



THE ART OF
LEADERSHIP *for* WOMEN

Calgary | April 4, 2019

MALALA YOUSAFZAI

EMILY CHANG

DR. TASHA EURICH

TIFFANI BOVA

LAURA GASSNER OTTING



▴▴ We realize the importance of our
voices only when we are silenced.

MALALA YOUSAFZAI

The Art of Leadership for Women

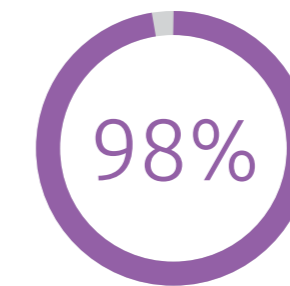
Bringing together today's brightest women leaders to shape the future we all want to see.

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.

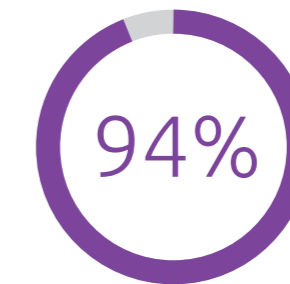
From glass ceilings and "leaning in" to office politics and work-life balance, today's women leaders face numerous challenges. As they move up the corporate ladder and take on increased responsibilities, leaders require a full understanding of how to pivot within an evolving corporate landscape.

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.

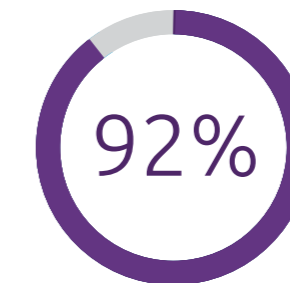
Attendees will have the opportunity to learn improved ways of harnessing their individual strengths, elevating their skills, and leveraging their value in order to rapidly advance into significant leadership roles.



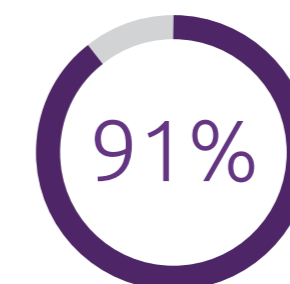
Learned an actionable insight to become a better leader



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

Thursday, April 4, 2019
8:30 AM - 4:30 PM

Calgary Telus Convention Centre
North Building – Hall XE
120 9 Ave SE
Calgary, AB



8:00 AM ▼ Doors Open

8:30 AM ▼ Opening Remarks

8:45 AM EMILY CHANG



9:45 AM ▼ Networking Break

10:15 AM TIFFANI BOVA



11:00 AM LAURA GASSNER OTTING



11:45 AM ▼ Lunch Break

1:15 PM EXECUTIVE PANEL

2:00 PM DR. TASHA EURICH



3:00 PM ▼ Networking Break

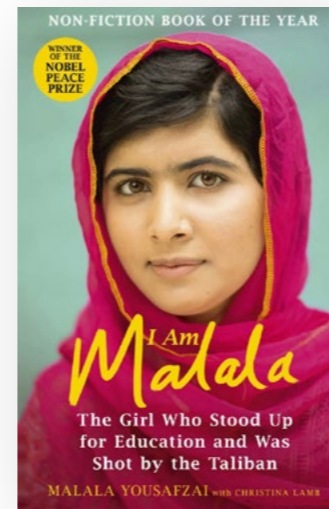
3:30 PM MALALA YOUSAFZAI



4:30 PM ▼ Closing Remarks

MALALA YOUSAFZAI

Nobel Peace Prize Laureate,
International Bestselling Author
and Founder of Malala Fund



Ms. Yousafzai has single-handedly turned the issue of the right of girls—and all children—to be educated into headline news. And she is a figure worth hearing.

- Isabel Berwick, *Financial Times*

Malala Yousafzai is co-founder and board member of Malala Fund. Malala began her campaign for education at age 11 when she anonymously blogged for the BBC about life under the Taliban in Pakistan's Swat Valley.

Inspired by her father's activism, Malala soon began advocating publicly for girls'

education—attracting international media attention and awards.

