



**THE ART OF**  
**LEADERSHIP**

Calgary | December 1, 2022

THE RT. HON. STEPHEN HARPER

YASSMIN ABDEL-MAGIED

GENERAL RICK HILLIER

SHAWN KANUNGO

ERIC TERMUENDE



Talent is the multiplier. The more energy and attention you invest in it, the greater the yield will be.

MARCUS BUCKINGHAM



# The Art of Leadership

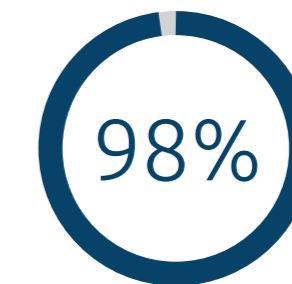
## Where Brilliant Minds Inspire Great Leaders

Strong leaders don't follow the crowd, they inspire the crowd to follow them. They're the disruptors and the doers. They know that without calculated risk there can be no reward.

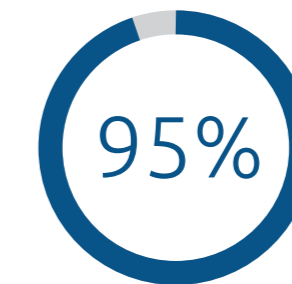
Strong leaders plan and define the route that will pave the road to success. They enable organizations to develop dynamic corporate cultures. Engaged employees and sustainable long-term growth are their end game.

The Art of Leadership brings together the most respected names in thought leadership in an environment that inspires action. Surrounded by a network of like-minded individuals, we design unique conferences that are built around the stories, ideas, discoveries and transformative moments that drive achievement.

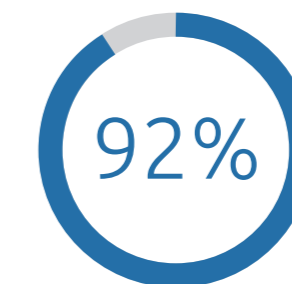
Our conferences expose those in attendance to explosive new ways of thinking as they unleash unlimited creative potential. Attendees discover new ways to re-energize their corporate culture, spark fresh thinking and ignite strategic insights to deal with the biggest challenges facing their organizations.



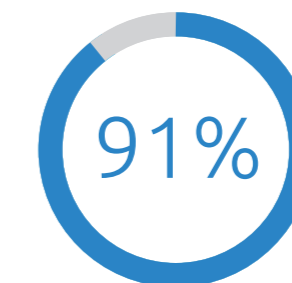
Learned an actionable insight to become a better leader



Would recommend The Art of Leadership to a colleague



Plan on attending again in the future








Of past speakers rated impactful by attendees

# Agenda

Thursday, December 1, 2022  
8:30AM - 4:30PM

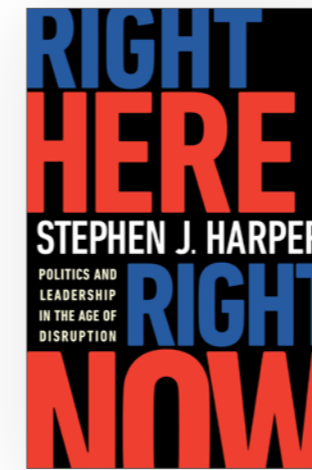
Calgary Telus Convention Centre  
North Building - Hall XE  
136 8 Ave SE  
Calgary, AB

8:00 AM	▼	Doors Open
8:30 AM	▼	Opening Remarks
<b>8:45 AM</b>		<b>SHAWN KANUNGO</b> 
9:45 AM	▼	Networking Break
<b>10:15 AM</b>		<b>YASSMIN ABDEL-MAGIED</b> 
<b>11:10 AM</b>		<b>ERIC TERMUENDE</b> 
12:00 PM	▼	Lunch
<b>1:15 PM</b>		<b>EXECUTIVE PANEL</b>
<b>2:00 PM</b>		<b>GENERAL RICK HILLIER</b> 
3:00 PM	▼	Networking Break
<b>3:30 PM</b>		<b>THE RT. HON. STEPHEN HARPER</b> 
4:30 PM	▼	Closing Remarks



# THE RIGHT HONOURABLE STEPHEN HARPER

*Economist, World Leader through the 2008 Global Financial Crisis, and 22nd Prime Minister of Canada*



The Right Honourable Stephen Harper led Canada through the world's most complex geopolitical, economic and security challenges as the country's 22nd Prime Minister. During his tenure in the world's top forums such as the G-7, G-20, NATO, and the United Nations, Prime Minister Harper was known for a frank, assertive leadership style defined by principled diplomacy, disciplined economic policy, a strong stance on international peace and security, and passionate defence of freedom and human dignity.

