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VANCOUVER | SEPTEMBER 30, 2014 | 8:45AM - 4:30PM



**RUDY GIULIANI**

**HAYLEY WICKENHEISER**

**CHARLES DUHIGG**

**DAN ROAM**

**DR. VINCE MOLINARO**

*"Having strong beliefs, being able to stick with them through popular and unpopular times, is the most important characteristic of a great leader."*

- Rudy Giuliani

**THE ART OF LEADERSHIP**

Sponsored by **Microsoft**



SEPTEMBER 30, 2014 | 8:45AM - 4:30PM

**THE CENTRE**  
777 Homer Street  
Vancouver, BC  
V6B 2W1

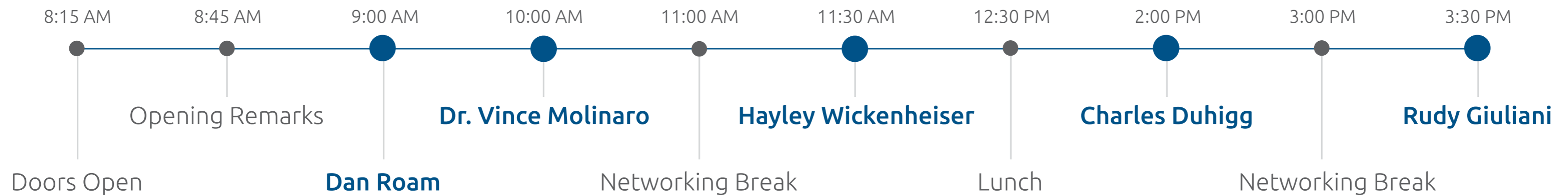
# ABOUT THE ART OF LEADERSHIP

## WHAT TO EXPECT

This one day conference features five 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

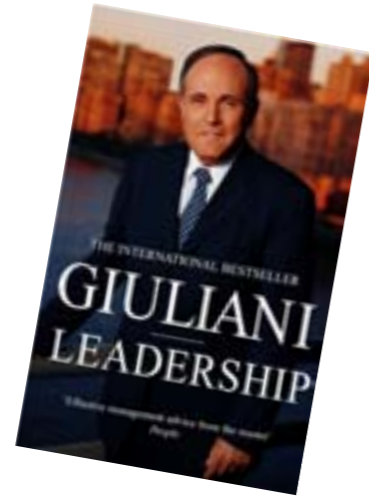
Today's leaders have a dynamic role - integrating people and strategies in order to achieve sustainability and enhance organizational performance in challenging business environments. The Art of Leadership responds to the fundamental changes impacting leadership functions. From practical tips to innovative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



# WHAT YOU WILL LEARN

## Rudy Giuliani

**Principled Leadership:  
In the Face of Change & Crisis**



- His time-tested principles based on his bestselling book Leadership.
- How effective leadership can ultimately result in profitability.
- How to use these seemingly simple principles in your own life to inspire excellence from the team around you.
- Riveting stories of how he marshaled his remarkable leadership skills to pull his city, and perhaps the entire nation, through the crisis.

[LEARN MORE ►](#)

## Hayley Wickenheiser

**Leadership Lessons from a  
Four-Time Olympic Gold Medalist**



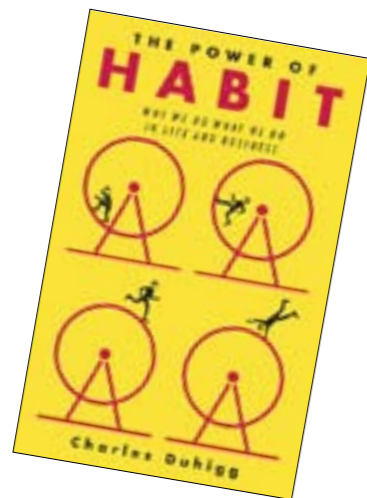
- What a successful team needs and how Team Canada succeeded on the World Stage.
- The importance of always looking for improvements and change within your life.
- Why success comes from going above and beyond what others normally do.
- Complacency kills - Advice on how to keep the desire alive.
- What it was like to grow up playing with the boys and later playing men's professional hockey overseas.