At age 15, she was attacked by the Taliban for speaking out. Malala recovered in the United Kingdom and continued her fight for girls.

In 2013 she founded Malala Fund with

her father, Ziauddin. A year later, Malala received the Nobel Peace Prize in recognition of her efforts to see every girl complete 12 years of free, safe, quality education.

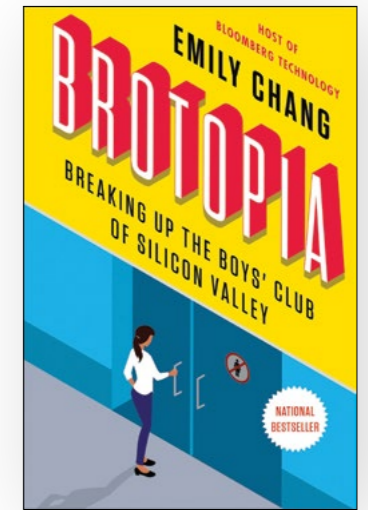
Malala is currently a student at Oxford University pursuing a degree in Philosophy, Politics, and Economics.





EMILY CHANG

*Anchor & Executive Producer at Bloomberg Technology,
Emmy Award Winning Journalist and Bestselling Author*



Chang goes far beyond the salacious to offer an important examination of why the technology industry is so dominated by men—and how women are pushing back.

- Financial Times

Chang is an Emmy Award winning Journalist reporting on global technology and media companies, startups, and the future of business. Business Insider called her “the star Bloomberg anchor that everyone in tech needs to know.” In 2018 she was ranked #6 in the “Influence Index” of top journalists followed by major CEOs on Twitter.

As executive producer and host of daily show Bloomberg Technology and the interview series Studio 1.0, Chang regularly speaks to top tech executives, investors,

and entrepreneurs, including Tim Cook, Mark Zuckerberg, Sheryl Sandberg, Google Executive Chairman Eric Schmidt, and Alibaba Founder Jack Ma.

An instant national bestseller, her 2018 exposé, *Brotopia: Breaking Up the Boys’ Club of Silicon Valley*, reveals how Silicon Valley’s sexist culture has shut women out of the greatest wealth creation in the history of the world.

Before joining Bloomberg in 2010, Chang

served as an international correspondent for CNN in Beijing. She also reported for CNN in London, where she covered international news for the program *American Morning*.

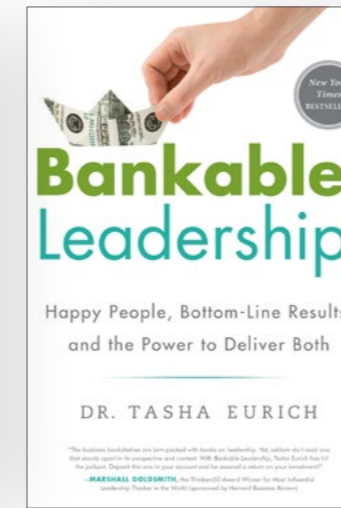
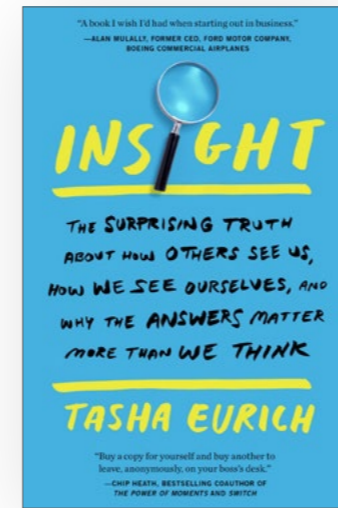
Chang sits on the board of BUILD, a national non-profit organization that uses entrepreneurship to excite and propel disengaged, low-income students through high school to college success. She was born and raised in Kailua, Hawaii, and graduated magna cum laude from Harvard University.

