



TORONTO
October 21, 2016



MARSHALL GOLDSMITH

SIR KEN ROBINSON

NEIL PASRICHA

PETER ACETO

DR. SEONAI CHARLESWORTH

MICHAEL BUNGAY STANIER

RON TITE

“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

A THE ART OF
LEADERSHIP





ABOUT THE ART OF LEADERSHIP

OCTOBER 21, 2016 | 8:30AM - 5:00PM

METRO TORONTO CONVENTION CENTRE

South Building - Hall G

222 Bremner Blvd, Toronto, ON M5V 3L9

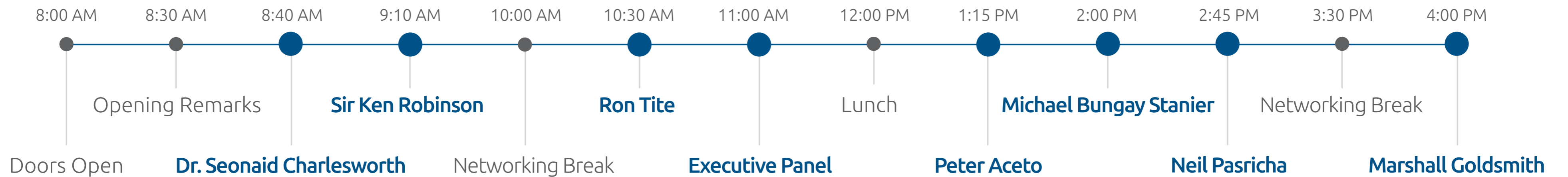
www.mtccc.com

WHAT TO EXPECT

This one day conference features seven 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 1,500 of Canada's most influential leaders.

WHY ATTEND

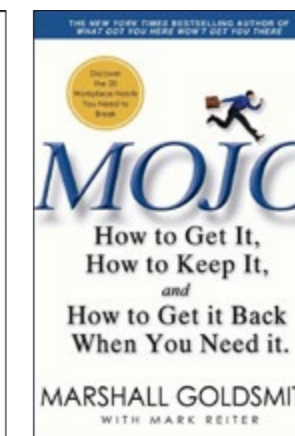
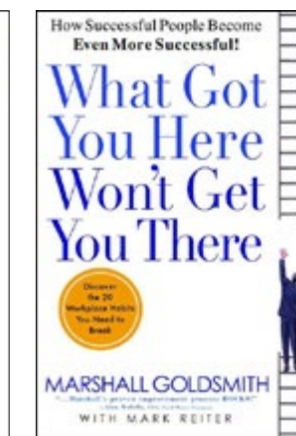
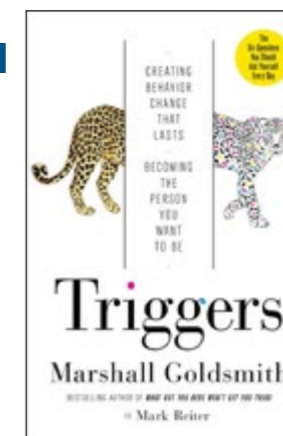
Today's leaders have a dynamic role - integrating people and strategies in order to achieve sustainability and enhance organizational performance in challenging business environments. The Art of Leadership responds to the fundamental changes impacting leadership functions. From practical tips to innovative 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.





MARSHALL GOLDSMITH

#1 New York Times Bestselling Author
and World-Renowned Leadership Expert



Dr. Goldsmith is the author or editor of 35 books, which have sold over two million copies, been translated into 30 languages and become bestsellers in 12 countries. His latest book, *Triggers*, is a #1 New York Times Bestseller. His two other New York Times bestsellers are *MOJO* and *What Got You Here Won't Get You There*—the Harold Longman Award winner for Business Book of the Year. In February 2016, Amazon.com recognized the '100 Best Leadership & Success Books' in their To Read in Your Lifetime series. The list included classics and newer books—management and self-help books. Both *Triggers* and *What Got You Here Won't Get You There* were recognized as being in the top 100 books ever written in their field. Marshall is only one of two

authors with two books on the list.

Marshall's professional acknowledgments include: Harvard Business Review and Best Practices Institute - World's #1 Leadership Thinker, Global Gurus, INC and Fast Company magazines - World's #1 Executive Coach, Institute for Management Studies - Lifetime Achievement Award, 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, Wall Street Journal - top ten executive educators, 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 (India) - global leader in HR thinking. His work has been recognized by almost every professional organization in his field.

