



**THE ART OF**  
LEADERSHIP *for* WOMEN

CALGARY  
April 4, 2016



GEENA DAVIS

DIANA NYAD

KIRSTINE STEWART

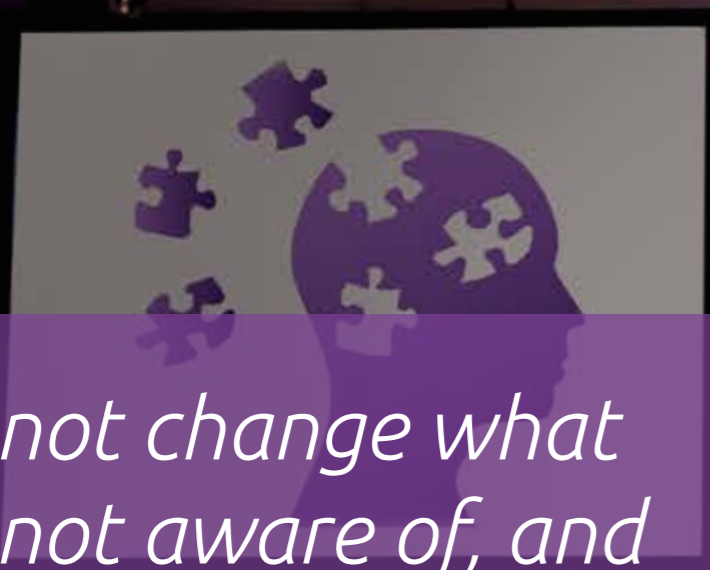
DR. HEIDI GRANT HALVORSON

TAMMY HEERMANN

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

- Sheryl Sandberg  
COO of Facebook

**A** THE ART OF  
LEADERSHIP for WOMEN





# ABOUT THE ART OF LEADERSHIP *for* WOMEN

APRIL 4, 2016 | 8:30AM - 5:00PM

CALGARY TELUS CONVENTION CENTRE

Macleod Hall - South Building

120 9<sup>th</sup> Avenue SE, Calgary, AB T2G 0P3

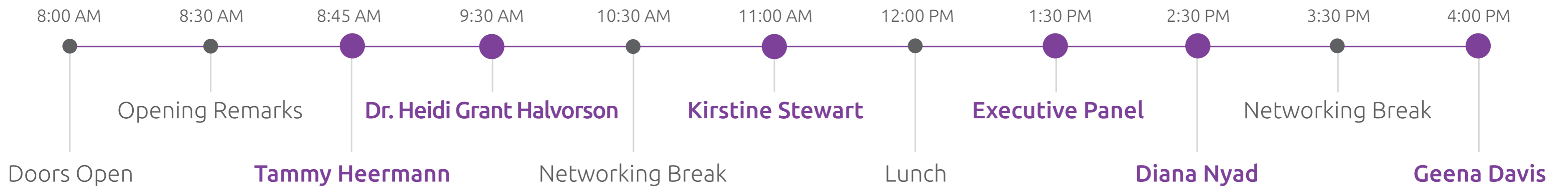
[www.calgary-convention.com](http://www.calgary-convention.com)

## 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 1,200 of Alberta's most influential women.

## WHY ATTEND

The Art of Leadership for Women responds to the fundamental changes in today's evolving business landscape. From practical tips, to innovative strategies, this conference is designed to teach new ways of thinking and will provide essential connections and knowledge that will help you advance and flourish in your career. You will be equipped with directly related, easily applied, and relevant techniques that can be implemented within any corporate culture.





WHAT YOU WILL LEARN



# GEENA DAVIS

Academy Award-Winning Actress and  
Founder & Chair of the Geena Davis  
Institute on Gender in Media

Academy Award winner Geena Davis is one of Hollywood's most respected actors, appearing in several roles that became cultural landmarks. Earning the 2006 Golden Globe Award for Best Performance by an Actress in a Television Series – Drama, Davis broke ground in her portrayal of the first female President of the United States in ABC's hit show Commander in Chief.