[LEARN MORE ►](#)

# WHAT YOU WILL LEARN

## Charles Duhigg

The Power of a Crisis: Teaching Organizational Habits Through Accident & Design

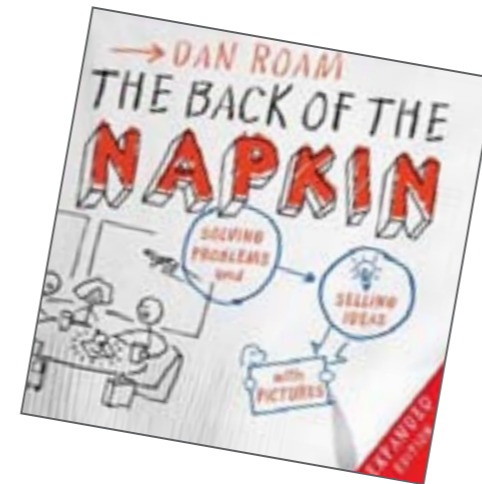


- His life and business secrets from his bestselling book The Power of Habit.
- How to transform crisis into exceptional leadership habits through accident and design.
- How to lead teams in the directions which best reflect their strengths.
- How to handle change and reshape your team accordingly and effectively.
- How a simple habit loop – a cue, a routine, and reward – is the key to transforming behavior.

LEARN MORE ►

## Dan Roam

The Back of the Napkin: Solving Leadership Problems with Pictures

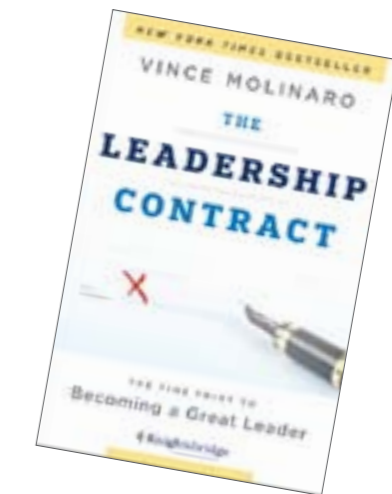


- His classic “Back of the Napkin” toolkit, containing the same tools he has used with teams at Microsoft, Boeing, Intel, Wal-Mart, and the United States Senate.
- How to solve a problem and map out the path to an effective solution using basic elements from "The Back of the Napkin" toolkit.
- How anyone, regardless of artistic talent or training can use simple pictures to describe what we do, explain complex ideas, solve fuzzy problems, and sell others on breakthrough ideas.
- How to gain a deeper understanding of the 4 steps of visual thinking.

