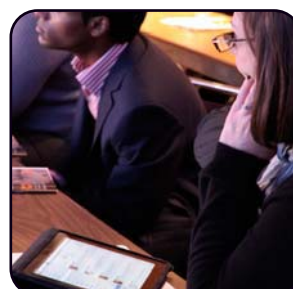
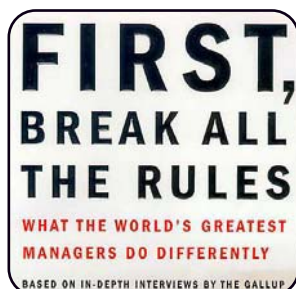
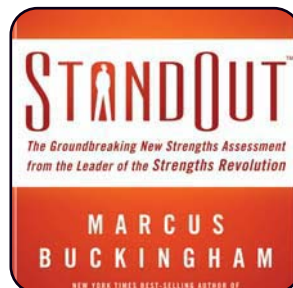
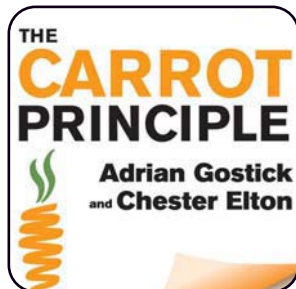
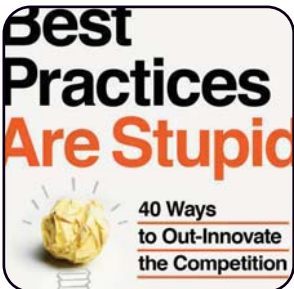
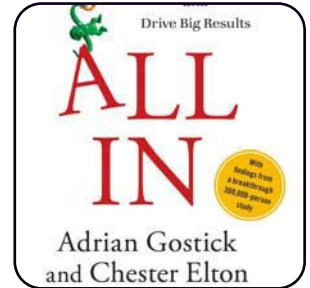
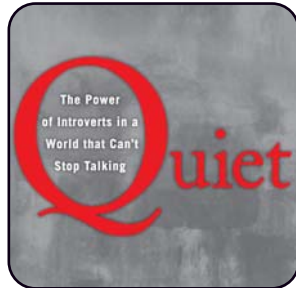


theart of... Leadership

presented by  **Knightsbridge**
human capital solutions

Canada's Leadership & Innovation Conference

June 5, 2012 | 8:45AM - 5:00PM
Metro Toronto Convention Centre – South Building



WHAT?

Building on the success of the **SOLD OUT** national tour in Canada, this one day conference features six 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?

Tuesday, June 5, 2012
8:45AM - 5:00PM

WHERE?

Metro Toronto Convention Centre – South Building
222 Bremner Boulevard
Toronto, ON M5V 2W6
416.585.8000
www.mtccc.com



AGENDA...

08:15AM	DOORS OPEN
08:45AM – 08:55AM	OPENING REMARKS
08:55AM – 09:55AM	MARCUS BUCKINGHAM
09:55AM – 10:15AM	NETWORKING BREAK
10:15AM – 11:15AM	CHESTER ELTON
11:15AM – 12:15PM	SUSAN CAIN
12:15PM – 01:30PM	LUNCH BREAK
01:30PM – 02:30PM	LEONARD BRODY
02:30PM – 03:30PM	STEPHEN SHAPIRO
03:30PM – 03:50PM	NETWORKING BREAK
03:50PM – 05:00PM	VIJAY GOVINDARAJAN

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."

