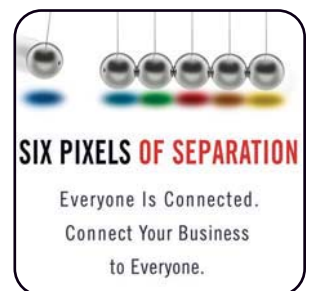
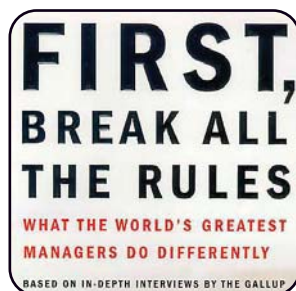
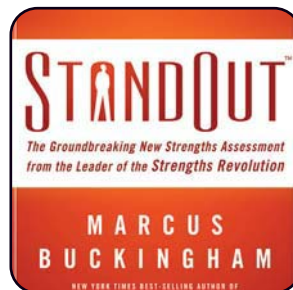
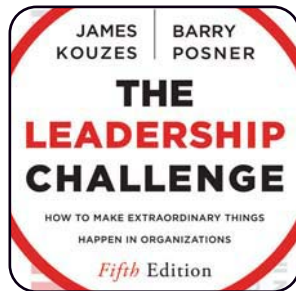
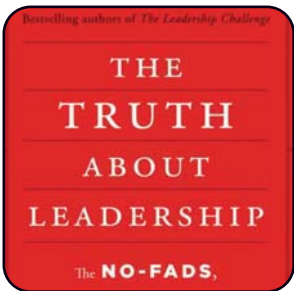
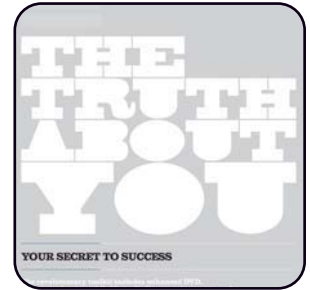
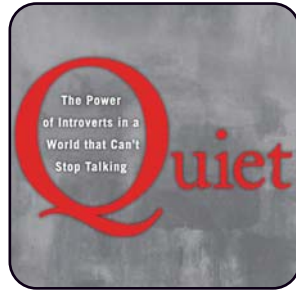


theart of...  
**Leadership**  
 presented by  **Knightsbridge**  
 human capital solutions

## Canada's **Leadership & Innovation** Conference

September 27, 2012 | 8:45AM - 4:30PM  
 EPCOR CENTRE for the Performing Arts – Jack Singer Concert Hall



## WHAT?

Building on the success of the **SOLD OUT** national tour in Canada, this one day conference features five internationally renowned bestselling authors and visionaries, 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 1,300 of Canada's most influential leaders.

## WHY?

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

## WHEN?

Thursday, September 27, 2012  
8:45AM - 4:30PM

## WHERE?

EPCOR CENTRE for the Performing Arts  
– Jack Singer Concert Hall

205 8 Avenue S.E.  
Calgary, AB T2G 0K9

403.294.7455

[www.epcorcentre.org](http://www.epcorcentre.org)



## AGENDA...

8:15AM	DOORS OPEN
8:45AM – 9:00AM	OPENING REMARKS
9:00AM – 10:00AM	<b>VIJAY GOVINDARAJAN</b>
10:00AM – 10:25AM	NETWORKING BREAK
10:25AM – 11:30AM	<b>SUSAN CAIN</b>
11:30AM – 1:00PM	LUNCH BREAK
1:00PM – 2:00PM	<b>JIM KOUZES</b>
2:00PM – 3:00PM	<b>MITCH JOEL</b>
3:00PM – 3:25PM	NETWORKING BREAK
3:25PM – 4:30PM	<b>MARCUS BUCKINGHAM</b>

## Who Should **ATTEND...**

Leadership is an integral part of every company, from a local startup to a multi-national brand it's the driving force between your people and the execution of your companies strategy. As such this conference is attended by a wide variety of leaders from across the industry including...