Dr. Goldsmith's Ph.D. is from UCLA's Anderson School of Management where he was the Distinguished Alumnus of the Year. He teaches executive education at Dartmouth's Tuck School of Business. He is one of a select few executive advisors who has worked with over 150 major CEOs and their management teams. He served on the Board of the Peter Drucker Foundation for ten years. He has been a volunteer teacher for US Army Generals, Navy Admirals, Girl Scout executives, International and American Red Cross leaders.

WHAT YOU WILL LEARN

LEADERSHIP & PERFORMANCE

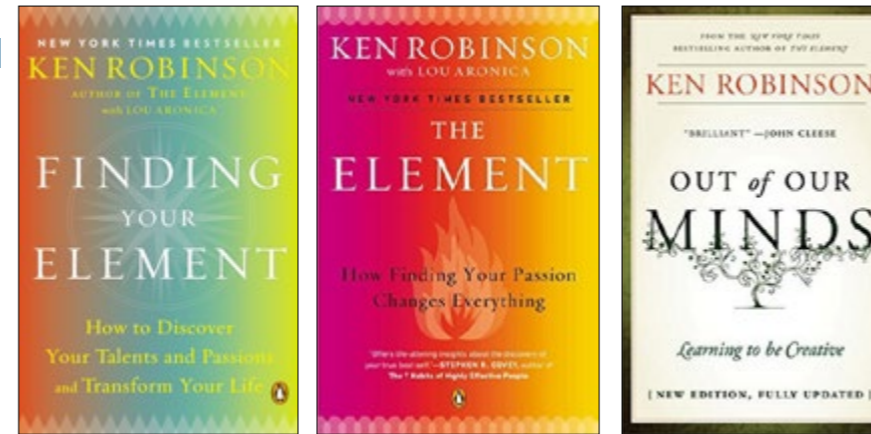
- Discover the behavioural triggers that shape us and how to master them.
- How to identify the five key variables that impact engagement on the job.
- How to implement a new process for employee engagement that teaches employees how to engage themselves.
- Practical tools to increase personal effectiveness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

“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

SIR KEN ROBINSON

Internationally Acclaimed Expert
on Creativity & Innovation and
New York Times Bestselling Author



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 2013 and is also a New York Times bestseller. His latest book, Creative Schools: The Grassroots Revolution That's Transforming Education (2015), 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.



CULTURE & INNOVATION

- The three myths about innovation that hold many organizations back, and the basic practices that drive the most innovative organizations ahead of the pack.
- The three-tier strategy to generate "systemic innovation" across the whole organization.
- The three core roles of creative leaders.
- The relationships between imagination, creativity and innovation.

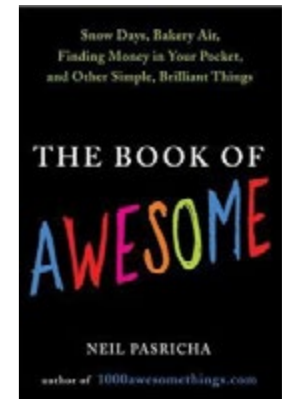
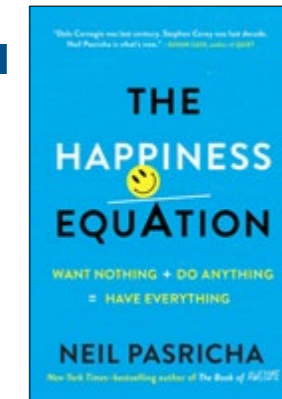
“Sir Ken was absolutely one of the best speakers I think we've ever had! He was so personable, funny and genuine!

- University of Miami



NEIL PASRICHA

New York Times Bestselling Author and Former Director of Leadership Development at Walmart



A Harvard MBA, New York Times bestselling author, award-winning blogger, and one of the most popular TED speakers in the world, Neil Pasricha is “a piper of happiness”* who dazzles audiences with ideas and frameworks that skyrocket happiness into the stratosphere. With infectious enthusiasm, heartfelt authenticity, and a “what works” authority, Pasricha draws on the latest research in happiness to increase individual performance and create a more positive and productive workplace.

Pasricha spent a decade with Walmart, the world’s largest company, directly working for two CEOs and as the organization’s director of leadership development. He now travels all over the globe sharing messages

on happiness to Fortune 500 companies, schools, and non-profits. In the past few years, he has spoken to over 200,000 people at hundreds of events, making him one of the world’s most sought-after speakers. He has spoken to Royal Families in the Middle East, Ivy League Deans, and to CEOs at organizations such as Audi, Abbot, and GE.

