



THE ART OF
LEADERSHIP

VANCOUVER | September 14, 2015 | 9:00AM - 4:30PM



COL. CHRIS HADFIELD

CAPTAIN PHILLIPS

GRETCHEN RUBIN

MARSHALL GOLDSMITH

DR. LIANE DAVEY

“An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.”

Jack Welch
Former Chairman & CEO of GE



SEPTEMBER 14TH, 2015 | 9:00AM - 4:30PM

VANCOUVER CONVENTION CENTRE
East Building - Ballroom ABC
999 Canada Place, Vancouver, BC V6C 3C1
www.vancouverconventioncentre.com

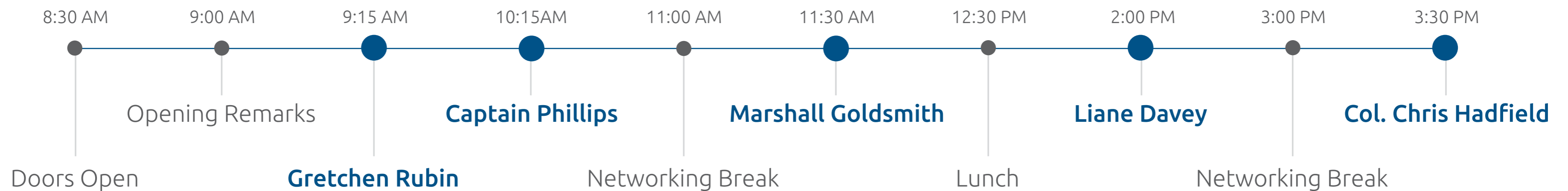
ABOUT THE ART OF LEADERSHIP

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 leaders.

WHY ATTEND

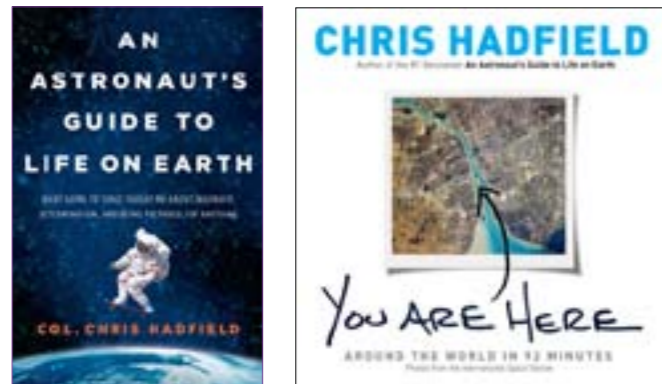
Today's leaders have a dynamic role - integrating people and strategies in order to achieve sustainability and enhance organizational performance in challenging business environments. The Art of Leadership responds to the fundamental changes impacting leadership functions. From practical tips to innovative strategies, The Art of Leadership is designed to teach and provide leaders with directly related, easily applied tools and techniques that can be implemented within any corporate culture.



WHAT YOU WILL LEARN

Col. Chris Hadfield

Managing Complexity & Change

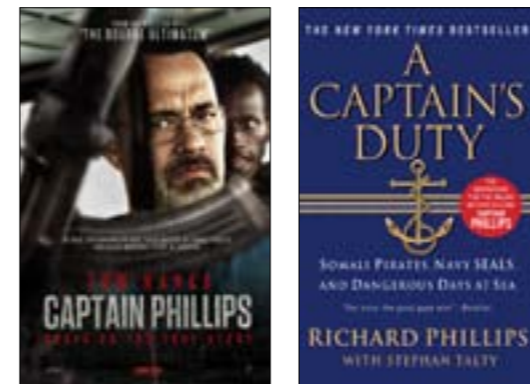


- After serving in the military and holding several leadership positions within NASA, he shares how all phases of leadership are key to victory.
- Through his experiences of navigating tragedy, delays, program changes, and much more, he illuminates the necessity for both preparation and reaction to complex change.
- Multiple examples that highlight the fundamental necessity of inspiration as a vital component of success.
- How to motivate you and your team to achieve dreams higher than the clouds.
- Useful and practical lessons he 's learned throughout his remarkable career in the fields of leadership, teamwork, collaboration, science and technology.