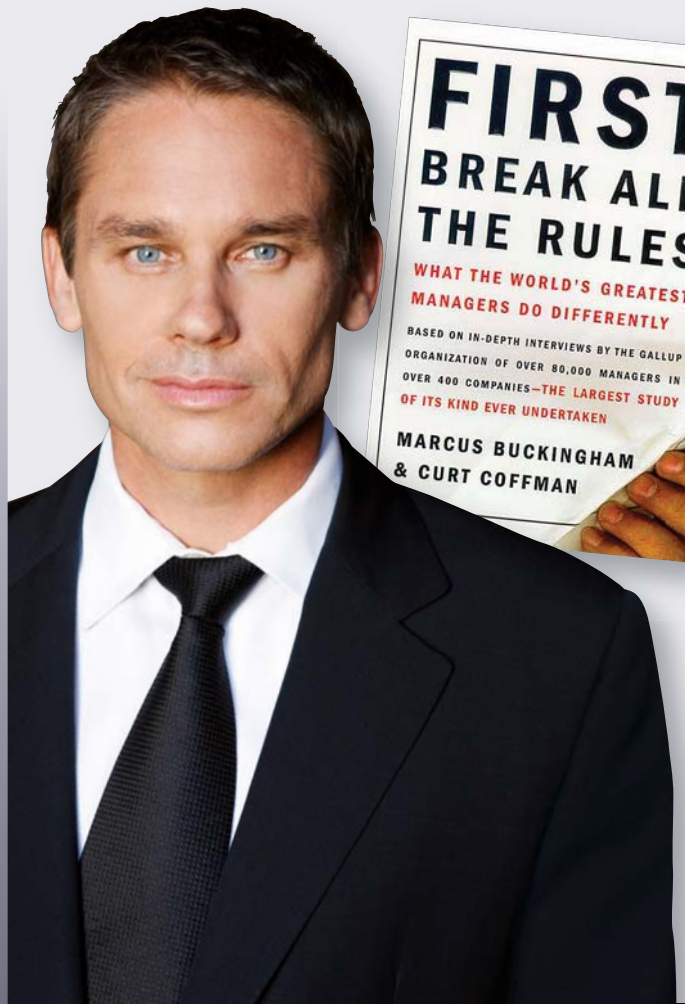
- Glain Roberts-McCabe,
 President, The Executive Roundtable

"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.

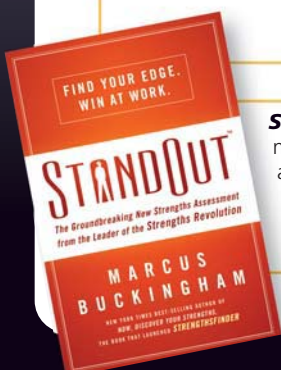
- Gina Valenti,
Vice President of Owner Services, Hilton International