Prime Minister Harper created the modern Conservative Party of Canada,

won three successive national elections, and was the longest-serving Conservative Prime Minister since Canada's founding Prime Minister left office in 1891. Under his watch, Canada emerged from the 2008 economic crisis faster and stronger than its peers. Among his many accomplishments in office, Prime Minister Harper brought federal taxes to their lowest level in 50 years, balanced the budget while making investments in health care and infrastructure, overhauled the criminal justice system, and expanded Canada's international trade network tenfold.

On the international stage, Prime Minister Harper oversaw Canada's involvement in a series of complex conflicts in Afghanistan, Libya and Iraq and stood staunchly by besieged allies Israel and Ukraine. As the host leader of the 2010 G-20 summit in Toronto and as an economist by training, Prime Minister Harper helped shape financial reform frameworks, implemented a sustainable approach to fiscal stimulus, and led the call for open markets and pragmatic, growth-oriented economic policy.

## LEADING THROUGH CHALLENGING TIMES

- Lessons learned from the 2008 global financial crisis and how business leaders can foster an environment that creates growth.
- How to re-establish leadership, tackle challenges, negotiate relationships, adapt and thrive in an age of unprecedented disruption.
- How to navigate the most pressing economic issues of our time without forsaking long-term economic sustainability.







# YASSMIN ABDEL-MAGIED

*Diversity Expert, Broadcaster,  
Bestselling Author, Engineer,  
and Award-Winning Social Advocate*

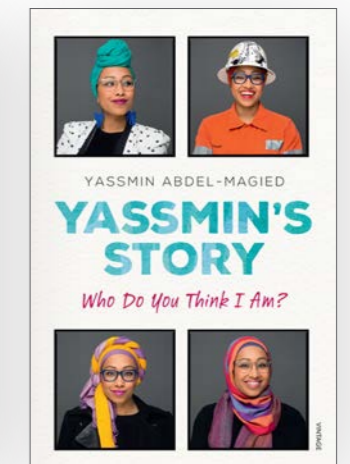
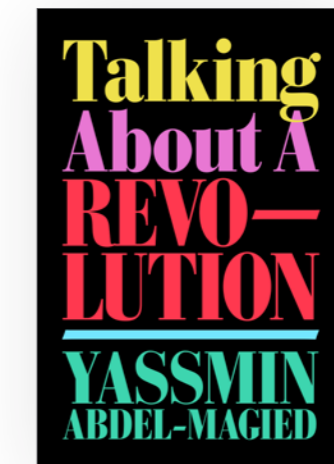
Yassmin Abdel-Magied is an engineer, author, broadcaster, and award-winning social advocate. Her powerful TED talk, “What Does My Headscarf Mean to You”, has more than 2.6 million views and was selected as one of TED’s top 10 ideas. An internationally renowned speaker on the topics of unconscious bias and transformative leadership, Abdel-Magied is on a mission to make diversity the norm across the world with a unique ability to make complex ideas accessible to all.

At the age of 16, Abdel-Magied founded Youth Without Borders, a youth-led grassroots organization focused on empowering young people to positively change their communities. She went on to co-found two other organizations focused

on serving women of colour. Abdel-Magied graduated valedictorian with first class honours in mechanical engineering before working as one of the few female engineers on oil and gas rigs around Australia.

Abdel-Magied became a lightning rod for Australia’s discussions on race, gender, and faith after an appearance on a panel show went viral, garnering more than 12 million views in less than a week. She was the presenter for the national current affairs show Australia Wide, as well as the host for the ground-breaking documentary The Truth About Racism, and co-host of the podcast, Motor Mouth.

A bestselling author, Abdel-Magied published her debut memoir, Yassmin’s Story,



at the age of 24. She is also the author of the children’s fiction books You Must Be Layla and Listen, Layla, and recently published a collection of essays in an anthology titled Talking About a Revolution. Abdel-Magied’s writing has appeared in publications worldwide, including The Guardian, The New York Times, and The Australian Financial Review.