C-Level Executives  
 General Managers  
 Project Managers  
 Franchise Owners  
 Business Consultants  
 Graduate Students  
 Learning Professionals  
 HR Service Providers

Recruitment Professionals  
 Presidents & Vice Presidents  
 Managing & Executive Directors  
 Directors, Managers & Team Leaders  
 Business Development Managers  
 Human Resources Professionals  
 Sales & Marketing Executives  
 Entrepreneurs & Business Owners

Business Unit & Country Managers  
 Government & Academic Officials  
 Training & Development Professionals  
 Organizational Development Professionals  
 Leadership Development Professionals  
 Talent Management Professionals

## What People Are **SAYING...**

"Inspiring – Informative – Impactful – Illuminating – Invaluable. Bravo!"

- Julie Reid,  
 Education Officer, Ministry of Education

"I have personally attended 100's of these events, this one was definitely at the top!"

- Sebastian Demederios,  
 Director Training & Development, Timothy's

"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."

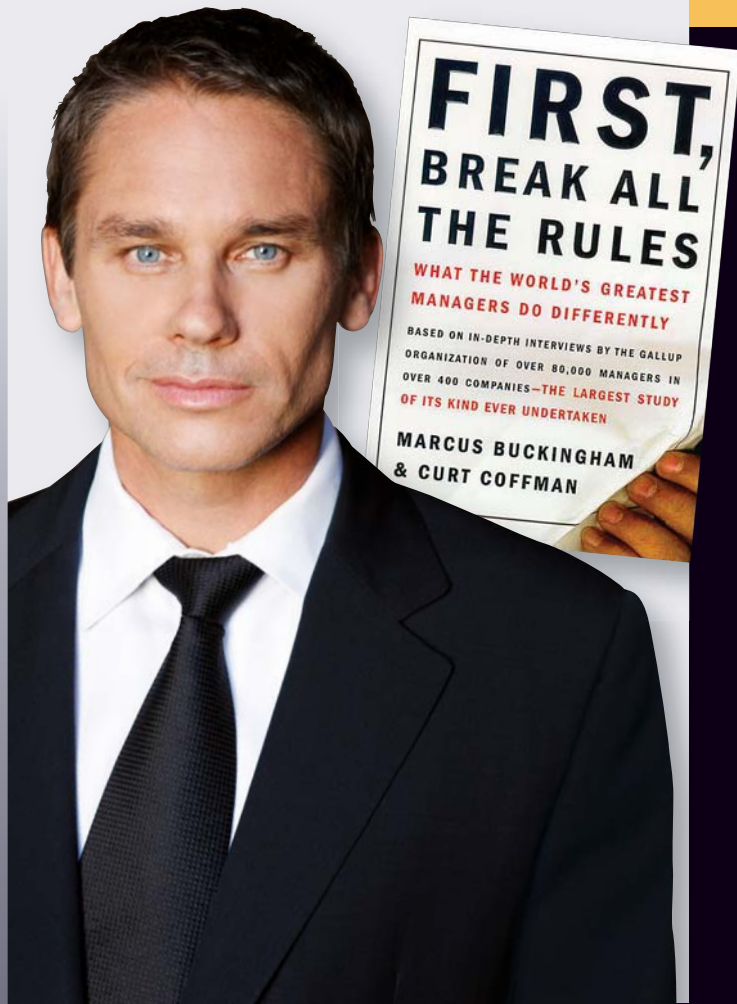
- Glain Roberts-McCabe,  
 President, The Executive Roundtable

"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

## Featured **CLIENTS...**





# Marcus Buckingham

New York Times Bestselling Author of *First, Break All the Rules & Now, Discover Your Strengths*

Once you've broken all the rules and launched your career by writing an instant classic management book, what do you do for an encore? If you're Marcus Buckingham, you dedicate yourself to understanding what makes world-class managers tick, bottling it, and sharing it with the world.

Marcus first conquered the bestseller lists in 1999 with *First, Break All the Rules*. While the title may imply an iconoclastic streak, his continuing plea for managers to break with tradition has nothing to do with rebellion; instead, he argues, rules must be broken and discarded because they stifle the originality and uniqueness — the strengths — that can enable all of us to achieve our highest performance.