LEARN MORE ►

Captain Phillips

Leadership & Team Development



- Finding your inner leader: Why you are stronger than you know and you can handle much more than you think.
- The Importance of a positive attitude and perseverance: The only time it is over is when you say it is over.
- The importance of a team: How a motivated, focused team of professionals can solve any problem.
- Steering your ship through rough waters: How your organization can survive and thrive, even in times when hope and support are in short supply.

LEARN MORE ►

Gretchen Rubin

Habits & Human Behaviour



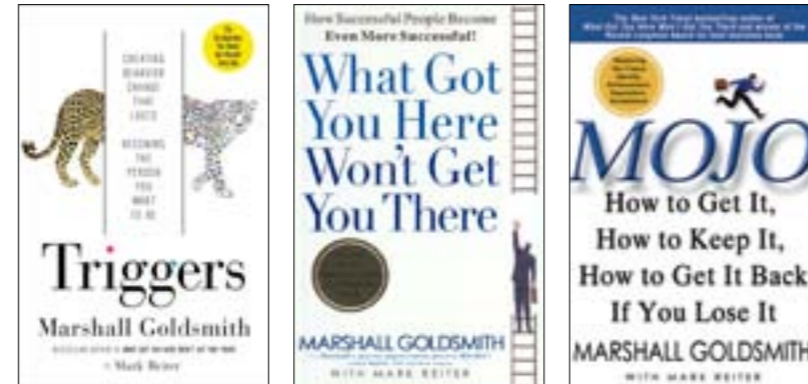
- How understanding crucial differences in how people approach the world allows us to manage ourselves better, manage other people better, and reduce arguments about who is "right" and "wrong."
- The difference between Abstainers vs. Moderators (about how to fight temptation); Marathoners vs. Sprinters vs. Procrastinators (about the pace at which work should be completed-a real issue within teams); Finishers vs. Openers (about a person's willingness to work toward completion or to start something new); and the "Four Tendencies" framework (about how a person responds to a request or an order).
- How to get the most from your employees by helping them change their habits, make it possible for them to work and live together harmoniously and how to ultimately manage yourself better.

LEARN MORE ►

WHAT YOU WILL LEARN

Marshall Goldsmith

Employee Engagement & Performance

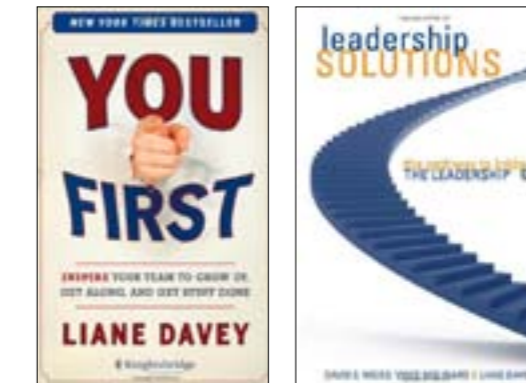


- Discover the behavioural triggers that shape us and how to master them.
- How to identify the five key variables that impact engagement on the job.
- How to implement a new process for employee engagement that teaches employees how to engage themselves.
- Practical tools to increase personal effectiveness and improve overall performance.
- How to avoid bad personal habits that get leaders into trouble and can stifle already successful careers.

LEARN MORE ►

Dr. Liane Davey

Team Effectiveness & Optimization



- Spot team dysfunctions before it's too late and seize the opportunity to make your team healthier.
- Use the right words to engage in productive conflict.
- Setting goals and using stretch opportunities to grow and develop teams beyond their current level and comfort zones.
- Zero in on the unique value of the team to the organization (and cut out low value work).
- Create insights about individuals that improve the team dynamic.
- Anchor changes in processes to sustain team performance over the long haul.