LEARN MORE ►

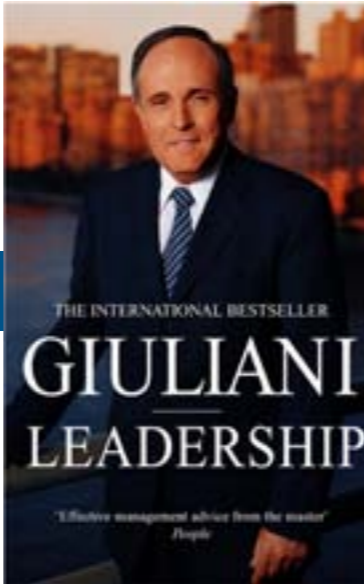
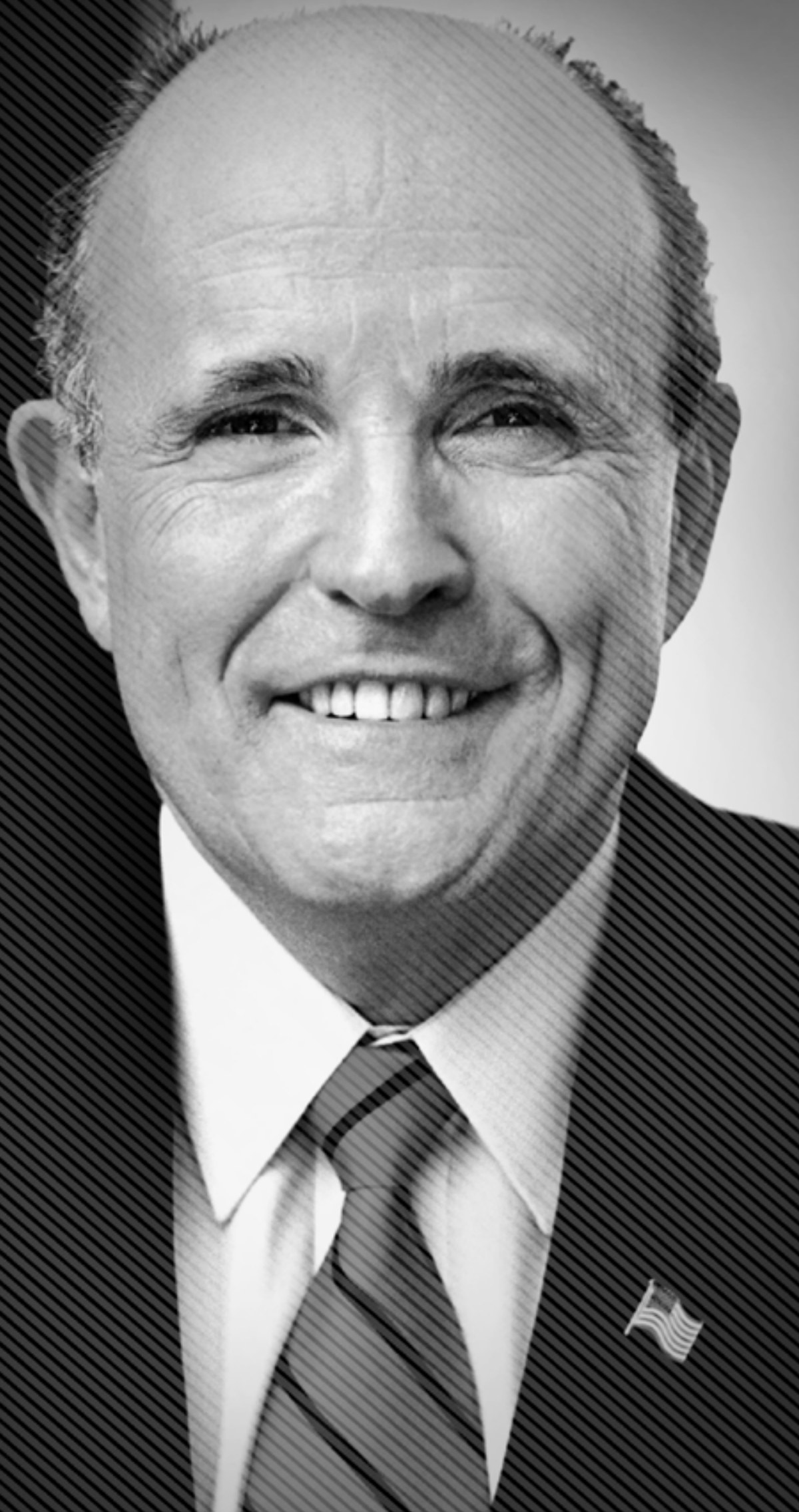
## Dr. Vince Molinaro

The Leadership Contract: The Fine Print to Becoming a Great Leader



- How to fully commit to a culture of effective leadership.
- How to thoroughly accept and manage the operational workload required of an effective leader.
- Motivational strategies to provoke high standards for working team members.
- How to network candidly and connect to a broader community of likeminded leaders.