His first book, *The Book of Awesome*, is a runaway #1 international bestseller with millions of copies sold. His new book, *The Happiness Equation: Want Nothing + Do Anything = Have Everything* (also an international bestseller), provides step-by-step guidelines to illustrate how to apply a unique set of principles to improving and managing everything—your time, your

career, your bottom line, your relationships and ultimately, of course, your happiness.

In his twenties, Pasricha partnered with Harvard University to design one of the first global leadership development programs inside a Fortune 10 company. And, as a management consultant, he advised Fortune 50 companies on top level leadership strategies. He earned his Master’s degree from the Harvard Business School, focusing on Leadership and Organizational Behaviour.

Pasricha’s writing and work has been featured in Harvard Business Review, Forbes, CNN, BBC, The Guardian, The New Yorker, The Sunday Times, China Daily, The Jakarta Post, The Sydney Herald and Wired.

WHAT YOU WILL LEARN

HAPPINESS & EMPLOYEE ENGAGEMENT

- Why the strongest companies in the world have the happiest people working at them.
- How to create happiness and use that to drive engagement and high-performance results inside your organization.
- Why multitasking is a myth.
- Why success doesn’t lead to happiness.

“When Neil Pasricha talks, leaders of all levels and backgrounds stop what they’re doing... and listen.”

- HOWARD BEHAR,
Former President of
Starbucks Coffee

PETER ACETO

President & CEO of Tangerine and Bestselling Author of Weology

Peter Aceto is a globally recognized and respected business leader and a change agent for leadership. Peter's goal is to inspire unconventional thinking and transparency that deliver unparalleled results for employees, consumers and business.

His career with Tangerine (formerly ING DIRECT) began in Canada over eighteen years ago as a founding member of its senior leadership team. Prior to his current appointment as President and CEO in 2008, Peter held the posts of Chief Risk Officer, Chief of Staff and Chief Lending Officer at ING DIRECT in the US

where he worked for nearly eight years.

Peter's leadership shapes the foundation of success for Tangerine where a high level of employee engagement is achieved, innovation is required, and client obsession is demanded. This relentless focus has yielded outstanding results for Tangerine, its employees and clients and proved particularly instrumental in the \$3.1 billion acquisition of ING DIRECT by Scotiabank in 2012.

Peter is the author of The Globe and Mail's bestseller WEOLGY: How everybody wins when we comes before me. He is

a globally sought out and recognized public speaker, a social media leader and a blogger. Peter is frequently featured in The Globe and Mail, Harvard Business Review, Forbes and Huffington Post. Peter has been awarded for his leadership in HR, communication and business, as well as his contribution to Canada and his community.

All proceeds from the sale of Weology and related speaking engagements are donated to Tangerine supported charitable organizations.

Follow Peter on Twitter @PeterAceto



MODERATED CONVERSATION

- Learn how everyone wins when WE comes before ME.
- A better way to do business, one that puts humanity at the forefront of success, and how being good to your people is good business.
- Why becoming a social organization is the future, and why that requires a profound shift in the way business is led.

“ Peter Aceto is an unusual CEO. Employees don't work for him, they work with him. He's also an unusual leader. His team members don't follow him, they join him... We need more like him.”

- David Chilton, author of The Wealthy Barber and former Dragon on CBC's Dragons' Den



— DR. SEONAIID CHARLESWORTH —

Vice President, Executive Assessment & Succession, Lee Hecht Harrison Knightsbridge

Seonaid Charlesworth works with C-suite and executive successors to understand what they're capable of and what could derail their success. She has assessed over 400 executives in Canada, US, UK and South America.

Seonaid combines her expertise in Industrial and Organizational Psychology with deep experience assessing leaders

to help organizations make smarter decisions about people. As Vice President of Executive Assessment and Succession at Lee Hecht Harrison Knightsbridge, she is sought out by Boards and CEOs at some of North America's leading organizations.

Seonaid challenges conventional thinking, by showing the common traps we fall into when making decisions

about people. Drawing on stories from some of the world's fastest growing organizations, she shows how leaders can avoid these traps and make smarter decisions about people.

Seonaid holds a Ph.D. in Industrial / Organizational Psychology from the University of British Columbia and a B.A. with honors from Queen's University.