LEARN MORE ►

CHRIS HADFIELD

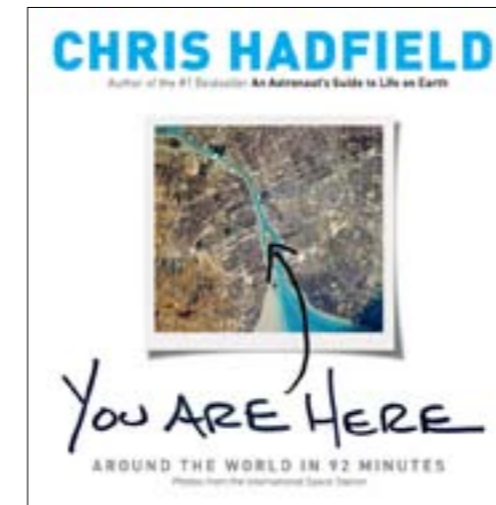
Astronaut & First Canadian Commander of the International Space Station

“Good morning, Earth!” That is how Colonel Chris Hadfield—writing on Twitter—woke up the world every day while living for five months aboard the International Space Station. Through his 21 years as an astronaut, three spaceflights and 2600 orbits of Earth, Colonel Hadfield has become a worldwide sensation, harnessing the power of social media to make outer space accessible to millions and infusing a sense of wonder into our collective consciousness not felt since humanity first walked on the Moon. Called “the most famous astronaut since Neil Armstrong,” Colonel Hadfield continues to bring the marvels of science and space travel to everyone he encounters.

Colonel Hadfield is a pioneer of many historic “firsts”. In 1992, he was selected by the

Canadian Space Agency as a NASA Mission Specialist—Canada’s first fully-qualified Space Shuttle crew member. Three years later, aboard Shuttle Atlantis, he was the first Canadian to operate the Canadarm in space, and the first Canadian to board a Russian spacecraft as he helped build space station “Mir.” In 2001, aboard Shuttle Endeavour, Colonel Hadfield performed two spacewalks—the first Canadian to do so—and, in 2013, he was Commander of the International Space Station—the first and only Canadian to ever command a spaceship—so far.

During his multi-faceted career Hadfield has intercepted Soviet bombers in Canadian airspace, lived on the ocean floor, been NASA’s Director of Operations in Russia, and