Abdel-Magied has served on numerous boards and councils, and is currently the founder of Mumtaza and an internationally sought-after advisor on issues facing women, youth, and those from racially and culturally diverse backgrounds. She has spoken in more than 20 countries across five continents

## DIVERSITY, EQUITY & INCLUSION

- How to unravel unconscious bias and structural marginalization in the workplace.
- The ways in which being outside the norm affects your career and what individuals and organizations can do about it.
- How to control our responses to circumstance, take back control, and realize the power of the stories we tell ourselves.



# GENERAL RICK HILLIER

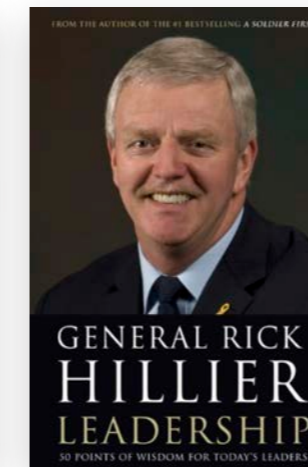
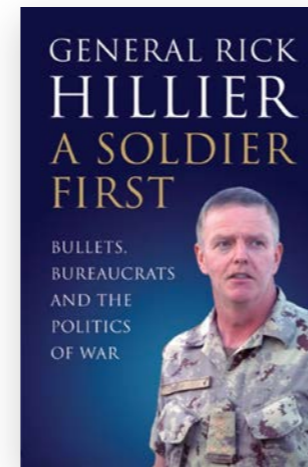
*Chair of the Ukrainian World Congress'  
Strategic Advisory Council, and  
Former Chief of the Defence Staff*

General Rick Hillier is a Canadian army officer who served as the Chief of the Defence Staff, the top-ranking officer in the Canadian military, from 2005 to 2008. Throughout his career, General Hillier has had the privilege and pleasure of commanding troops from the platoon to multi-national formation level within Canada, Europe, Asia and the United States. He has worked as a staff officer in several headquarters, first at the Army level in Montreal and later at the strategic level in Ottawa.

Hillier was recently appointed as Chair of the Strategic Advisory Council by the Ukrainian World Congress where he offers support and advocacy for Ukraine's defence militia and is an advisor to the military side. As part of this role, General Hillier is championing the #UniteWithUkraine campaign, which has been helping procure non-lethal

protective equipment for Ukrainians since shortly after the war began. Hillier's skills and experience in international diplomacy, defence, procurement, intelligence, logistics, communications, law and fundraising will support the civilian defenders in Ukraine's Territorial Defence Force.

In late November 2021, Premier Doug Ford announced that General Hillier would chair the province's task force coordinating the distribution of COVID-19 vaccines from their arrival through delivery to health units to distribution to Ontario residents. Hillier implemented the COVID-19 immunization program using his logistical expertise and insight to help develop a vaccine distribution plan and navigate the many challenges of getting infrastructure in place to ensure the success of Ontario's vaccination program.