Following up on his highly successful debut book, Marcus continued to drive the message that people's unique personal strengths are the key to unlocking their potential. As a co-author of *Now, Discover Your Strengths*, he helped create StrengthsFinder, the personal assessment tool that gave millions of individuals a new vocabulary to positively describe their ingrained talents, adding the phrase "Top 5" to the lexicon of managers and business people around the world. (Marcus's Top 5, for the record: Futuristic, Context, Focus, Ideation, Intellection).

In addition to refining and reinforcing his message in subsequent books (*The One Thing You Need to Know; Go Put Your Strengths to Work; The Truth About You; Find Your Strongest Life*) and keynote addresses worldwide, he founded The Marcus Buckingham Company (TMBC — catchy name, that) in 2007 to create tools and training that would help managers and organizations access the untapped potential of their people's strengths.

His latest project, *StandOut*, is a book and strengths assessment combination that uses a new research methodology to reveal your top two "strength Roles" — your areas of comparative advantage. *StandOut* goes beyond description to give people practical innovations that fit their strengths, and provide managers with quick insights on how to get the best from each member of their team.

TMBC's strengths programs are a gift to each individual who commits to the journey. I have heard from numerous hotel managers and employees that applying the strengths philosophy to uncover what makes them feel strong and what makes them feel weak has had a major impact on their lives—both personally and professionally.

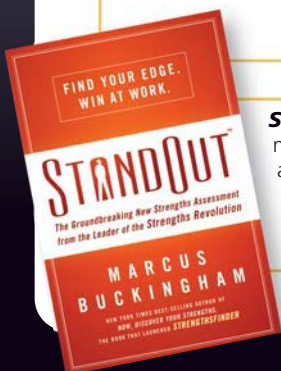
- Gina Valenti,  
Vice President of Owner Services, Hilton International

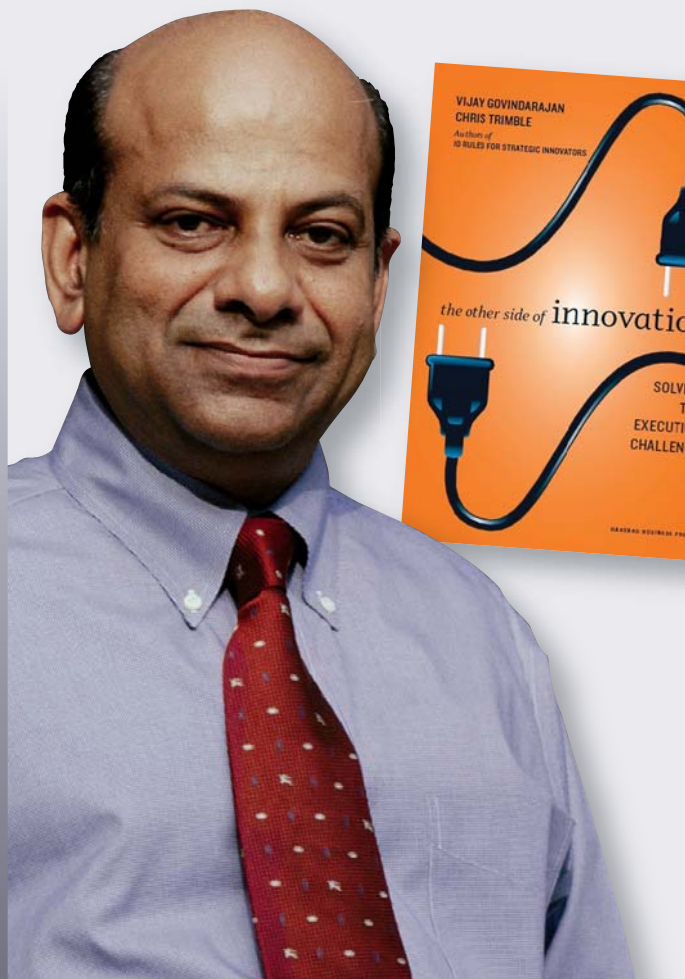
## Strengths Based Leadership

### WHAT YOU WILL LEARN...

- What does it take for people to stand out at work?
- How can an organization's best practices and innovations be shared most effectively?
- How managers can be better coaches based on the specific strengths of their team members.
- How to move beyond the one-size-fits-all approach and find those practices that are best for you.
- Using 9 distinct Roles to identify each person's unique combination of strengths, Marcus gives individuals tips and techniques on how to put their particular edge to use.

