

CANADA'S #1 WOMEN'S LEADERSHIP CONFERENCE



THE ART OF
LEADERSHIP *for* WOMEN

Calgary | October 24, 2017



VALERIE JARRETT

AMANDA LANG

JESSICA HERRIN

BRIGID SCHULTE

DR. SEONAI CHARLESWORTH



“ We cannot change what we are not aware of, and once we are aware, we cannot help but change.

Sheryl Sandberg
COO of Facebook

ABOUT THE ART OF LEADERSHIP FOR WOMEN

OCTOBER 24, 2017 | 8:30AM - 4:30PM

CALGARY TELUS CONVENTION CENTRE

North Building

120 9th Avenue SE, Calgary, AB










www.calgary-convention.com

Organizations that employ more women in leadership roles are significantly more successful financially, according to global surveys.

It means that organizations looking for a sustainable competitive edge need to encourage, nurture and support women to explore and capitalize on leadership opportunities.

The Art of Leadership for Women features a unique combination of extraordinary women who have established themselves as dynamic and successful leaders, and attendees who bring diverse perspectives to the table.

It is an event about shared vision and connecting with like-minded people who know where you are coming from and where you want to go.

- 8:00 AM ● Doors Open
- 8:30 AM ● Opening Remarks
- 8:45 AM  **Dr. Seonaid Charlesworth**
Organizational Psychology & Decision-Making
- 9:30 AM  **Jessica Herrin**
Success & Happiness
- 10:30 AM  Networking Break
- 11:00 AM  **Brigid Schulte**
Time Management & Effectiveness
- 12:00 PM  Lunch Break
- 1:15 PM  **Executive Panel**
- 2:00 PM  **Amanda Lang**
Creativity & Innovation
- 3:00 PM  Networking Break
- 3:30 PM  **Valerie Jarrett**
Leadership
- 4:30 PM ● Closing Remarks

VALERIE JARRETT

Former Senior Advisor to President Barack Obama and Chair of the White House Council on Women & Girls

Valerie B. Jarrett was the longest serving Senior Advisor to President Barack Obama. She oversaw the Offices of Public Engagement and Intergovernmental Affairs and Chaired the White House Council on Women and Girls.

Ms. Jarrett has worked throughout her tenure at the White House to mobilize elected officials, business and community leaders, and diverse groups of advocates. She led the Obama Administration's efforts to expand and strengthen access to the middle class, and boost American businesses and their economy. She championed the creation of equality and opportunity for all Americans, and

economically and politically empowering women in the United States and around the world. She oversaw the Administration's advocacy for workplace policies that empower working families, including equal pay, raising the minimum wage, paid leave, paid sick days, workplace flexibility, and affordable childcare, and led the campaigns to reform the American criminal justice system, end sexual assault, and reduce gun violence.

Ms. Jarrett has a background in both the public and private sectors. She served as the Chief Executive Officer of The Habitat Company in Chicago, Chairman of the Chicago Transit Board, Commissioner of

Planning and Development, and Deputy Chief of Staff for Chicago Mayor Richard M. Daley. She also served as the director of numerous corporate and not-for-profit boards including Chairman of the Board of the Chicago Stock Exchange, Chairman of the University of Chicago Medical Center Board of Trustees, and Director of the Federal Reserve Bank of Chicago. Ms. Jarrett has also received numerous awards and honorary degrees, including TIME's "100 Most Influential People."

Jarrett received her B.A. from Stanford University in 1978 and her J.D. from the University of Michigan Law School in 1981.



LEADERSHIP

- Why removing the barriers that keep women from thriving in leadership roles in the private and public sector is good for us all.
- Why finding your passion is critical to your success as a leader.
- The importance of risk-taking and why women need to face their fears and take more chances.
- Lessons learned from Jarrett's time working as Senior Advisor to President Barack Obama and chairing the White House Council on Women and Girls.

"If someone were to rank the long list of people who helped Barack and Michelle Obama get where they are today, Ms. Jarrett would be close to the top."

- The New York Times



AMANDA LANG

Anchor, Bloomberg TV Canada and Bestselling Author

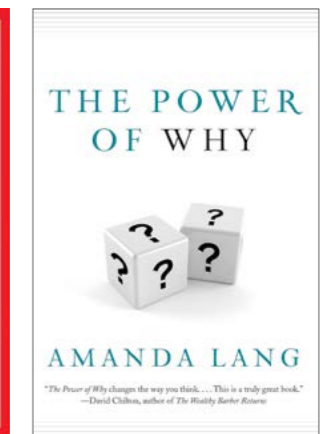
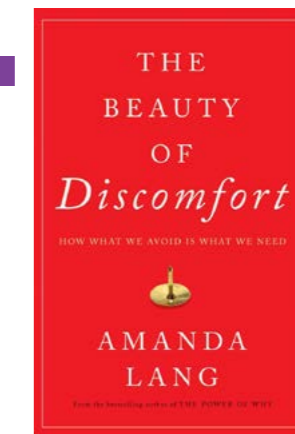
Amanda Lang has a front-row seat to the world's daily top stories in business, politics, and economics as an anchor and producer for two weekly shows at Bloomberg Television Canada, called Bloomberg North with Amanda Lang.