WHAT YOU WILL LEARN

LEADERSHIP ASSESSMENT & SUCCESSION PLANNING

- Discover the five most important decisions you will make about people, and how they will impact your success as a leader.
- Learn the hidden biases that blind leaders from seeing potential and risks in others.
- How to avoid the hidden traps that lead us to make wrong calls about people, and strengthen our talent management decisions.
- Strategies for making more accurate decisions about who to hire, whether to trust someone, and when it's time to give up on someone.

“ Seonaid's leadership program unlocked something within each of the delegates that was visibly noticeable - creating stronger, more confident and intentional leaders.

- Emer Brady,
Global Director, Mars

MICHAEL BUNGAY STANIER

Bestselling Author, Manager Development Expert and Champion for Great Work

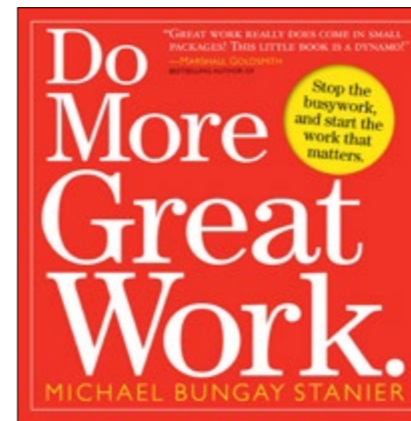
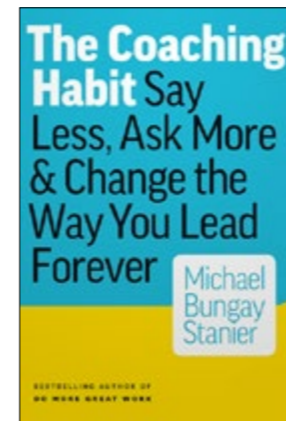
George Orwell said, "An autobiography is only to be trusted when it reveals something disgraceful." In that vein, Michael was banned from his high school graduation for "the balloon incident", was sued by one of his Law School lecturers for defamation, and managed to give himself a concussion while digging a hole as a labourer.

Luckily, there's also been some upside. He is the author of a number of books, and the one he is best known for with 90,000 copies sold is Do More Great Work. However, the one he's proudest of is End Malaria, a collection of articles about Great Work from thought leaders

that's raised about \$400,000 for Malaria No More and reached #2 on Amazon.com.

All of this is done as founder and Senior Partner of Box of Crayons, a company that helps organizations do less Good Work and more Great Work. Their focus is on helping timecrunched managers coach in 10 minutes or less, and their Fortune 500 clients include TD Bank, Kraft, Gartner and VMware.

Michael is a well-regarded speaker, and as well as speaking to organizations he regularly keynotes at conferences such as HRPA, SHRM, CSTD, the Evanta HR



Leadership series and The Conference Board of Canada. He's known for sessions that are highly engaging, interactive and entertaining. And for his colourful Box of Crayons socks.

Before Box of Crayons, Michael spent time inventing products and services as part of an innovation agency, and working as a management consultant on large scale change, where amongst other things he wrote the global vision for GlaxoSmithKline.

Michael was a Rhodes Scholar and the first Canadian Coach of the Year.



COACHING & PERFORMANCE

- Discover the three vicious circles that keep managers—and their teams—stuck.
- Learn the five core questions you need so you (and those you lead) can focus on the work that matters.
- Get three quick-to-master techniques to ask a question well (it's harder to do than it sounds).
- Find the best coaching question in the World (and it has just three words).

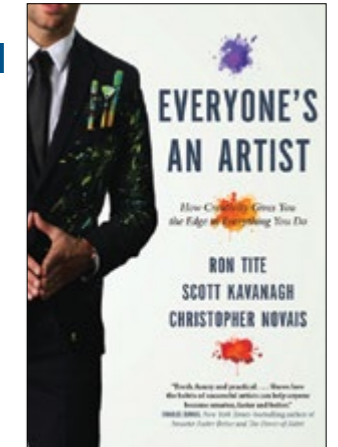
“Michael hits just the right balance of stimulus, depth, practicality and entertainment! Already, many of the ideas are in the language across British Gas and we are starting to see some real results.”

- Laura Walker,
Head of Training, British Gas



RON TITE

Co-Author of Everyone's An Artist, CEO of The Tite Group & Creativity Expert



Trained at Toronto's legendary Second City, Ron was named one of the "Top 10 Creative Canadians" by Marketing Magazine. He's been an award winning advertising Writer and Creative Director for some of the world's most respected brands including Air France, Evian, Fidelity, Hershey, Johnson & Johnson, Kraft, Intel, Microsoft, Volvo, and many others. His advertising work has been recognized by The London International Advertising Awards, The New York Festivals of

Advertising, The Crystals, The Extras, The Canadian Marketing Association, The Advertising & Design Club of Canada, and The Marketing Awards, to name just a few.