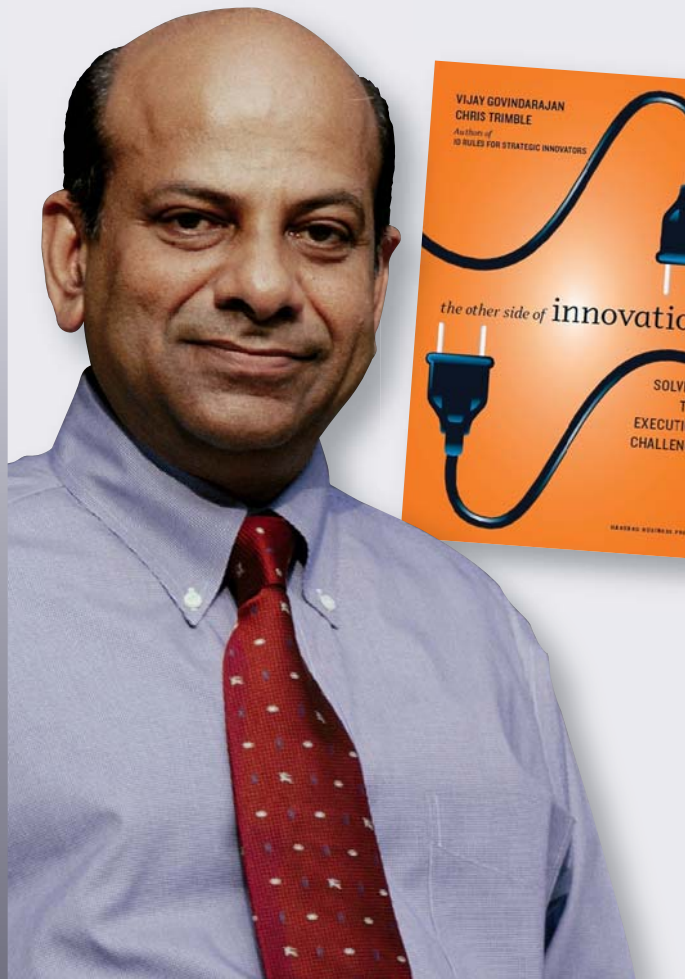
Strengths Based Leadership

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...

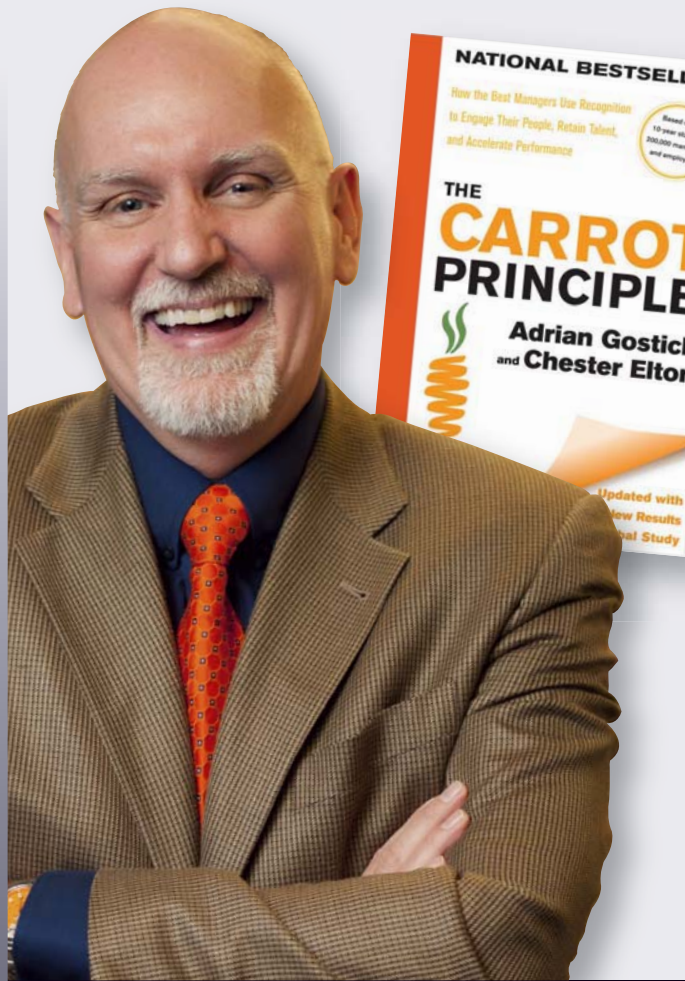
- Why do companies need to continuously innovate strategically?
- How can firms identify market discontinuities that shape the future evolution of the industry?
- What is strategic intent?
- How do you develop a strategy architecture to create the future?
- How can firms exploit accelerating global opportunities, 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 (Release Date: 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.





Chester Elton

Author of the New York Times Bestsellers
The Carrot Principle & The Orange Revolution

Called the “apostle of appreciation,” by the *Globe and Mail*, Canada’s largest newspaper, and “creative and refreshing” by the *New York Times*, Chester Elton is co-author of several successful leadership books and is an in-demand speaker the world over.

Elton’s books have been translated into over 20 languages and have sold more than a million copies worldwide. *The Carrot Principle* by Simon & Schuster has been a regular *New York Times* and *Wall Street Journal* bestseller, and *24-Carrot Manager* has been called a “must read for modern-day managers” by Larry King of CNN. *The Orange Revolution* was the number one selling business book in the United States according to the *Wall Street Journal*.