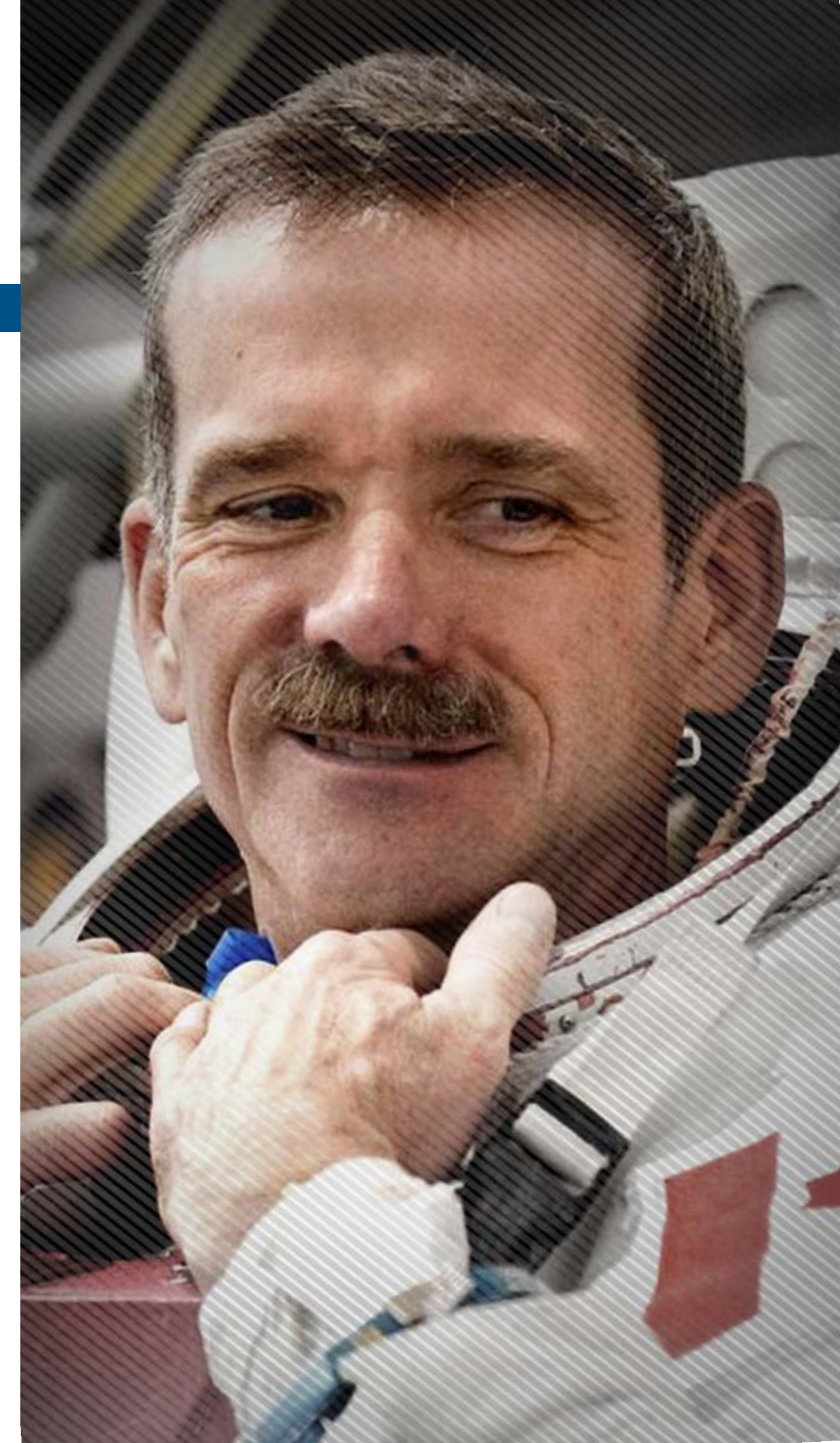


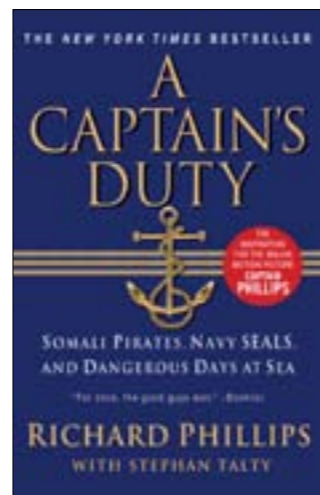
recorded science and music videos seen by hundreds of millions.

A heavily decorated astronaut, engineer, and pilot, Colonel Hadfield’s many awards include receiving the Order of Canada, the Meritorious Service Cross, and the NASA Exceptional Service Medal. He was named the Top Test Pilot in both the US Air Force and the US Navy, and has been inducted into Canada’s Aviation Hall of Fame. He is the author of two internationally bestselling books, *An Astronaut’s Guide to Life on Earth* and *You Are Here*, and has been commemorated on Canadian postage stamps, Royal Canadian Mint coins, and on Canada’s newest five dollar bill (along with fellow astronauts Steve MacLean and Dave Williams).

“Perhaps the most social media savvy astronaut ever to leave Earth.

- FORBES





CAPTAIN PHILLIPS

Hero of the High Seas, Real Life Inspiration
for the Movie *Captain Phillips* & New York Times
Bestselling Author of *A Captain's Duty*

For five days in April 2009, the world was glued to their TV screens as Captain Richard Phillips became the center of an extraordinary international drama when he was captured by Somali pirates who hijacked his ship, the first hijacking of a U.S. ship in more than 200 years.

The hostage drama began on Wednesday, April 8th when a small band of pirates swung grappling hooks and climbed ropes from their skiff onto the Maersk Alabama, a container ship ferrying food aid to East Africa. Firing into the air as they leapt aboard the ship, many of the crew members scrambled into a designated safe room aboard the vessel.

To protect his crew, Captain Phillips made a conscious decision to put himself

directly in harm's way, knowing full well that he might pay the ultimate price for his decision. Amid the standoff, he offered himself as a hostage.

Once the pirates settled into one of the ship's covered lifeboats, the crew attempted to trade the pirate they had captured for Captain Phillips. After they released their captive, the pirates refused to honor the agreement and fled with nine days of food rations and Captain Phillips. Held hostage as a human shield in a small lifeboat with three pirates, he had little to hope for or cling to — except the knowledge that he had done absolutely everything he could to save the lives of the 20 sailors aboard his ship.