She has been covering business in North America for 20 years. An award-winning journalist known for her no-holds-barred approach to the people, companies, and stories making the news.

Previously, Lang was CBC's senior business correspondent, reporting for its flagship nightly news program, The

National, and host of The Exchange with Amanda Lang, a daily business program that aired on CBC News Network. Prior to that, she co-hosted The Lang and O'Leary Exchange with television personality Kevin O'Leary.

Lang's first job in journalism was for the Globe and Mail, subsequently joining the Financial Post where she became the paper's New York correspondent. In New York, she made the leap to television, where she first was part of the team that launched BNN, and before long wound up at CNN as a reporter and anchor. She returned to Canada in 2002 to re-join



BNN, joining CBC in 2009, where she remained until 2015.

She is the author of the bestselling book, *The Power of Why: Simple Questions That Lead to Success*, which shows readers how to reignite curiosity at any age to become more innovative and productive, as well as her new book, *The Beauty of Discomfort*, which helps people become more creative, more innovative, and more effective in work and life.

Before becoming a journalist, Lang studied architecture at the University of Manitoba.

WHAT YOU WILL LEARN

CREATIVITY & INNOVATION

- Drawing on cutting-edge neuroscience Lang will provide examples and strategies from all over the world to help you become more creative, more innovative and more effective as a leader.
- Why learning to tolerate, and then embrace discomfort is the foundation for change, for individuals and businesses alike.
- How great leaders bake in a culture of innovation, while others fail at it.
- Why innovation is the solution to Canada's enormous challenge in its productivity gap.

“Amanda was fantastic - cool, collected and she really resonated with the audience.”

- Middlefield



stella & dot
FAMILY BRANDS

JESSICA HERRIN

CEO & Founder of Stella & Dot and Wall Street Journal Bestselling Author

Jessica Herrin, CEO and Founder of Stella & Dot, is a serial entrepreneur who previously co-founded WeddingChannel.com, the world's leading wedding site. With a vision to create a new kind of company that would offer today's busy woman a career alternative, Jessica wanted to use her savvy to help solve the modern woman's dilemma: achieving success and balance through a career you love.

Jessica's vision called for an entirely new concept that could guarantee women flexibility, reward, style, profit and fun. With an irresistible product and exceedingly personal service, a proven formula for passionate earning

and personal success was born. In 2007, Jessica built a world class team including esteemed advisor Mike Lohner, sales guru Danielle Redner and Blythe Harris as partner and Chief Creative Officer.

In May 2016, Jessica released her first book: *Find Your Extraordinary: How to Dream Bigger, Live Happier, and Achieve Success on Your Own Terms By Embracing the Entrepreneur In You*. Jessica has been recognized for her entrepreneurial accomplishments and her passion in such national outlets as Oprah, Inc. Magazine (Stella & Dot was named one of the fastest growing private companies of the year for 2010 and 2011), Fortune, New York

Times, Wall Street Journal, InStyle, Glamour magazine and more. She earned a degree in Economics from Stanford University and attended the Stanford Graduate School of Business. Winner of the 2011 Ernst and Young Entrepreneur of the Year Award, Jessica is also an active member of the Young Presidents Organization (YPO). Additional awards include 2010 Top Ten Female Entrepreneurs from Inc. Magazine, 2012 Top Ten Female CEOs from Inc. Magazine and 2012's 40 Under 40 and Most Admired CEO lists from the San Francisco Business Times.

Herrin lives in the San Francisco Bay area with her family.



SUCCESS & HAPPINESS

- Why it isn't about having it all – it's about having what matters most to you.
- How to find your extraordinary – your extraordinary career, your extraordinary happiness, your extraordinary life.
- How the classic traits of successful entrepreneurs are ones each one of us can develop – and use not only to create a company, but also to create an extraordinary life.
- How to dial up the sound of your own voice and make your authentic dreams a reality.

“Whether we work a corporate job, run a family, or run our own business, Herrin offers realistic, attainable steps each one of us can take to achieve extraordinary success on our own terms.”

