

# THE ART OF LEADERSHIP

Presented by  Dell Technologies

San Diego | June 20, 2019


JOCKO WILLINK

MARCUS BUCKINGHAM

SIR KEN ROBINSON

DR. TASHA EURICH

DR. VINCE MOLINARO



Leaders must always operate with the understanding that they are part of something greater than themselves.

JOCKO WILLINK



# The Art of Leadership

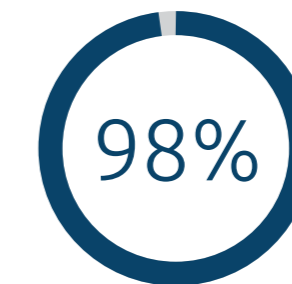
Let those who shape our world today,  
help shape yours tomorrow.

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.

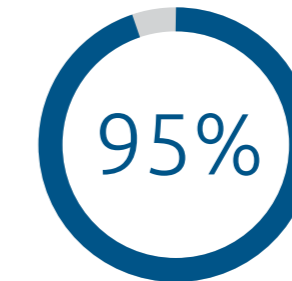
Strong leaders plan and define the route that will pave the road to success. They enable organizations to develop dynamic corporate cultures. Engaged employees and sustainable long-term growth are their end game.

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.

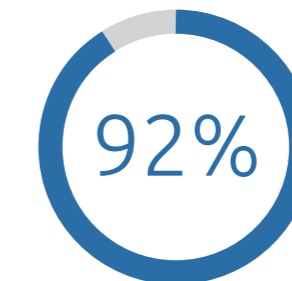
Our conferences expose those in attendance to explosive new ways of thinking as they unleash unlimited creative potential. Attendees discover new ways to re-energize their corporate culture, spark fresh thinking and ignite strategic insights to deal with the biggest challenges facing their organizations.



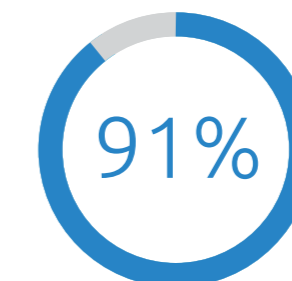
Learned an actionable insight to become a better leader



Would recommend The Art of Leadership to a colleague



Plan on attending again in the future



Of past speakers rated good/excellent

# Agenda

Thursday, June 20, 2019  
8:30AM - 4:30PM

San Diego Convention Center  
West Building - Ballroom 6  
111 West Harbour Drive  
San Diego, CA  
92101

8:00 AM ▼ Doors Open

8:30 AM ▼ Opening Remarks

**8:45 AM** Marcus Buckingham



9:45 AM ▼ Networking Break

**10:15 AM** Dr. Vince Molinaro



**11:00 AM** Sir Ken Robinson



12:00 PM ▼ Lunch Break

**1:15 PM** Executive Panel

**2:00 PM** Dr. Tasha Eurich



3:00 PM ▼ Networking Break

**3:30 PM** Jocko Willink

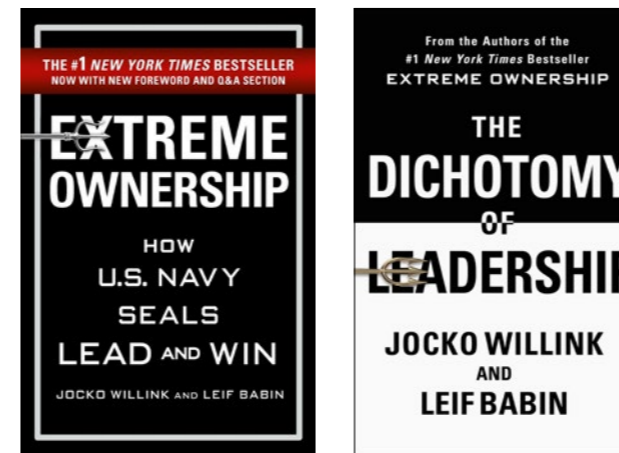


4:30 PM ▼ Closing Remarks



# JOCKO WILLINK

Decorated Retired U.S. Navy SEAL and  
#1 New York Times Bestselling Author



The smartest, most revolutionary management approach since Jack Welch's Six Sigma.