The U.S. Navy responded to the scene, and negotiations were ongoing between

the pirates and the captain of the USS Bainbridge. On Friday April 10th, Captain Phillips jumped out of the lifeboat and managed to swim a few yards toward the nearby destroyer, but the pirates went in after him and managed to haul him back in. The standoff dragged on until April 12th, when Navy SEAL snipers saw one of the pirates aim his AK-47 machine gun at Capt. Richard Phillips' back and concluded he was in "imminent danger."

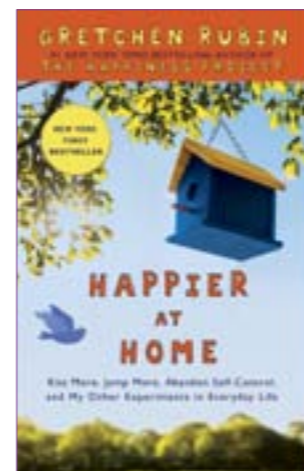
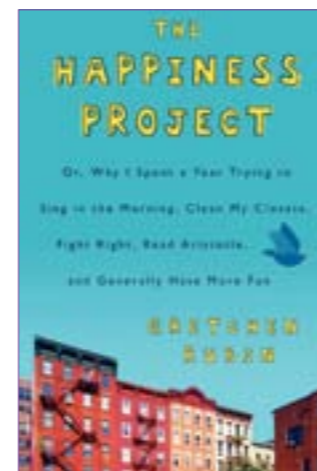
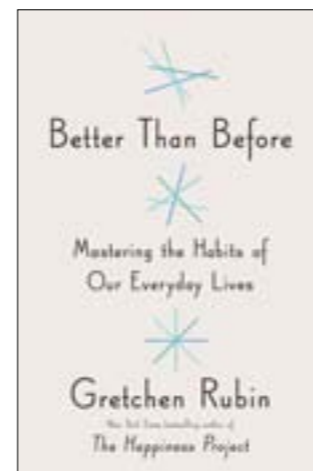
Captain Richard Phillips is the author of *A Captain's Duty: Somali Pirates, Navy SEALs, and Dangerous Days at Sea*, about his experience and his remarkable rescue. This dramatic story was also transformed into an Academy-Award and Golden-Globe nominated film, *Captain Phillips*, which hit the big screens in fall of 2013.

“ I share the country's admiration for the bravery of Captain Phillips and his selfless concern for his crew. His courage is a model for all Americans.

- President Barack Obama

GRETCHEN RUBIN

#1 New York Times Bestselling Author
of *The Happiness Project*, *Happier
at Home & Better Than Before*



Gretchen Rubin is the author of several books, including the #1 New York Times and international bestseller, *The Happiness Project*—an account of the year she spent test-driving the wisdom of the ages, the current scientific studies, and the lessons from popular culture about how to be happier. On her popular blog, *The Happiness Project*, she reports on her daily adventures in the pursuit of happiness.

In her next book, *Happier at Home*, Rubin embarked on a new project to explore how to make home a happier place. Starting in September (the new January), Gretchen dedicates a school year—from September through May—to concentrating on the factors that matter most for home, such as possessions, marriage, time, parenthood, body, neighborhood. The book's title was inspired by a line from Samuel Johnson:

“To be happy at home is the ultimate result of all ambition.”

Gretchen's latest, *Better Than Before: Mastering the Habits of Our Everyday Lives*, tackles the critical question: How do we change? Gretchen Rubin's answer: through habits. Habits are the invisible architecture of everyday life. It takes work to make a habit, but once that habit is set, we can harness the energy of habits to build happier, stronger, more productive lives.

A graduate of Yale and Yale Law School, where she was Editor-in-Chief of the Yale Law Journal and winner of the Edgar M. Cullen Prize, Rubin started her career in law, and she was clerking for Justice Sandra Day O'Connor when she realized she really wanted to be a writer.

Rubin is much in demand as a speaker, and she has addressed corporate audiences at places such as GE, Google, LinkedIn, Accenture, Procter & Gamble, as well as university audiences such as Yale Law School, Harvard Business School, and Wharton.