As a motivation expert, Chester has been featured in *The Financial Times*, *Washington Post*, *Fast Company* and the *New York Times*. He has been featured on 60 Minutes, CNN, ABC’s *Money Matters*, MSNBC and National Public Radio.

Chester has spoken to delighted audiences from Seattle to Singapore and from Toronto to Istanbul. He holds the acclaim of being the highest rated speaker at the national Society for Human Resource Management annual conference (Bill Cosby was the number-two rated speaker). He serves as an employee engagement consultant to firms such as Pepsi, American Express, Madison Square Garden, Avis Budget Group and Texas Roadhouse.

Creating a Culture of Buy-In & Belief

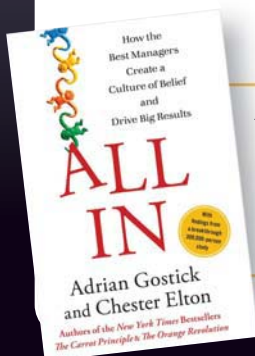
WHAT YOU WILL LEARN...

- The 3 research-based characteristics of the world’s most profitable, productive organizational and team cultures
- The 7 steps today’s most successful managers use to generate buy-in
- How managers at any level can build a productive workgroup culture of their own where employees commit to the culture and give that extra push of effortguiding light.

All In (Release Date: April 3, 2012).
The authors of the New York Times bestsellers *The Carrot Principle* and *The Orange Revolution* present groundbreaking new findings: In the highest-performing teams and companies, managers create a “culture of belief,” following seven essential steps of leadership.

“At Cigna ... our success is dependent on our employees being passionate about the opportunity and responsibility to make a difference. In *All In*, Gostick and Elton provide a roadmap for every manager to help build a culture of possibility that drives bottom-line results for customers and companies.

- David Cordani,
President and CEO, Cigna Corporation





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.

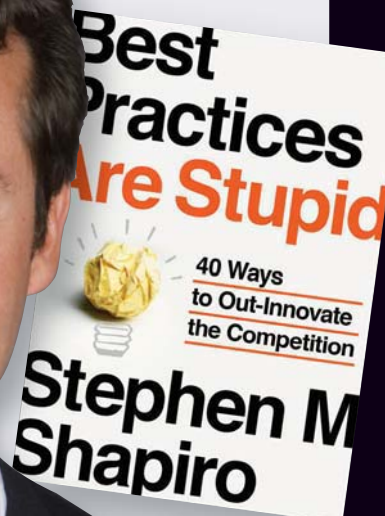
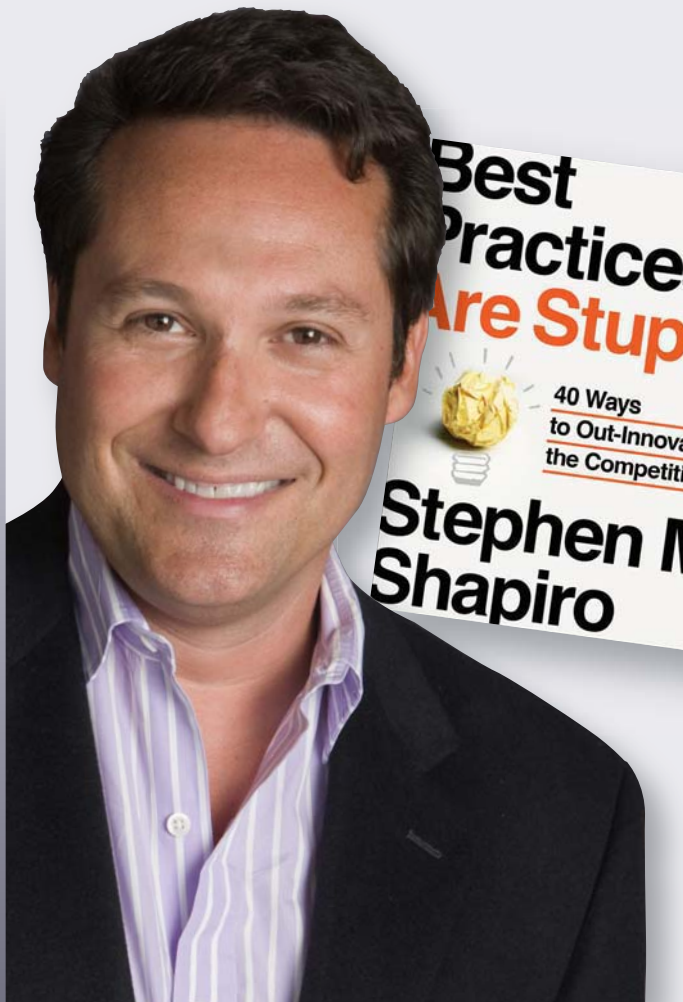
Harness the Strengths of Introverts