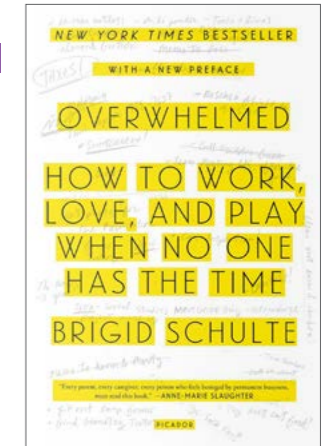
- Penguin Random House



WHAT YOU WILL LEARN

BRIGID SCHULTE

New York Times Bestselling Author,
Award-Winning Journalist and Director
of the Better Life Lab at New America



Brigid Schulte is the Director of the Better Life Lab and The Good Life Initiative at New America, a nonpartisan think tank, and author of the New York Times bestselling *Overwhelmed: Work, Love and Play when No One has the Time*, which was named a notable book of the year by the Washington Post and NPR. She has spoken all over the world about how to make time for a Better Life by redesigning work cultures to focus on effective work, and by re-imagining gender roles for a fairer division of labour and opportunity at work and at home. She also discusses rewiring social policy to meet the needs of diverse 21st century families, and, instead of seeking

status in busyness, by recapturing the value of leisure.

She was an award-winning journalist at the Washington Post and Washington Post magazine, where she was part of the team that won the 2008 Pulitzer Prize. Her work has appeared in a number of publications, including Time, the Boston Globe, the Toronto Globe & Mail, the Guardian, and the Sydney Morning Herald. She has been quoted as an expert or featured in numerous publications, including Forbes, Fortune, the Atlantic, The Times of London, Macleans, the Irish Times, The Financial Times and Fast Company. She has appeared on the Today

Show, Good Morning America, the Katie Couric Show, MSNBC, CNN, Morning Joe, the BBC, CBC, Fresh Air with Terry Gross, NPR's Morning Edition, Tell Me More, On Point, the Diane Rehm Show, the Leonard Lopate Show, the Bob Edwards Show, Efecto Naim with Moises Naim, the Australian Broadcast Company, and other television and radio programs.

She lives in Alexandria, Virginia with her husband, Tom Bowman, who covers the military for NPR, and their two children. She grew up in Portland, Oregon, and spent her summers in Wyoming on her family's sheep ranch, where she did not feel so overwhelmed.

TIME MANAGEMENT & EFFECTIVENESS

- Gain a better understanding of the myths and unconscious biases that are trapping both men and women in outdated gender roles.
- How transforming culture, practice and policy can change the lives of men and women and their experience of time.
- Tools that make time feel less scattered, and life more authentic, with time for effective, meaningful work, for love, and for play.

“Brigid was very impressive. It was obvious that she is influential and impactful. Very worthwhile experience.”

- Third Path Institute

DR. SEONAIID CHARLESWORTH

Senior Vice President, Succession and Assessment at Lee Hecht Harrison Knightsbridge

Seonaid works with C-level executives and their 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 Charlesworth combines her expertise in Industrial and Organizational Psychology with deep experience

assessing leaders to help organizations make smarter decisions about people. As Senior Vice President of Succession and Assessment at LHH Knightsbridge, she is sought out by Boards and CEOs at leading global 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.

ORGANIZATIONAL PSYCHOLOGY & DECISION-MAKING

- Discover the hidden biases we all have that blind us from seeing people as they really are.
- Learn what leading organizations are doing to improve the accuracy of their talent decisions.
- How to avoid the hidden traps that lead us to make the wrong call 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



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

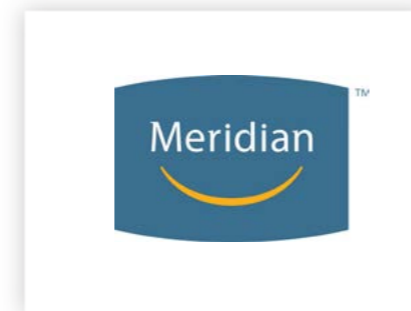
“ This is just what I needed to be recommitted to building a strong team.

- 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 (+GST)

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

VIP PASS

Attend The Art of Leadership for Women 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 seating section directly behind Platinum
- Latest issue of The Art of Magazine
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- Embossed journal and pen
- 3 featured bestselling books:
 - *The Beauty of Discomfort* - **Amanda Lang**
 - *Find Your Extraordinary* - **Jessica Herrin**
 - *Overwhelmed* - **Brigid Schulte**



PLATINUM PASS

Experience The Art of Leadership for Women 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.

\$849.00
Each (+GST)
Only 50 Available

- **Meet and greet photo opportunity with Valerie Jarrett**
- **Continental breakfast and coaching session**
- Express entrance
- Premiere reserved seating section in the front rows
- Latest issue of The Art of Magazine
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- Embossed journal and pen
- 5 featured bestselling books:
 - *The Beauty of Discomfort* - **Amanda Lang**
 - *Find Your Extraordinary* - **Jessica Herrin**
 - *Overwhelmed* - **Brigid Schulte**
 - *Collective Genius* - **Linda Hill**
 - *Presence* - **Amy Cuddy**



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RESERVED SEATING
AVAILABLE FOR
GROUPS OF
20 OR MORE!

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

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