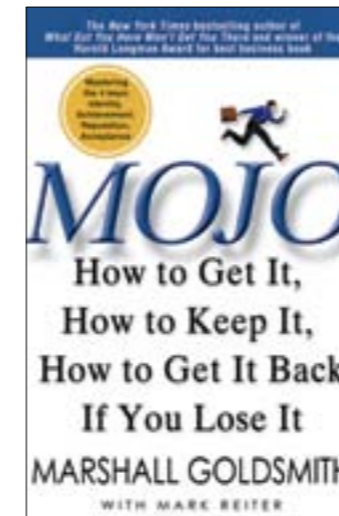
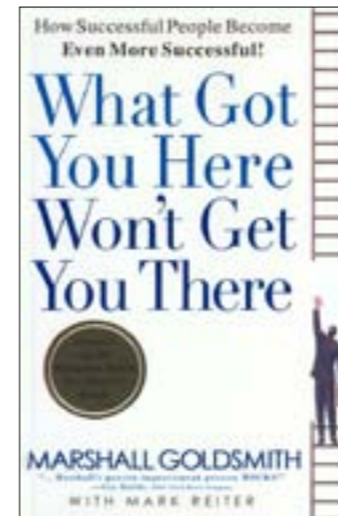
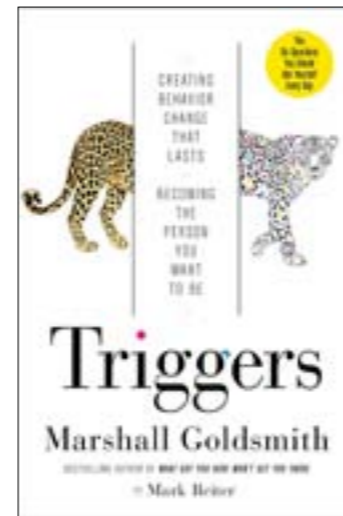
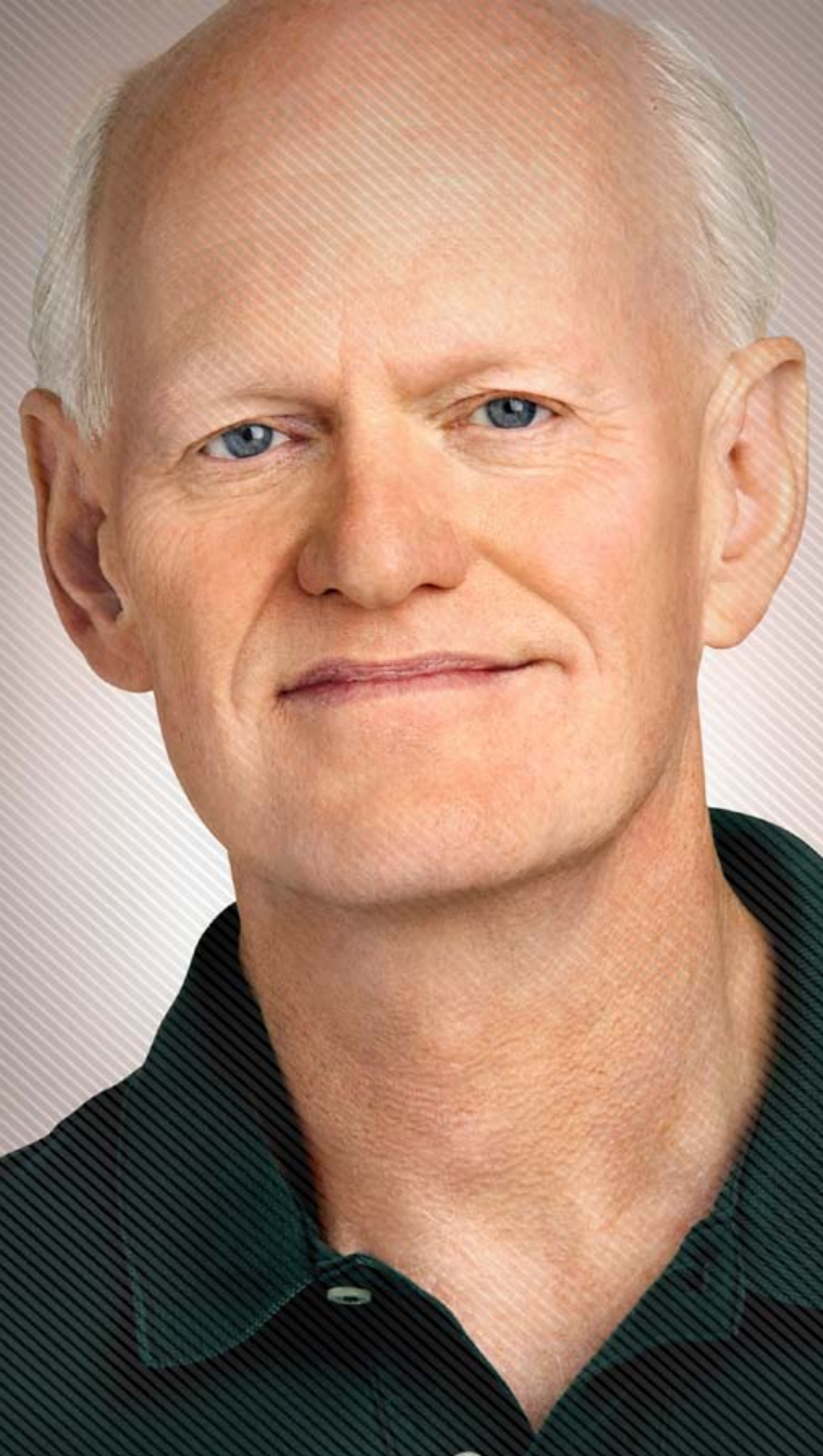
Rubin was one of the first people asked to become a LinkedIn “Influencer,” where she has an enormous, active group of followers. She was named one of the “100 Most Influential People in Health and Fitness,” one of the Inc.'s Top 50 Leadership and Management Experts, and one of the “22 Brilliant Thinkers Everyone Should Follow on Twitter” by Business Insider.