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



Stephen Shapiro

Innovation Consultant Speaker & Author of *Personality Poker & Best Practices Are Stupid*

Stephen Shapiro is one of the foremost authorities on innovation culture, collaboration, and open innovation.

During the past twenty years, his message to hundreds of thousands of people in forty countries around the world has remained the same: Innovation only occurs when organizations bring together divergent points of view in an efficient manner.

Over the years, Stephen Shapiro has shared his innovative philosophy in books such as *24/7 Innovation* and *The Little Book of BIG Innovation Ideas*. He has also trained more than 20,000 consultants in innovation during his 15 year tenure with Accen-ture. His latest creation *Personality Poker*, has been used by more than 50,000 people around the world to create high-performing innovation teams.

His work has been featured in *Newsweek*, *Investor's Business Daily*, *Entrepreneur Magazine*, *O - The Oprah Magazine*, *The Wall Street Journal*, and *The New York Times*. His clients include Staples, GE, NASA, BP, Johnson & Johnson, The United States Air Force, Fidelity Investments, Pearson Education, Nestlé, and Bristol-Myers Squibb.

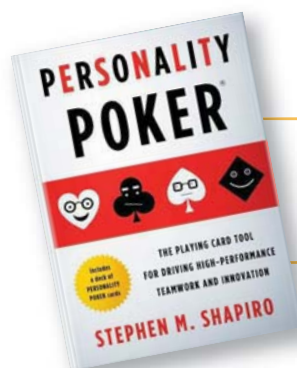
Leading a Culture of Innovation

WHAT YOU WILL LEARN...

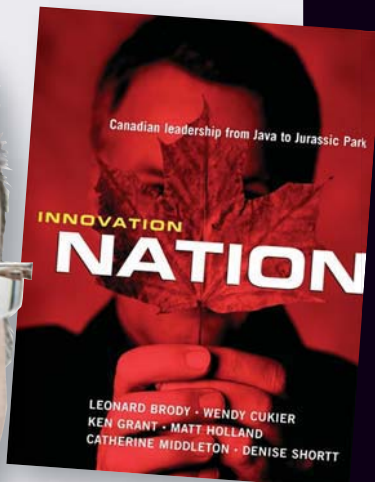
- How each employee contributes to and detracts from your innovation efforts
- Which innovation styles are missing from your team and what to do about it
- Who should lead which steps of the innovation process
- How to make innovation a repeatable and predictable process
- How to more effectively motivate and engage employees to maximize returns
- How to efficiently solve and implement its most pressing challenges
- How to leverage open innovation to speed time-to-market, reduce costs, and minimize risk
- How to get the right people in the right roles – and where you may currently be misaligned

I give Stephen Shapiro my highest recommendation as a speaker on the topic of innovation. I would strongly recommend him to any organization.

- Julie Meringer,
Managing Director, Forrester Research Inc



Personality Poker was selected as one of the best business books on innovation and creativity by 800-CEO-READ.