LEARN MORE ►



# RUDY GIULIANI

One of the World's Most Respected Leaders,  
107<sup>th</sup> Mayor of New York City (1993 - 2001)  
& TIME Magazine's Person of the Year

Celebrated by many as “Mayor of the World”, Rudy Giuliani provides a resolute voice in tackling the toughest domestic and international issues of our time—from long-standing global conflicts to terrorism and the new reality of cyber warfare to the future of health care reform and immigration to political leadership and insights on future elections.

Acclaimed as one of the most effective chief executives in modern American history for his leadership and bravery during 9/11, Giuliani was named TIME

magazine’s Person of the Year, was given an honorary knighthood by the Queen of England and was awarded the Ronald Reagan Presidential Freedom Award.

Never one to shy away from a battle, Giuliani almost single-handedly took on organized and white-collar crime in New York with a remarkable record of 4,000 convictions—one that very few attorneys can match. Ushering in a new era of fiscal responsibility and broad-based growth, he turned an inherited \$2.3 billion budget deficit into a multibillion-

dollar surplus and added a record 450,000 new private sector jobs. Recognized by Consulting magazine as “Consultant of the Year,” Giuliani Partners is a leader in strategic consulting and emergency preparedness. Giuliani is also a partner in the international law firm Bracewell & Giuliani with over 400 lawyers.

Offering a dynamic and lively presentation accompanied by Q&A, Giuliani reminds audiences that eternal vigilance and leadership are required to protect freedom.

“*Effective management advice from the master. Giuliani shows again why his admirers number in the millions.*”

- People Magazine

# HAYLEY WICKENHEISER

## Four-time Olympic Gold Medalist of the Canadian Women's Hockey Team, Flag Bearer at the 2014 Olympic Games & Community Leader

Hayley Wickenheiser is regarded as the best female hockey player in the world. With an uncompromised determination and dedication to her sport, Hayley was twice named the most valuable player of the gold medal winning Canadian Women's Hockey Team; is a four-time Olympic gold medalist; and was selected as the Flag Bearer for the 2014 Winter Olympic Games. Not just an athlete, Hayley is also a community leader and an accomplished student and business woman who inspires audiences to give their best in everything they undertake.

Hayley has led the Canadian Women's squad to six gold medals and one silver

medal at the Women's World Hockey Championships. As an Olympian, she earned a silver medal at the 1998 Winter Olympics and four Olympic gold medals in 2002, 2006, 2010, and 2014. Sports Illustrated named her one of the "Top 25 Toughest Athletes in the World", she is a two-time finalist for the Women's Sports Foundation Team Athlete of The Year, and was recently named among The Globe and Mail's "Power 50" influencers in sport. In 2011, she was appointed to the Order of Canada.

In 2003, Hayley made hockey history when she became the first female hockey player to notch a point in a men's professional

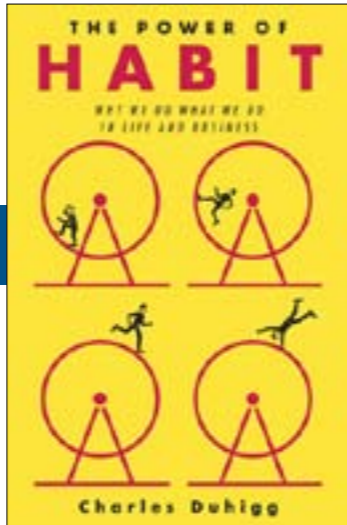
game with the Kirkkonummen Salamat of the Finnish second division. She also played in Sweden with the men's professional division-one hockey team for the 2008-2009 season. Along with hockey, Hayley is an elite softball player. She participated in the 2000 Summer Olympics as a member of Team Canada and worked on the CBC's coverage of the 2008 Beijing Summer Olympics.

Hayley also works with KidSport, Right To Play, Dreams Take Flight, Clean Air Champions, and Spread The Net.