**StandOut** is the strength movement's next revolutionary book and online assessment. It offers you targeted, prescriptive advice on how to find your edge and win at work based on your unique strength Roles.





# Vijay Govindarajan

Thought Leader on Strategy and Innovation, Author of the International Bestseller **The Other Side of Innovation**

Vijay Govindarajan is widely regarded as one of the world's leading experts on strategy and innovation. He is the Earl C. Daum 1924 Professor of International Business at the Tuck School of Business at Dartmouth College. He was the first Professor in Residence and Chief Innovation Consultant at General Electric. He worked with GE's CEO Jeff Immelt to write "How GE is Disrupting Itself", the Harvard Business Review article that pioneered the concept of reverse innovation – any innovation that is adopted first in the developing world. Harvard Business Review rated reverse innovation as one of the ten big ideas of the decade. VG writes about the business impact of innovation with an emphasis on execution on his blog and through his quarterly newsletter.

Govindarajan has been identified as a leading management thinker by influential publications including: Outstanding Faculty, named by Business Week in its Guide to Best B-Schools; Top Ten Business School Professor in Corporate Executive Education, named by Business Week; Top Five Most Respected Executive Coach on Strategy, rated by Forbes; Top 50 Management Thinker, named by The London Times; Rising Super Star, cited by The Economist; Outstanding Teacher of the Year, voted by MBA students. Prior to joining the faculty at Tuck, VG was on the faculties of Harvard Business School, INSEAD (Fontainebleau) and the Indian Institute of Management (Ahmedabad, India).

The recipient of numerous awards for excellence in research, Govindarajan was inducted into the Academy of Management Journals' Hall of Fame, and ranked by Management International Review as one of the Top 20 North American Superstars for research in strategy and organization. One of his papers was recognized as one of the ten most-often cited articles in the entire 40-year history of Academy of Management Journal. VG is a rare faculty who has published more than ten articles in the top academic journals (Academy of Management Journal, Academy of Management Review, Strategic Management Journal) and more than ten articles in prestigious practitioner journals including several bestselling Harvard Business Review articles. He has published nine books, including international bestsellers Ten Rules for Strategic Innovators and The Other Side of Innovation.

VG works with CEOs and top management teams in Global Fortune 500 firms to discuss, challenge, and escalate their thinking about strategy. He has worked with more than 25% of the Fortune 500 corporations including: Boeing, Coca-Cola, Colgate, Deere, FedEx, GE, Hewlett-Packard, IBM, J.P. Morgan Chase, Johnson & Johnson, New York Times, Procter & Gamble, Sony, and Wal-Mart. He is a regular keynote speaker in CEO Forums and major conferences including the World Innovation Forum, BusinessWeek CEO Forum, World Business Forum, and World Economic Forum at Davos.

VG received his doctorate from the Harvard Business School and was awarded the Robert Bowne Prize for the best thesis proposal. He also received his MBA with distinction from the Harvard Business School where he was included in the Dean's Honor List. Prior to this, VG received his Chartered Accountancy degree in India where he was awarded the President's Gold Medal for obtaining the first rank nationwide.