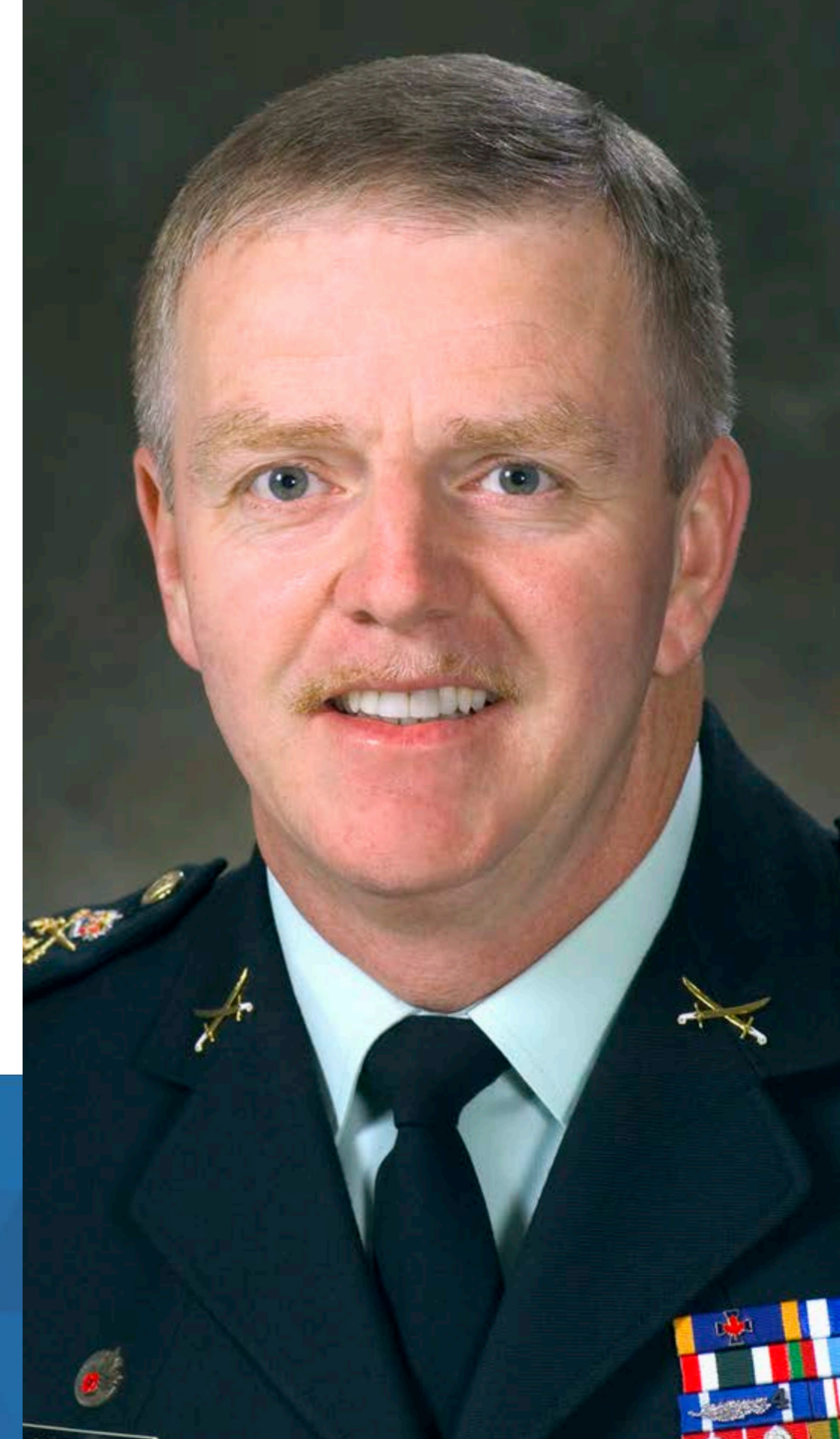


In 1998 General Hillier was appointed as the first Canadian Deputy Commanding General of III Corps, US Army in Fort Hood, Texas. In 2000 he took command of NATO's Stabilization Force's (SFOR) Multinational Division in Bosnia-Herzegovina. In May 2003 General Hillier was appointed as Commander of the Army and subsequently, in October 2003, he was selected as the Commander of the NATO-led International Security Assistance Force (ISAF) in Kabul, Afghanistan. General Hillier was promoted to his present rank and assumed duties as the Chief of the Defence Staff in February 2005.

He retired from the Canadian Forces in July 2008. In 2009, Hillier co-founded Project Hero, a scholarship program for the children of Canadian Forces personnel killed while on active military duty.

## PERFORMANCE, PRODUCTIVITY & ACCOUNTABILITY

- How leadership is not a "top-down" concept, but rather cultivated in humility and discipline.
- How to accept failure, remain perpetually optimistic, take advantage of crisis and act out of moral courage.
- The implications of current events on your organization and the strategies and tactics to help you lead through extraordinary times.







# SHAWN KANUNGO

*Global Innovation & Disruption Strategist, and one of Inc. Magazine's "100 Most Innovative Leaders"*



As a globally recognized innovation and disruption strategist, Shawn Kanungo works at the intersection of creativity, business, and technology. He spent 12 years at Deloitte working closely with leaders to help them better plan for the opportunities associated with disruptive innovation. In his high energy keynotes, Kanungo draws on his extensive experience to provide audiences with an optimistic roadmap for the future; one that embraces unexpected approaches to innovation to remain competitive and relevant.

Since leaving Deloitte, Kanungo has worked with hundreds of organizations on their journey to digital transformation. He's led complex projects incorporating artificial intelligence, cloud technologies, behavioural economics, Web3, and more. Today, Kanungo is a Partner with Queen & Rook, where he advises leading organizations and executives on disruptive trends and invests in early-stage ventures.

Kanungo's work has been featured in the Globe and Mail, The Guardian, CBC, and

CTV. He's been recognized by Avenue Magazine as one of their "Top 40 Under 40" and by Inc. Magazine as one of the "100 Most Innovative Leaders". In 2021, Forbes called Kanungo the "best virtual keynote speaker I've ever seen".