- Don Imus, *Former Radio Host*

Jocko Willink is a retired U.S. Navy SEAL officer, co-author of the #1 New York Times bestseller *Extreme Ownership: How U.S. Navy SEALs Lead and Win*, host of the top-rated Jocko Podcast, and co-founder of Echelon Front, where he serves as Chief Executive Officer, leadership instructor, speaker and strategic advisor.

Jocko spent 20 years in the SEAL Teams, starting as an enlisted SEAL and rising through the ranks to become a SEAL officer. As commander of SEAL Team Three's Task Unit Bruiser during the battle of Ramadi, he

orchestrated SEAL operations that helped the "Ready First" Brigade of the U.S. Army's First Armored Division bring stability to the violent, war-torn city. Task Unit Bruiser became the most highly decorated Special Operations Unit of the Iraq War.

Jocko returned from Iraq to serve as Officer-in-Charge of training for all West Coast SEAL Teams. There, he spearheaded the development of leadership training and personally instructed and mentored the next generation of SEAL leaders who have continued to perform with great success on

the battlefield. Jocko is the recipient of the Silver Star, the Bronze Star, and numerous other personal and unit awards.

Upon retiring from the Navy, Jocko co-founded Echelon Front, a premier leadership consulting company, where he teaches the leadership principles he learned on the battlefield to help others lead and win. Jocko also authored the *Discipline Equals Freedom Field Manual*, a New York Times Bestseller, and the best selling children's books: *The Way of the Warrior Kid*, and *The Way of the Warrior Kid: Marc's Mission*.

## TEAMWORK, DISCIPLINE AND OWNERSHIP

- Battle-tested concepts of combat leadership that directly correlate to all leadership situations on and off the battlefield.
- Tried, tested, and proven combat leadership principles and strategies learned on the front lines of the war on terror.
- The mind-set and principles that enable SEAL units to accomplish the most difficult missions in combat.

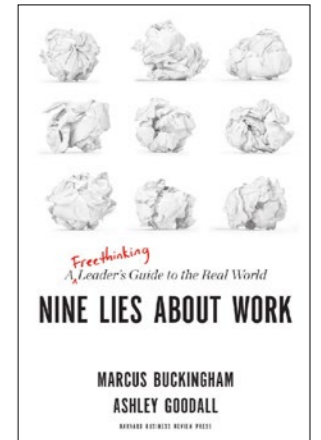
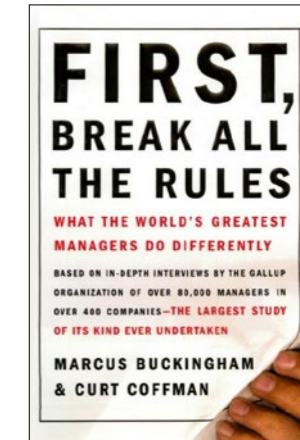






# MARCUS BUCKINGHAM

World's Leading Talent and Performance Expert  
and New York Times Bestselling Author



Arguably the business world's most in-demand management guru.

- BusinessWeek

Marcus Buckingham is a global researcher and thought leader focused on unlocking strengths, increasing performance and pioneering the future of how people work.

Building on nearly two decades of experience as a Senior Researcher at Gallup Organization, he currently guides the vision of ADP Research Institute as Head and Talent Expert. He founded The Marcus Buckingham Company in 2006 with a clear mission: to instigate a "strengths revolution." It started, as all revolutions do, with the simplest of ideas: that when people spend the majority

of each day on the job using their greatest talents and engaged in their favorite tasks, basically doing exactly what they want to do, both they and their organizations will win.

The definitive treatment of strengths in the workplace can be found in his best-selling books: *First, Break All the Rules*; *Now, Discover Your Strengths*; *The One Thing You Need to Know*; *Go Put Your Strengths To Work*; *The Truth About You* and *Find Your Strongest Life*.