He is founder and CEO of The Tite Group, Executive Producer & Host of the Canadian Comedy Award-winning show Monkey Toast, and is a featured marketing expert on the new Mark Burnett-produced business reality show, Dream Funded. He has written for a number of other

television series, penned a children's book, and wrote, performed, and produced the play, The Canadian Baby Bonus.

In demand as a speaker on innovation, branding, content marketing, and his own take on modern business, "The Expression Economy", Ron has spoken to leading organizations all over the world. His upcoming book, Everyone's An Artist, will be published by HarperCollins in the fall of 2016.

WHAT YOU WILL LEARN

CREATIVITY & LEADERSHIP

- Why leaders should be learning from artists rather than other business people.
- What successful artists do, which organizations have implemented their thinking, and what leaders can do to be more artistic on a daily basis.
- How to thrive as a leader in the expression economy.

“ Tite has the right universal touch, handles physical comedy effortlessly and never heads for the bog to make his audiences laugh. We did. Here's a young man on the move, for all the right reasons.

- The Edmonton Journal

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

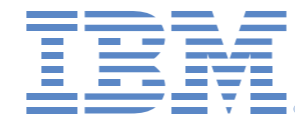
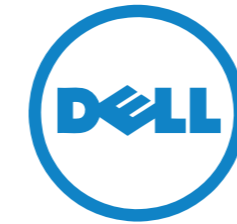
“This is just what I needed to be recommitted to building a strong team.”

- Mary Butcher
Senior Manager
ROGERS

“All the speakers were extremely innovative and experienced in their fields. They presented new ideas in a way that emotionally and intellectually stimulated the audience... Great choice of speakers!”

- Alexandra Margulescu
CONCORDIA UNIVERSITY

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 (+HST)

- Theatre seating directly behind VIP and Platinum reserved sections
- Recent issue of The Art of Magazine
- Book signing opportunities with speakers

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 (+HST)

- Express entrance
- Reserved classroom seating directly behind Platinum section
- Recent issue of The Art of Magazine
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook and pen
- Copies of 3 featured bestselling books:
 - *Everyone's An Artist* - **Ron Tite**
 - *Weology* - **Peter Aceto**
 - *The Coaching Habit* - **Michael Bungay Stanier**




PLATINUM PASS

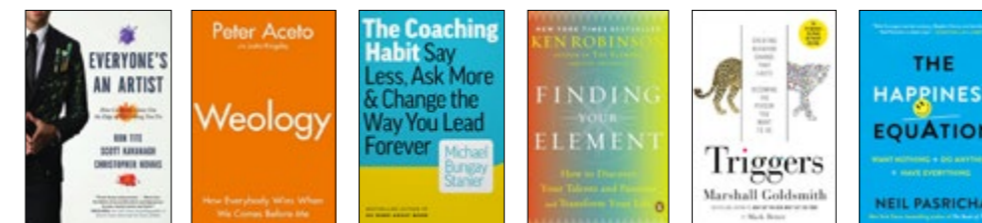
Experience The Art of Leadership to its fullest! This package allows you to maximize your experience and extract the most value and content from this remarkable day of learning and networking.

\$849.00

Each (+HST)

Only 50 Available!

- **Continental breakfast and coaching session powered by The Art of Learning** 
- Express entrance
- Reserved premier classroom seating in the first rows
- Recent issue of The Art of Magazine
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook and pen
- Copies of 6 featured bestselling books:
 - *Everyone's An Artist* - **Ron Tite**
 - *Weology* - **Peter Aceto**
 - *The Coaching Habit* - **Michael Bungay Stanier**
 - *Finding Your Element* - **Sir Ken Robinson**
 - *Triggers* - **Marshall Goldsmith**
 - *The Happiness Equation* - **Neil Pasricha**



GROUP OFFER
SAVE \$50 PER PASS
WHEN YOU BUY
3 OR MORE!

Passes must be purchased together to qualify for group offer.

RESERVED SEATING
AVAILABLE FOR
GROUPS OF
20 OR MORE!

For further details on group seating arrangements and pricing please contact us at 1-866-99-ART-OF or visit us at TheArtOf.com

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