A prolific content creator, Kanungo's content on innovation has garnered millions of views across LinkedIn, TikTok, YouTube, and Facebook. His first book, "The Bold Ones: Innovate and Disrupt to Become Truly Indispensable", will be available in December 2022.

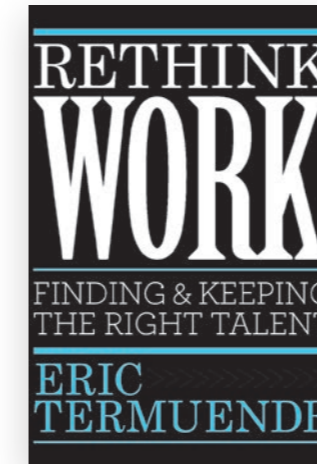
## STRATEGY, DISRUPTION & INNOVATION

- How to leverage talent both inside and outside your organization to create a brighter future.
- Unexpected approaches to becoming more dynamic and valuable while remaining competitive and relevant.
- A blueprint on where to start, what to do, and how to break through with your ideas.



# ERIC TERMUENDE

*Workplace & Team Building Expert,  
Bestselling Author, and one of AMEX's  
"Top 100 Emerging Innovators"*



A globally recognized thought leader, bestselling author, and speaker, Eric Termuende brings a fresh perspective to workplace culture, the future of work, and what it takes to build incredible teams. With *The Great Resignation* in full force and organizations struggling to attract and retain top talent, Termuende inspires business leaders to prepare for the future of work and make the one-degree shifts that build trust, belonging, and engagement at work.

Termuende has surveyed and interviewed thousands of employees and leaders coast to coast in his efforts to put numbers behind the

employee experience and understand what separates great teams and leaders from the pack. His actionable and entertaining keynotes combine research, storytelling, and case studies to help leaders attract and retain top talent and build teams that thrive. Audiences will leave energized, empowered, and equipped with the tools needed to build trust, remove friction, and create a culture of experimentation within their organizations.

As co-founder of NoW Innovations, Termuende advises industry-leading organizations, institutions, and associations on future-proofing

their teams, talent management, and rehumanizing the workplace. His bestselling book, *Rethink Work*, has become a must-read for today's leaders.

A former World Economic Forum Global Shaper, Termuende was recognized as one of the Top 100 Emerging Innovators under 35 by American Express. His ideas have been featured in *Forbes*, *Thrive Global*, *The Huffington Post*, *The Globe and Mail*, and more. From the stage of TEDx to BUILDDEX to Coca-Cola and the Milken Global Conference, Termuende inspires, challenges, and opens minds to opportunity and doors to growth.

## CULTURE, ENGAGEMENT & RETENTION

- How one-degree shifts enable teams to build trust, remove friction and increase effectiveness.
- The future of work and the differences in remote and in-person team members.
- How to attract top talent and how to retain your best people.





# Notable Past Attendees



- ▶ Inspiring presentations with relevant topics and key takeaways. Great representation of industries and businesses for networking.

Kim Ferreira  
Director of Learning, Wealth Management  
**BMO**

- ▶ The speakers provided great leadership techniques, including specific examples of how they overcame leadership challenges.

Manlio Staropoli  
Manager, Engineering  
**FEDEX**

- ▶ The Art of Leadership forces you to challenge your own concepts about leadership and inspires you to redefine your well known theories.

Cintia Nardi  
Chief Operating Officer  
**COSMETICA LABORATORIES**



# Pricing

	<b>SILVER</b> \$549 <sub>+GST</sub>	<b>GOLD</b> \$799 <sub>+GST</sub>	<b>PLATINUM</b> \$999 <sub>+GST</sub>
<b>WHAT'S INCLUDED</b>			<b>LIMITED AVAILABILITY</b>
Seating	Unassigned theatre seating behind Gold	Classroom seating behind Platinum, row 3+	Premier classroom seating row 1-2
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Latest issue of The Art Of Magazine	✓	✓	✓
Book signing opportunities with speakers	✓	✓	✓
Freshly brewed morning coffee and tea	✓	✓	✓
Express entrance		✓	✓
Three-course networking lunch		✓	✓
Journal and pen		✓	✓
Books from featured speakers			
Exclusive reception and photo with The Rt. Hon. Stephen Harper			✓

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