## Strategy & Innovation

### WHAT YOU WILL LEARN...

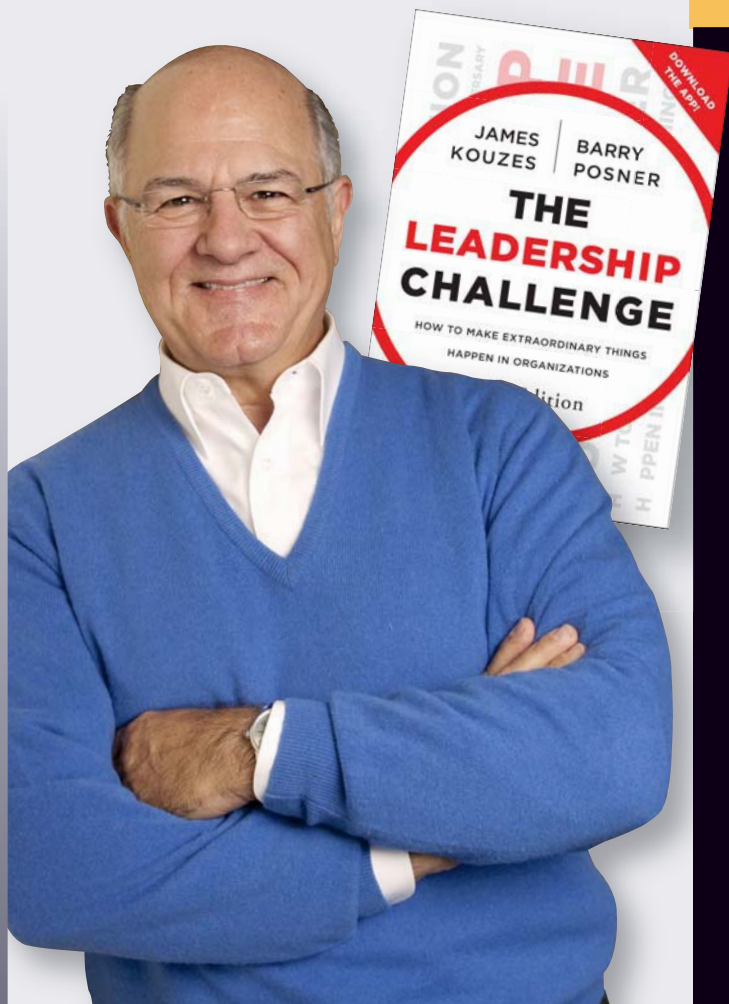
- Why do companies need to continuously innovate strategically?
- How can firms identify market discontinuities that shape the future evolution of the industry?
- What is strategic intent?
- How do you develop a strategy architecture to create the future?
- How can firms exploit accelerating global opportunities, as a result of the discontinuous shifts in the marketplace?
- How can firms build the requisite organizational DNA to create the future while managing the present?
- How do you execute breakthrough strategies?

Reverse Innovation is a playbook for leaders who want to unlock growth in emerging markets.

- Robert A. McDonald,  
Chairman of the Board, President and Chief Executive Officer,  
The Procter & Gamble Co.

**Reverse Innovation** (Released on April 10, 2012). Reverse Innovation shows leaders and senior managers how to make innovation in emerging markets happen, and how such innovations can unlock opportunities throughout the world. The book highlights the tribulations and triumphs of some of the world's leading companies, illustrating exactly what works and what does not.





# Jim Kouzes

Leadership expert & Bestselling Co-Author of  
*The Leadership Challenge*

Jim Kouzes is the coauthor with Barry Posner of the award-winning and bestselling book, *The Leadership Challenge*, with over 1.8 million copies sold. He's also the Dean's Executive Professor of Leadership, Leavey School of Business, Santa Clara University.

The fourth edition of *The Leadership Challenge* was released in August 2007 and is available in twenty-two languages. In 2009 *The Leadership Challenge* was selected as one of the 100 best business books of all time by 800-CEO-READ, an online bookseller. It was an Amazon Editor's Pick for one of the Best Business Books of 2007, as well as the winner of the 1995-96 Critics' Choice Award and the 1989 James A. Hamilton Hospital Administrators' Book Award. Their book *A Leader's Legacy* (2006) was selected by Soundview Executive Book Summaries as one of the top thirty books of the year and by the *Globe and Mail* (Canada) as one of the top ten books of 2006. Jim and Barry have coauthored over thirty other publications including *Credibility: How Leaders Gain and Lose It, Why People Demand It*—chosen by *Industry Week* as one of the ten best management books of 1993—*Encouraging the Heart* (1999, 2003), *The Leadership Challenge Workbook* (1999, 2003), and *A Leader's Legacy* (2006). Their newest book, *The Truth About Leadership*, was released in August 2010. Their books are extensively researched-based, and over 400 doctoral dissertations and academic studies have been based on their original work.