*"You rocked it. Feedback has been amazing as people in attendance were completely impressed by your stories and also commented about being inspired and motivated from hearing you speak. I even caught glimpses of a few tears in the room at certain points of your talk."*

**- Kevin Morihira, KPMG**



# CHARLES DUHIGG

**New York Times Investigative Reporter & Bestselling Author of The Power of Habit**

Charles Duhigg is the author of *The Power of Habit*, a bestselling book about the science of habit formation in our lives, companies and societies. In it, Charles sheds light on scientific discoveries that explain why habits exist and how they can be changed, bringing to life a whole new understanding of human nature and its potential for transformation.

Charles investigates why some people and companies struggle to change, despite years of trying, while others seem to remake themselves overnight. He takes us to laboratories where neuroscientists explore how habits work and where, exactly, they reside in our brains. We discover how the right habits were crucial to the success of Olympic swimmer Michael Phelps, Starbucks CEO Howard Schultz, and civil-rights hero Martin Luther King, Jr. We go inside

Procter & Gamble, Target superstores, Rick Warren's Saddleback Church, NFL locker rooms, and the nation's largest hospitals and see how implementing so-called keystone habits can earn billions and mean the difference between failure and success, life and death.

At its core, *The Power of Habit* contains an exhilarating argument: the key to exercising regularly, losing weight, raising exceptional children, becoming more productive, building revolutionary companies and social movements, and achieving success is understanding how habits work. Habits aren't destiny and by harnessing this new science, we can transform our businesses, our communities and our lives.

Charles has worked at the New York Times since 2006. He is currently working on a series about Apple named "The

iEconomy," and before that contributed to other series, including "Golden Opportunities" (which received the George Polk Award, the Sidney Hillman Award and a Deadline Award), "The Reckoning," (which won the Loeb and was a finalist for the Pulitzer Prize) and "Toxic Waters," (which received The Scripps Howard National Journalism Award, the Investigative Reporters and Editors' Medal, the National Academies' reporting award and others).

Charles is a native of New Mexico. He studied history at Yale and received an MBA from Harvard Business School. He has appeared on *This American Life*, *N.P.R.*, *The Newshour with Jim Lehrer* and *Frontline*. Before becoming a journalist, Charles worked in private equity and – for one terrifying day – was a bike messenger in San Francisco.



*Charles Duhigg's thesis is powerful in its elegant simplicity: confront the root drivers of our behavior, accept them as intractable, and then channel those same cravings into productive patterns. His core insight is sharp, provocative, and useful."*

**- Jim Collins, #1 bestselling author of *Good to Great & Built to Last***



# DAN ROAM

## International Bestselling Author, The Back of the Napkin: Solving Problems and Selling Ideas with Pictures

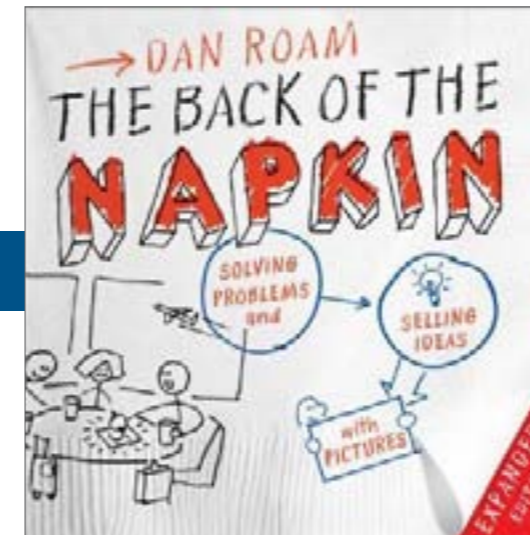
Dan Roam is the author of the international bestseller, "The Back of the Napkin: Solving Problems and Selling Ideas with Pictures," which was named the innovation and creativity book of the year by Fast Company, BusinessWeek, and the Times of London. "The Back of the Napkin" has been published in 27 languages and topped the business book charts in the US, UK, Japan, Germany, China, Korea, and France.