As an internationally renowned thought

leader and business expert, Marcus has been the subject of in-depth profiles in The New York Times, Fortune, Fast Company, Harvard Business Review, USA Today, and The Wall Street Journal and has appeared on numerous television programs, including Larry King Live, The Today Show and The Oprah Winfrey Show. He is routinely lauded by such corporations as Toyota, Facebook, lululemon, Coca-Cola, Box, Master Foods, Wells Fargo, Microsoft, and Disney as an invaluable resource in informing, challenging, mentoring and inspiring people to find their strengths and sustain long-lasting personal success.

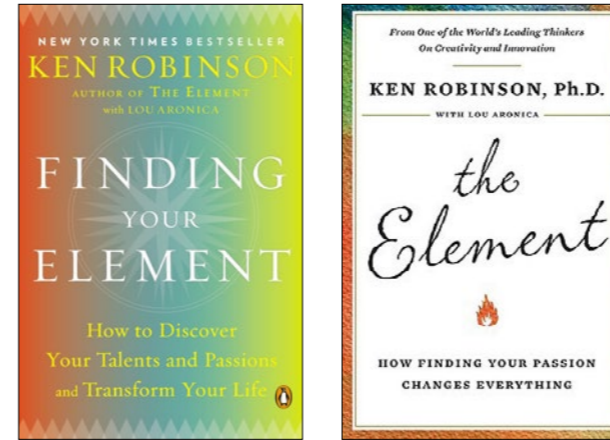
## TALENT DEVELOPMENT AND CULTURE

- Discover the tools you need to build an agile, dynamic workplace that appeals to the modern workforce.
- Explore the 4 levers that leaders use to create a high-performing culture.
- Why all HR talent data is bad data - and learn the secret to producing good data instead.



# SIR KEN ROBINSON

*Internationally Acclaimed Creativity and Innovation Expert and New York Times Bestselling Author*



His work is as relevant and imperative for the parents of a twelve-year-old as it is for the CEO of a behemoth Corporation.

- Vanity Fair

An internationally recognized authority in creativity and innovation in education and business, Sir Ken Robinson is also one of the world's leading speakers. Videos of his famous talks to the prestigious TED Conference are the most viewed in the history of the organization and have been seen by an estimated 300 million people in over 150 countries.

Sir Ken works with governments in Europe, Asia and the US, international agencies, Fortune 500 companies and leading cultural organizations. He led a national commission on creativity, education and the economy for the UK Government, was the central figure in developing a strategy for creative and

economic development as part of the Peace Process in Northern Ireland, and was one of four international advisors to the Singapore Government for a strategy to become the creative hub of SE Asia.

Called "one of the world's elite thinkers on creativity and innovation" by Fast Company magazine, Sir Ken has received numerous awards and recognitions for his groundbreaking contributions. He was included in Thinkers50 list of the world's leading business thinkers and has been named one of TIME/Fortune/CNN's Principal Voices. In 2003, he received a knighthood from Queen Elizabeth II for services to the arts. His 2009

book, *The Element: How Finding Your Passion Changes Everything*, is a New York Times bestseller and has been translated into 21 languages. A 10th anniversary edition of his classic work on creativity and innovation, *Out of Our Minds: Learning to be Creative*, was published in 2011. *Finding Your Element: How to Discover Your Talents and Passions and Transform Your Life*, was published in May 2013 and is also a New York Times bestseller. His latest book, *Creative Schools: The Grassroots Revolution That's Transforming Education*, written with Robinson's trademark wit and engaging style, includes groundbreaking research and tackles the critical issue of how to transform the nation's troubled educational system.

## CREATIVITY AND INNOVATION

- The myths about innovation that hold many organizations back and the core practices that drive organizations forward.
- How all leaders and their organizations have deep creative resources to draw from.
- The three core roles of leaders in creating and sustaining a culture of innovation.