Not only is Jim a highly regarded leadership scholar, *The Wall Street Journal* cited Jim as one of the twelve best executive educators in the U.S. He is the 2010 recipient of the Thought Leadership Award from the Instructional Systems Association, and *Leadership Excellence* magazine ranked him as number sixteen on its list of the Top 100 Thought Leaders. In 2006 Jim was presented with the Golden Gavel, the highest honor awarded by Toastmasters International. Jim and Barry are the recipients of the American Society for Training and Development (ASTD) 2009 Distinguished Contribution to Workplace Learning and Performance Award, presented in recognition of their extensive body of work and the significant impact they have had on learning and performance in the workplace. The International Management Council (IMC) honored Jim and Barry as the 2001 recipients of the prestigious Wilbur M. McFeely Award for their outstanding contributions to management and leadership education. Prior recipients include: Peter Drucker, Lee Iacocca, Tom Peters, Ken Blanchard, Norman Vincent Peale, Francis Hesselbein, and Stephen Covey.

Jim is also an experienced executive. He served as president, then CEO and chairman of the Tom Peters Company from 1988-until 2000. Prior to his tenure at TPC he directed the Executive Development Center at Santa Clara University from 1981 through 1987. He also founded the Joint Center for Human Services Development at San Jose State University, which he directed from 1972 until 1980. Jim's lifelong career in education began in 1967-1969 when he served for two years in the Peace Corps. Jim believes it was on January 20, 1961 when he was first inspired to dedicate himself to leadership. That was the day he was one of only a dozen Eagle Scouts who served in John F. Kennedy's Honor Guard at the Presidential Inauguration.

## Leadership Fundamentals

### WHAT YOU WILL LEARN...

- Respond to the two most important questions followers want their leaders to answer.
- Define the quality that forms the foundation of all leadership—and without which no one can lead.
- Clarify what they value and believe in.
- Commit to ways they can set the example for others.
- Name the one attribute that differentiates leaders from individual contributors—and what they can do to improve their capacity to execute on it.
- Identify the conditions that are most associated with personal best leadership.
- Name the factor that determines the amount of influence leaders will have—and one sure way to improve on it.
- Sustain hope and positivity, especially in times of adversity.
- Describe the quantitative difference exemplary leaders make in human performance.
- Tell others the secret to success in life – seriously.



# Susan Cain

Author of the Instant New York Times Bestseller, **Quiet**

In an increasingly social world, Susan Cain shifts our focus to help us reconsider the role of introverts--outlining their many strengths and vital contributions. Like *A Whole New Mind* and *Stumbling on Happiness*, Cain's book, *Quiet: The Power of Introverts In a World That Can't Stop Talking*, is a paradigm-changing lodestar that shows how dramatically our culture has come to misunderstand and undervalue introverts. You would think Cain, a Princeton and Harvard Law School-educated author, would be your typical, self-confident, pound-the-table kind of person; in fact, she's just the opposite. She'd rather read than socialize, and she thinks before she speaks (softly). But far from considering these disadvantageous traits, Cain owes her success to them.

Cain has practiced corporate law for seven years, representing clients like General Electric, and is a negotiations consultant, training everyone from hedge fund managers to TV producers to college grads navigating their first jobs. Cain has used her time in corporate boardrooms, together with her experience as both a student and teacher of negotiation, to create uniquely informative talks.