Raised in Kansas City, she lives in New York City with her husband and two daughters.

“Gretchen Rubin combines deep research and observations from her own life to explain how habits emerge and—more important—how they can change. It's indispensable for anyone hoping to overhaul how they (almost unthinkingly) behave.

- Charles Duhigg, New York Times bestselling author of *The Power of Habit*





MARSHALL GOLDSMITH

New York Times Bestselling Author
& World-Renowned Leadership Expert

Dr. Marshall Goldsmith has been recognized every year for the past four years as one of the “Top 10 Business Thinkers in the World” and the top-rated executive coach in the world by Thinkers50. His client list is a who’s who of America’s top CEOs and brands.

He is the author or editor of 35 books, which have sold more than two million copies, been translated into 30 languages, and become bestsellers in 12 countries. He has written two New York Times bestsellers, *MOJO* and *What Got You Here Won't Get You There* – a Wall Street Journal #1 business book, winner of the Harold Longman Award for “Business Book of the Year” and one of the Nielsen

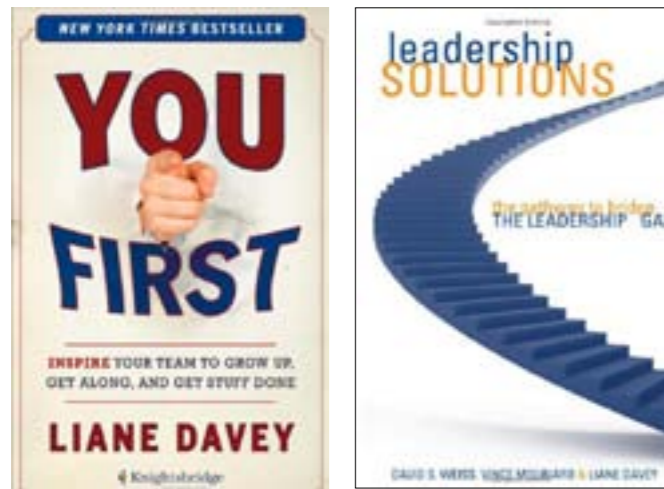
Bookscan top 10 bestselling management books published in the U.S. in the past 10 years. His newest book *Triggers: Creating Behavior That Lasts* explores the environmental and psychological triggers that can derail us at work and in life, and he shares the 10 beliefs that sabotage our success and how we can overcome them and offers audiences a checklist of six active questions that they can use to achieve lasting change in their lives.

