a peer coaching

service for women looking to accelerate their personal and professional growth. She was a launch team member to Lean In, and also served as Chief Leadership Officer to Levo, the fastest growing millennial professional network. Prior to that, Tiffany served as President of The White House Project, which trained women to run for office. Having raised nearly \$20 million toward the cause of women and girls, she's been featured in The New York Times, ESSENCE, O, The Oprah Magazine,

and on NPR. She is a consultant to Fortune 500 companies, a sought-after speaker on women's leadership, and has presented at Fortune Magazine's Most Powerful Women Summit, TEDWomen and MAKERS.

Tiffany is a member of Women's Forum New York, Delta Sigma Theta, Sorority, Inc. and is a Lifetime Girl Scout. She serves on the board of Simmons College and Girls Who Code. She lives in New York City with her husband and two children.

## DIVERSITY AND WOMEN'S ADVANCEMENT

- Why diversity and women's leadership is central to innovation and what we can do to help get more women into the highest levels.
- How our early socialization, from our upbringing to popular culture, informs the expectations we have of ourselves, how that causes us to become overwhelmed, and how we can disrupt those expectations to redefine who we are.
- How to meaningfully engage others to get the support you need (because your leadership journey is a team sport).







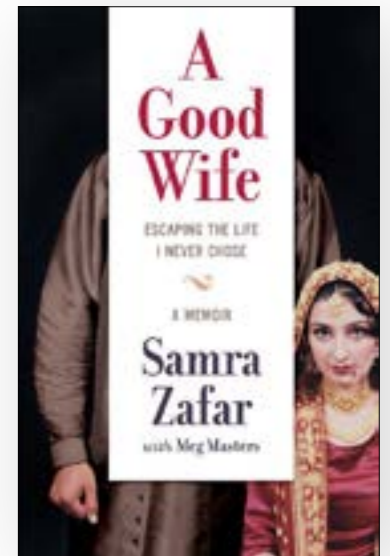
# SAMRA ZAFAR

*Human Rights Activist, Scholar,  
Author and Social Entrepreneur*



Whether you are trying to escape a life you never chose or the one you did, Samra's resolve and ingenuity will inspire you to honour every flicker of longing for freedom.

*- Shauna Singh Baldwin, Author of The Tiger Claw and The Selector of Soul*



Samra Zafar is an award-winning international speaker, community leader, scholar, author and social entrepreneur. After escaping a decade of abuse as a child bride, Samra graduated as a top student at the University of Toronto, receiving several prestigious awards and scholarships. Samra now serves as an alumni governor for the university, while pursuing a successful corporate career.

She frequently lectures on gender equality

at many prestigious universities, including Yale. Her speaking portfolio includes two TEDx talks, as well as engagements with Amnesty International, ME to WE, Women's Business Network, and many major corporations, associations, and non-profits across North America and beyond. Her 2017 TEDx Talk was named an all-time top 10 talk on gender-based violence.

In 2017, Samra penned an article about her personal journey for Toronto Life which

became the most-read article in Canada that year and earned a nomination for the National Magazine Awards. Samra's work has been featured in prominent media, including CTV, CBC, Global News, Yahoo, and many others.

Samra's book, *A Good Wife*, published by HarperCollins Canada, will appear in bookstores across Canada in March 2019, and has been highlighted as a top read by The Washington Post.

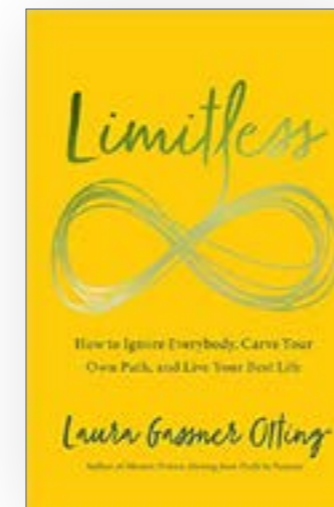
## AUTHENTICITY AND RESILIENCE

- What leaders can do to foster a more inclusive environment for employees to feel safe to speak up and lean into their authenticity.
- How to create genuine trust, real connection and collective resilience to enable you to unlock your potential as a leader.
- Why it's important to embrace your authenticity and be vulnerable in order to truly connect as a leader.



# LAURA GASSNER OTTING

Chief Catalyzing Officer at  
*Limitless Possibility* and Author



Laura shatters countless myths about building a career—and a lifestyle—that’s both good for you and the world. If you’re grappling with malaise, frustration, exhaustion or full-on burnout, she provides an action-oriented blueprint to get unstuck.

- Marci Alboher, Vice President at Encore.org

Laura Gassner Otting helps people get “unstuck”—and achieve extraordinary results.

Through *Limitless Possibility*, Laura collaborates with change agents, entrepreneurs, investors, leaders, and donors to push past the doubt and indecision that consign great ideas to limbo. She delivers strategic thinking, well-honed wisdom, and catalytic perspective informed by decades of navigating change across the start-up, nonprofit, political, and philanthropic landscapes.

Laura’s 25-year resume is defined by her entrepreneurial edge. She served as a Presidential Appointee in Bill Clinton’s White House, helping shape AmeriCorps; left a leadership role at respected nonprofit search firm, Isaacson, Miller, to expand the startup ExecSearches.com; and founded and ran the Nonprofit Professionals Advisory Group.

She is the author of *Mission Driven*, a book for those moving from profit to purpose,

and the upcoming *Limitless: How to Ignore Everybody, Carve Your Own Path, and Live Your Best Life*.

Through her own commitment to give back, Laura has helped build a local Montessori school, co-founded a women’s philanthropic initiative, advised a start-up national women’s PAC, grew a citizen-leadership development program, and completed three charity-inspired marathons—projects emblematic of her passions and values.



## CONFIDENCE AND POTENTIAL

- How to discover your “consonance” — how you align what you do with who you are, to achieve your limitless potential.
- Why self-doubt and uncertainty consign big dreams to limbo, hindering your ability to perform at your highest potential.
- How to master your leadership voice through contagious confidence that activates the leader inside of you.



▀ *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**

▀ *The Art of Leadership for Women was exceptional. The consistency of quality and content from the speakers was unusual for a full day event. Well organized and amazing content!*

Lorraine Sanderson  
Director, Human Resources  
**CANADA POST**

▀ *The Art of Leadership for Women was a fantastic event that brought together amazing speakers who provided insights on a variety of timely and relevant topics for women in leadership.*

Kelly McMillen  
Director, Learning Institute  
**THE HOSPITAL FOR SICK CHILDREN**

# Notable Past Attendees





# Pricing

	<b>SILVER</b> \$499 <sup>+HST</sup>	<b>GOLD</b> \$799 <sup>+HST</sup>	<b>PLATINUM</b> \$999 <sup>+HST</sup>
<b>WHAT'S INCLUDED</b>			LIMITED AVAILABILITY
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	✓	✓	✓
Express entrance		✓	✓
Freshly brewed morning coffee and tea		✓	✓
Three-course networking lunch		✓	✓
Embossed journal and pen		✓	✓
Books from featured speakers			
Exclusive reception and photo with Robin Roberts			✓

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