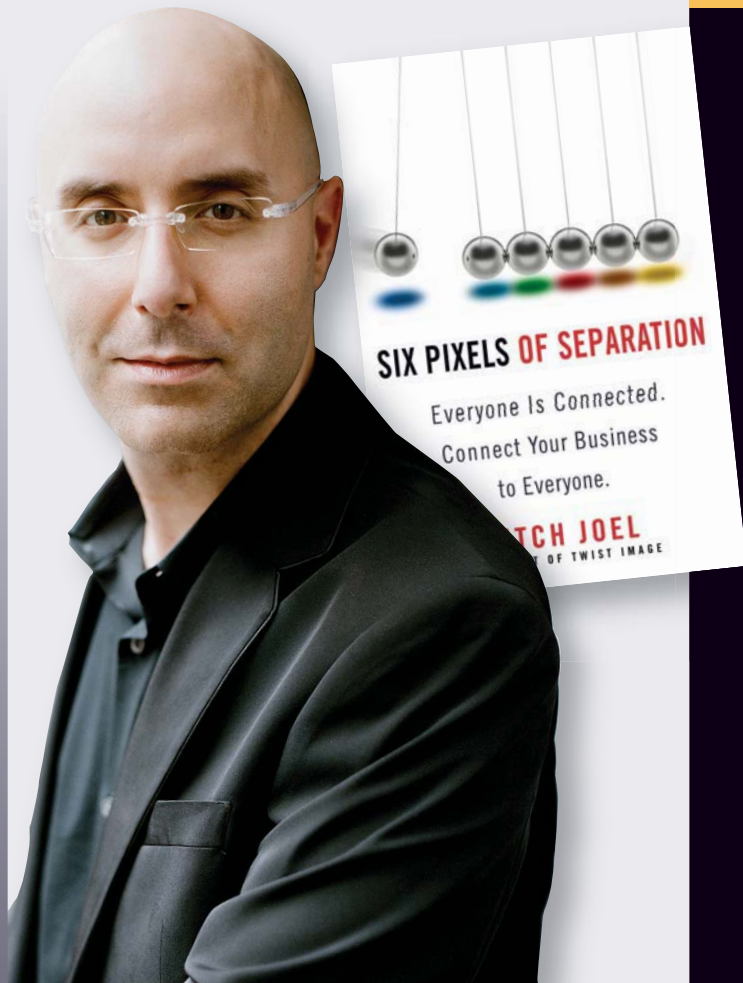
## Harness the Strengths of Introverts

### WHAT YOU WILL LEARN...

- Did you know that introverted leaders often deliver better results than extroverts? That the most spectacularly creative people tend to be introverts? That the most innovative thinking happens alone, and not in teams?
- In an enlightening, relatable, and practical talk, Susan Cain shows us that introverts think and work in ways that are crucial to the survival of today's organizations.
- How do introverts' and extroverts' different personalities cause them to solve problems and evaluate risk differently?
- What do introverts know about creativity that the rest of us should learn?
- Drawing on her original research and the latest in neuroscience and psychology, Cain will radically change your view of the best way to develop leaders, manage teams, make smart hires, and stimulate innovation.

“ QUIET legitimizes and even celebrates the "niche" that represents half the people in the world. Think Malcolm Gladwell for people who don't take themselves too seriously. Mark my words, this book will be a bestseller.

- Guy Kawasaki



## Leading in a Connected World

### WHAT YOU WILL LEARN...

- Consumers have changed. Dramatically. We need a new type of leader.
- Leaders need to think differently about control and their brands.
- There is no online, offline and mobile. There is one-line of connectivity
- Employees don't just trust their peers. They trust anybody with a published opinion
- The excitement over Social Media is nothing compared to how leaders must now look at media.
- Data and consumer insights are a leader's guiding light.

# Mitch Joel

Bestselling Author, *Six Pixels of Separation*

When Google wanted to explain online marketing to the top brands in the world, they brought Mitch Joel to the Googleplex in Mountain View, California. Marketing Magazine dubbed him the "Rock Star of Digital Marketing" and called him, "one of North America's leading digital visionaries." In 2006 he was named one of the most influential authorities on Blog Marketing in the world. Mitch Joel is President of Twist Image - an award-winning Digital Marketing and Communications agency. He has been called a marketing and communications visionary, interactive expert and community leader. He is also a Blogger, Podcaster, passionate entrepreneur and speaker who connects with people worldwide by sharing his marketing insights on digital marketing and personal branding. In 2008, Mitch was named Canada's Most Influential Male in Social Media, one of the top 100 online marketers in the world, and was awarded the highly-prestigious Canada's Top 40 Under 40 (recognizing individuals who have achieved a significant amount of success but have not yet reached the age of 40).

Joel speaks frequently to diverse groups like Starbucks, Microsoft, Procter and Gamble, Hewlett Packard and has shared the stage with former President of the United States, Bill Clinton, Anthony Robbins and Dr. Phil.