Marshall’s professional acknowledgments include: Harvard Business Review – World’s #1 Leadership Thinker, Institute for Management Studies – Lifetime Achievement Award for Excellence in Teaching (one of only two ever awarded),

American Management Association – 50 great thinkers and leaders who have influenced the field of management over the past 80 years, BusinessWeek – 50 great leaders in America, the Wall Street Journal – top 10 executive educators, Forbes – five most-respected executive coaches, CEO Global (Canada) – World’s #1 Leadership Speaker, Economist (UK) – most credible executive advisors in the new era of business, National Academy of Human Resources – Fellow of the Academy (America’s top HR award), World HRD Congress – global leader in HR thinking and Fast Company – America’s preeminent executive coach. His work has been recognized by nearly every professional organization in his field.

“ Marshall Goldsmith is one of the world's foremost experts at helping people get better. He provides a rich set of new, practical, life tested ideas, concepts and frameworks that will help those of us who want to change, be the best that we can be, and be the person we want to be.

- Hubert Joly, CEO, Best Buy



DR. LIANE DAVEY

New York Times Bestselling Author of
*You First: Inspire Your Team to Grow Up,
Get Along, and Get Stuff Done*

Dr. Liane Davey combines her expertise in strategy with her deep insight into group dynamics to create powerful changes in top teams. As a Vice President of Lee Hecht Harrison Knightsbridge Leadership Solutions and the Lead Team Effectiveness, she is sought out by executives at some of North America's leading financial services, consumer goods, high tech, and healthcare organizations.

She works to rehabilitate teams that have become toxic and with healthy teams that want to take their performance to the next level. To meet the needs of a broader audience, Liane has distilled her approach

into Lee Hecht Harrison Knightsbridge's highly successful Vital Teams™ and Team Inoculation™ programs. These programs allow organizations to certify internal resources to deliver the programs Liane designed.

A dynamic keynote speaker, Liane takes her message about vital teams to leaders at conferences and management retreats. In addition, she writes an ongoing blog on Team Effectiveness and is published in trade and academic journals. Liane's first book, *Leadership Solutions* co-authored with David Weiss and Vince Molinaro was released in Fall 2007. Her new book: *YOU FIRST: Inspire*

Your Team to Grow Up, Get Along, and Get Stuff Done was released in Fall 2013.

Liane has served on the executive of the Canadian Society for Industrial/Organizational Psychology and as an evaluator for the Psychologically Healthy Workplace Awards. She is currently a member of the Board of Trustees of the Psychology Foundation and is Chair of the Foundation's Diversity in Action project promoting mental health in immigrant communities. She holds a Ph.D. in Industrial/Organizational Psychology from the University of Waterloo. Liane is happily married with two young daughters.

“ *This is the most valuable and effective team process with which I have ever been involved. Liane has a 'no nonsense', practical style, which enables her to get the 'real' issues out related to team effectiveness. Senior leaders readily relate to her approach.*

- Anne Berend, Rogers Communications , VP, Human Resources



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

"Another amazing session. Always great value & a great way to recharge."

- Glain Roberts-McCabe
President
THE EXECUTIVE ROUNDTABLE

NOTABLE PAST ATTENDEES



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
- Book signing opportunities with speakers
- Recent issue of The Art of Magazine

VIP PASS

Attend The Art of Leadership 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
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- Recent issue of The Art of Magazine
- An eco-friendly tote bag, notebook and pen
- Copies of 3 featured bestselling books:
 - *A Captain's Duty* - **Captain Richard Phillips**
 - *Triggers* - **Marshall Goldsmith**
 - *Better Than Before* - **Gretchen Rubin**




PLATINUM PASS

Experience The Art of Leadership 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.

\$899.00
Each (+GST)

Only 50 Available!

- **Exclusive photo opportunity & book signing with Col. Chris Hadfield** 
- Express entrance
- Reserved premier classroom seating section beginning in the first row
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- Recent issue of The Art of Magazine
- An eco-friendly tote bag, notebook and pen
- Copies of 5 featured bestselling books:
 - *A Captain's Duty* - **Captain Richard Phillips**
 - *Triggers* - **Marshall Goldsmith**
 - *Better Than Before* - **Gretchen Rubin**
 - *An Astronaut's Guide to Life on Earth* - **Chris Hadfield**
 - *You First* - **Dr. Liane Davey**



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