GENDER BIAS AND DIVERSITY

- Why women need a seat at the table if Apple, Google, Facebook and the startups of today are going to build our tomorrow.
- Concrete steps to build a more diverse and inclusive workforce that re-evaluates organizational strategies to work smarter, not harder.
- Why striving for diversity in the workplace is not just the right thing to do, but the smart thing to do in a competitive global economy.

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.

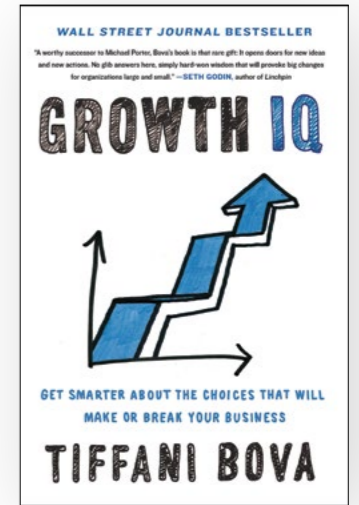


TIFFANI BOVA

*Global Growth & Innovation Evangelist
at Salesforce and Bestselling Author*

Smart growth is sustainable growth and Tiffani Bova shows us how to maintain it by building a purpose-led culture and leveraging, instead of sacrificing, the dedication of your people.

- Arianna Huffington, Founder & CEO of Thrive Global and Founder of The Huffington Post



Tiffani Bova is the global customer growth and innovation evangelist at Salesforce, where as an industry thought leader, she watches overall market trends to uncover best practices on how to improve sales performance and enhance the overall customer experience.

Bova has extensive knowledge of go-to-market, sales and channel strategies. Prior to Salesforce, she spent 10 years at Gartner as a vice president, distinguished analyst and research fellow, covering sales transformation and indirect channel

innovation. Over the past decade, she has worked with hundreds of technology companies to develop highly effective growth strategies and innovative go-to-market models. She won the Gartner Thought Leadership Award for her comprehensive body of work on the Future of Sales and has delivered more than 200 keynote presentations around the globe to over 250,000 people on sales transformation and business model innovation.

Before her time at Gartner, Bova spent 15 years in various sales and leadership

positions, managing both start-up and Fortune 500 sales organizations, and she still considers herself a 'recovering seller.'

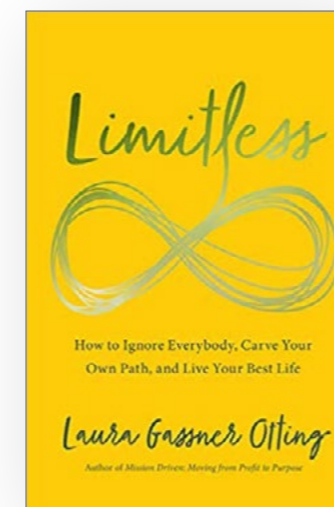
Bova has been published in Forbes, Harvard Business Review and The Huffington Post. She was named one of the 50 Most Powerful and Influential Women in California in 2014 by the National Diversity Council, as well as Inc. Magazine's 37 Sales Experts You Need to Follow on Twitter. Bova is a graduate of Arizona State University and The Executive Program at Wharton School of Business at the University of Pennsylvania.

GROWTH AND CULTURE

- Ten simple—but easily misunderstood—paths to growth.
- Why it can be a mistake to imitate strategies that worked for your competitors, or rely on strategies that worked for you in the past.
- Why the best place to learn the realities of the market, is from the field and to see it through the eyes of your employees and customers.

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

▴ It was so relevant to my struggles and it reminds me to be an active advocate for women and why this is so important. I have found my new passion to make a change, and have two daughters that I need to change the world for!

Darlene Arsenault
Managing Director
ATB

▴ The speakers were incredibly inspirational and had practical solutions to help me make a real change.

Lara Gaede
Chief Financial Officer
ALBERTA SECURITIES COMMISSION

Notable Past Attendees



EARTH MATTERS

Pricing

	SILVER \$499 ^{+GST}	GOLD \$799 ^{+GST}	PLATINUM \$1,099 ^{+GST}
WHAT'S INCLUDED			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 Malala Yousafzai			✓

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