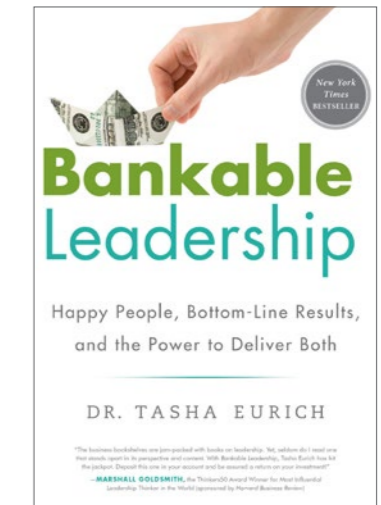
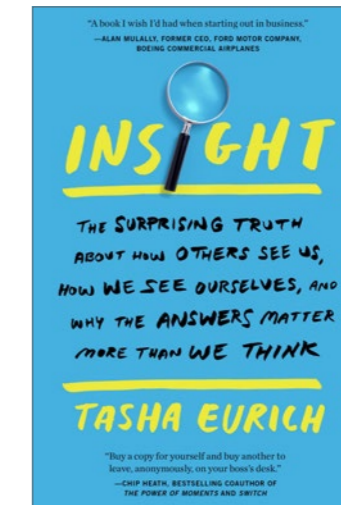






# DR. TASHA EURICH

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.

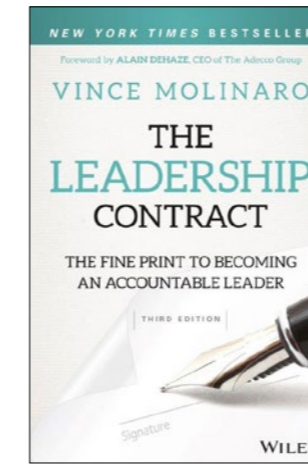
## SELF-AWARENESS AND PERFORMANCE

- 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.



# DR. VINCE MOLINARO

*Internationally Recognized Leadership Adviser  
and New York Times Bestselling Author*



Molinaro challenges leaders to become more deliberate and conscious in how they lead. This approach is desperately needed in our world today. It's time for all leaders to decide to make their organizations truly great in a way that has a strong and positive impact on society.

*- Raj Sisodia, Co-Founder and Chairman Emeritus of Conscious Capitalism Inc.*

Vince Molinaro has dedicated his life to promoting both personal and organizational accountability in leadership cultures around the world. He experienced a defining moment early in his career when he saw a respected colleague and mentor succumb to a cancer she believed was the byproduct of a stressful, toxic work environment. As a result, Vince vowed to teach business leaders how to build successful organizations by

increasing the accountability of their leaders.

Vince knows that leadership accountability is the key ingredient in building a strong, vibrant organizational culture. As a successful senior executive in one of the world's top leadership development firms, Vince has made it his calling to confront weak and lame leadership. He shows leaders at all levels in organizations worldwide how

to step up and fulfill their obligations and responsibilities as real leaders.

What sets Vince apart is that he's no ivory-tower academic. As a forceful keynote speaker at conferences and corporate retreats around the world, he translates first-hand experiences from the leadership trenches into practical advice on how leaders can confront and overcome their challenges and build strong leadership cultures.

## ENGAGEMENT AND ACCOUNTABILITY

- How to fully embrace a culture of effective leadership and set clear expectations for all leaders.
- How to build relationships across the organization to foster collaboration and innovation.
- How to make leadership accountability a critical business issue and how to confront mediocre leadership.





► I have had the opportunity to speak all over the world and I can say with confidence that *The Art of Leadership* is in a league of its own. *The Art Of* doesn't just put on amazing events, they are an amazing company to work with.

Vijay Govindarajan  
Distinguished Professor

**DARTMOUTH TUCK SCHOOL OF BUSINESS**

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

Kim Ferreira  
Director, Wealth Management Learning  
**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  
Vice President of Supply Chain and Operations  
**COSMETICA LABORATORIES**

# Notable Past Attendees



**cossette**

**Deloitte.**





# Pricing

	<b>SILVER</b> \$499	<b>GOLD</b> \$799	<b>PLATINUM</b> \$999
<b>WHAT'S INCLUDED</b>			<b>LIMITED AVAILABILITY</b>
Seating	Theatre seating behind Gold first-come, first-seated	Classroom seating behind Platinum, row 3+	Premier classroom seating row 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 book signing with Jocko Willink			✓

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