Leonard Brody

Two Time Emmy Nominee and Bestselling Author of,
Innovation Nation

Leonard has been called “a controversial leader of the new world order”. He is a highly respected entrepreneur, venture capitalist, bestselling author and a two time Emmy nominated media visionary. He has helped in raising millions of dollars for startup companies, been through one of the largest internet IPOs in history and has been involved in the building, financing and/or sale of five companies to date.

In 2004, Leonard co-founded, and was CEO of, NowPublic.com which is a pioneer in the field of citizen journalism. The company was named by Time Magazine as one of the top 50 websites in the world, was inducted into the Newseum in Washington and was recently acquired by the Anschutz Corporation. Currently Leonard sits as the President of the Clarity Digital Group responsible for overseeing one of the largest online news conglomerates in the world including Examiner.com and NowPublic, which between them, share over 20 million unique visitors a month and over 200,000 contributors.

Leonard also acts as an advisor to venture capital funds in the US, Europe and Asia. Throughout his career, has also advised several companies including, the Associated Press, Alliance Atlantis, Derby County Football Club, Coventry City Football Club and MTV Enterprises. In addition, he was the Senior Technology Advisor to the Canadian Minister of Foreign Affairs & International Trade. Currently, Leonard is a Senior Advisor to the Canadian Ministry of International Trade and a Director of Canada's largest technology association, CATA.

A highly sought-after public speaker, Leonard has lectured at institutions such as Stanford, the Indian Institute of Technology in Mumbai and the United Nations. His insight has been requested by companies such as Forbes, Warner Music, as well as, the governments of countries such as India, Israel, Ireland and South Africa. He has spoken at conferences throughout the world and his work has been featured in such publications as Fortune, The Wall Street Journal, the BBC and The New York Times. He is co-author of the bestselling books, *Innovation Nation: Canadian Leadership from Jurassic Park to Java* and *Everything I Needed to Know About Business...I Learned from a Canadian* both published by John Wiley and Sons.

The Myth of Generations

WHAT YOU WILL LEARN...

- 730 Days From Now – How your life will change over the next two years & how to prepare for it
- Is this Mic On? – Being heard in the millisecond, 5 billion channel universe
- The Myth of Generations – The new science of understanding how to lead in a world that doesn't want to be led
- You Rising – The best practices guide to picking yourself up, dusting yourself off and thriving off of failure

Leonard Brody gave us the perfect start to our conference - he really set the mood and tone for the rest of the event by giving our delegates a positive and energetic analysis on Canada's performance and reputation. For once a Canadian was being boastful about the country and since our delegates have to market Canada internationally, this was an ideal opening to the conference.

- Rick Kimball

Senior VP, Colliers International USA

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 HST	\$349 plus HST Purchase 3 or more tickets and SAVE \$50 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
- Express VIP entrance
- Reserved premier seating in the first five rows
- An eco-friendly tote bag and personal notebook
- Copies of featured bestselling books:

- ▶ Adrian Gostick & Chester Elton – *All In*
- ▶ Stephen Shapiro – *Best Practices Are Stupid*
- ▶ Vijay Govindarajan – *Reverse Innovation*



PER ATTENDEE	GROUP OFFER*
\$599 plus HST	\$549 plus HST Purchase 3 or more tickets and SAVE \$50 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

June 5, 2012 | 8:45AM – 5:00PM
Metro Toronto Convention Centre – South Building

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) = _____

HST (13%) = _____

TOTAL = _____

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

Additional Attendee Names

Email

2 _____

3 _____

4 _____

5 _____

6 _____

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. 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.

PHONE:
1.866.99.ART.OF
or
416.479.9701

FAX:
416.479.9702

MAIL:
The Art of Productions Inc.
46 Sherbourne St., 3rd Floor
Toronto, ON Canada
M5A 2P7

ONLINE:
Visit us at
TheArtOf.com