Joel is frequently called upon to be a subject matter expert for CTV National News, Canada AM, CBC Newsworld, Marketing Magazine, Strategy, The Globe & Mail, The National Post and many other media outlets. His newspaper business column, New Business - Six Pixels of Separation, runs bi-monthly in both The Montreal Gazette and Vancouver Sun, and his monthly column, Ultraportable, is featured in enRoute Magazine. His first book, Six Pixels of Separation, named after his successful Blog and Podcast was published in September of 2009.

“ Mitch Joel's presentation helped us to see that we needed to change the paradigm of how we interacted with our customers. His ideas and insights have led us to new concepts in the development of our brands.

”  
- Pfizer



## 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.



**BONUS**

PER ATTENDEE	GROUP OFFER*
\$399 plus GST	\$349 plus GST Purchase 3 or more tickets and <b>SAVE \$50</b> off the regular price*

Receive a complimentary copy of Vijay Govindarajan's latest book *Reverse Innovation*.\*\*

## VIP Pass...

Experience **The Art of Leadership** to its fullest! This exclusive investment allows you to fully maximize your experience and extract the most value and content from this unparalleled day of learning and networking.

### Includes:

- Exclusive VIP 3 course lunch at Teatro Ristorante
- Express VIP entrance
- Reserved premier seating in the first five rows
- An eco-friendly tote bag and personal notebook
- Copies of featured bestselling books:

- ▶ Vijay Govindarajan – *Reverse Innovation*
- ▶ Susan Cain – *Quiet*
- ▶ Jim Kouzes – *The Leadership Challenge*



PER ATTENDEE	GROUP OFFER*
\$599 plus GST	\$549 plus GST Purchase 3 or more tickets and <b>SAVE \$50</b> off the regular price*

## GROUP Pricing...

Groups of 3 or more can **SAVE \$50** off the price of each ticket. Tickets must be purchased together to qualify for group pricing.

Reserved seating is also available for groups of 20 or more. For further details on seating arrangements and other group assistance please contact us today.



\*Tickets must be purchased together to qualify for group pricing. \*\*Limited to first 1,000 attendees.

# REGISTRATION FORM

September 27, 2012 | 8:45AM – 4:30PM  
EPCOR CENTRE for the Performing Arts – Jack Singer Concert Hall

CONTACT NAME

TITLE

COMPANY

ADDRESS

CITY

PROVINCE/STATE

POSTAL/ZIP CODE

COUNTRY

EMAIL

TELEPHONE

HOW DID YOU HEAR ABOUT US?

## PAYMENT OPTIONS

CHEQUE\* or MONEY ORDER\*

MASTERCARD

VISA

AMERICAN EXPRESS

CREDITCARD NUMBER

CVV

EXPIRY

CARDHOLDERS NAME (PLEASE PRINT)

SIGNATURE

\*Please make all cheques payable to The Art of Productions Inc.

## PRICING

VIP Pass(es) \$599 ea x \_\_\_\_\_ Pass(es) = \_\_\_\_\_

Subtotal = \_\_\_\_\_

General Pass(es) \$399 ea x \_\_\_\_\_ Pass(es) = \_\_\_\_\_

GST (5%) = \_\_\_\_\_

**TOTAL = \_\_\_\_\_**

**SAVE \$50**  
per ticket on  
groups of 3  
or more!

Additional Attendee Names

Email

2 \_\_\_\_\_

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3 \_\_\_\_\_

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4 \_\_\_\_\_

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CANCELLATION POLICY: Tickets are non-refundable. If you are unable to attend, tickets may be transferred to another person or to a future event. PRIVACY POLICY: The Art of Productions Inc. is committed to protecting your privacy. Personal information collected will be used to fulfill ticket orders, provide information on our future events and publicize the names of client companies. The Art of Productions Inc. does not trade, rent or sell any personal information to third parties. If you wish to be removed from our database, please call 416-479-9701. For our full Privacy Policy and further information on the event please visit our website at [www.theartof.com](http://www.theartof.com). Event details may change without prior notice. Copyright ©2012 The Art of Productions Inc. All rights reserved. All names, logos and imagery copyright of their respective owners.

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