Dan's latest book, "Show & Tell: How Regular People Make Extraordinary

Presentations" was published in March 2014. Dan and his whiteboard are frequent guests on CNN, NBC, ABC, CBS, Fox, and NPR.

Dan is the founder and president of Digital Roam Inc., a management-consulting firm that uses visual thinking to solve complex problems for such clients as Google, Boeing, eBay, Microsoft, Wal-Mart, Wells Fargo, the U.S. Navy, and the United States Senate.

Dan's analysis of American health care on 50 napkins was hailed by



BusinessWeek as "The World's Greatest Presentation of 2009" and prompted the White House Office of Communications to invite Dan in for discussions on how to visually clarify complex policy issues.



*Roam shows you how to create simple drawings... that are simple but effective tools in breaking down complex notions and letting you share an idea across cultures and levels of expertise with aplomb."*

**- Fast Company**



# Dr. VINCE MOLINARO

## New York Times Bestselling Author, *The Leadership Contract: The Fine Print to Becoming a Great Leader*

Vince Molinaro is a New York Times Best Selling Author and Managing Director of the Leadership Practice within Knightsbridge Human Capital Solutions. As a Senior Executive of this award winning company, Vince has helped create one of the leading brands in the Human Capital industry. As a leader, Vince sets the leadership bar high for himself and his team. He doesn't just preach the leadership stuff – he works hard to live it.

His passion and focus have been to help senior leaders and executives create compelling organizations that drive

sustainable growth. How? By building strong leadership cultures where every leader demonstrates personal clarity and commitment to the execution of the business strategy.

Over his career, Vince has worked in several key sectors including energy, pharmaceutical, professional services, technology, financial services, and the public sector.

Vince is regularly called upon by the media for his innovative opinions on the future of leadership. An engaging speaker, he conducts keynote

presentations for corporations and conferences. He is the author of the New York Times Bestselling book, *The Leadership Contract*. He's also co-author of two other successful books: *Leadership Solutions* and *The Leadership Gap*. He also is an active blogger on [thecommunityofleaders.com](http://thecommunityofleaders.com).

Vince received his Doctorate from the University of Toronto and conducted pioneering research in holistic leadership. He also has degrees from Brock University and McMaster University.



*Molinaro challenges leaders to become more deliberate and conscious in how they lead. This approach is desperately needed in our world today. It's time for all leaders to decide to make their organizations truly great in a way that has a strong and positive impact on society."*

**- Raj Sisodia, Co-Founder & Co-Chairman of Conscious Capitalism, Inc.  
and Co-Author of Conscious Capitalism**

# 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**

*"Another amazing session. Always great value & a great way to recharge."*

- Glain Roberts-McCabe  
President  
**THE EXECUTIVE ROUNDTABLE**

# NOTABLE PAST ATTENDEES



# REGISTRATION INFORMATION

## 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)

- General admission seating from row 7

## 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 (+GST)

- Express entrance
- Reserved seating in rows 3 to 6
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook & pen
- Copies of 3 featured bestselling books:
  - The Back of the Napkin - **Dan Roam**
  - The Leadership Contract - **Dr. Vince Molinaro**
  - The Power of Habit - **Charles Duhigg**



## 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 & networking.

**\$899.00**  
EACH (+GST)

- **Photo opportunity with Rudy Giuliani** 📷
- **Photo opportunity with Hayley Wickenheiser** 📷
- Express entrance
- Reserved premier seating in the first 2 rows
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook & pen
- Copies of 4 featured bestselling books:
  - The Back of the Napkin - **Dan Roam**
  - The Leadership Contract - **Dr. Vince Molinaro**
  - The Power of Habit - **Charles Duhigg**
  - Gold Medal Diary - **Hayley Wickenheiser**



## GROUP OFFER

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

Passes must be purchased together to qualify for group pricing.

**REGISTER NOW** ▶