In 1989, Davis received the Academy Award for Best Supporting Actress for her role as the offbeat dog trainer 'Muriel Pritchett' in Lawrence Kasdan's The Accidental Tourist. She was again nominated for an

Academy Award and Golden Globe for her performance as 'Thelma' in Ridley Scott's Thelma and Louise, in which she co-starred with Susan Sarandon.

Davis went on to receive a Golden Globe nomination for Best Actress for her portrayal of baseball phenomenon 'Dottie Hinson' in A League of Their Own.

Few have achieved such remarkable success in as many different fields as Davis has: she is not only an Oscar and Golden Globe winning actor, but a world-class athlete (at one time the nation's 13th-ranked archer), a member

of the genius society Mensa, and is becoming recognized for her tireless advocacy of women and girls nearly as much as for her acting accomplishments. She is the founder of the non-profit the Geena Davis Institute on Gender in Media and its programming arm See Jane, which engages film and television creators to dramatically increase the percentages of female characters and reduce gender stereotyping.

Davis holds honorary degrees from Boston University, Bates College and New England College. She currently resides in Los Angeles.

## LEADERSHIP & EMPOWERMENT

- Her mission to work within the entertainment industry to dramatically alter how girls and women are reflected in media.
- Why and how being cast in Thelma & Louise changed Geena's life – and spurred her into creating a women's empowerment non-profit and becoming a lifelong advocate for women.
- How her Institute on Gender in Media is at the forefront of changing female portrayals and gender stereotypes, through research, education, strategic guidance and advocacy programs.

“ Her message about how women are portrayed in the media and under-represented fit powerfully with the YWCA's mission of empowering women and families in our community. She was also very down to earth, grounded and generous.

- CEO, YWCA Seattle | King | Snohomish

# DIANA NYAD

## Record-Breaking Endurance Athlete & Bestselling Author of Find A Way



At the age of 64, in her fifth and final attempt, Diana Nyad successfully fulfilled her lifelong dream of completing the 110-mile swim from Cuba to Florida on September 2, 2013. Upon completing her grueling 53-hour journey, a breathless Nyad told the world, "I have three messages. One is we should never ever give up. Two is you are never too old to chase your dreams. And three is it looks like a solitary sport, but it takes a team." Nyad has never been one to quit. In July of 2010, at the age of 60, she began her "Xtreme Dream" quest of swimming from

Cuba to Florida, a task she had failed to finish thirty years previously. When asked her motivation, she replied, "Because I'd like to prove to the other 60-year-olds that it is never too late to start your dreams." Nyad was unsuccessful in her quest in 2010 and tried two more times 2011 and 2012 before completing the historic swim in 2013.

Back in the 1970's, Nyad was the greatest long-distance swimmer in the world. Her world records, such as circling Manhattan Island and crossing the 102.5 miles

between the Bahamas and Florida, have led to inductions to many Halls of Fame, such as the International Women's Sports Hall of Fame.

Her book Find a Way: One Wild and Precious Life, was published in Fall 2015. She recently debuted the one-woman show, Onward! The Diana Nyad Story, in Los Angeles and Key West. Directed and adapted by Joshua Ravetch, who helped shape Carrie Fisher's show Wishful Drinking, Onward! has received praise among the theatre community.



### PEAK PERFORMANCE

- Hear a unique, passionate story of this heroic adventure and the extraordinary life experiences that have served to carve her unwavering spirit.
- How Nyad achieved the "Xtreme Dream," at age 64, 30 years after she had failed to finish the same route.
- Why you should never give up and why you are never too old to chase your dreams.
- How to overcome obstacles, persevere and achieve goals that seem impossible.

“*Nyad is living proof that, as she says, 'you can live out your dreams if you refuse to ever, ever give up.*”

- People Magazine



# KIRSTINE STEWART

Bestselling Author of *Our Turn* & Vice President of Media at Twitter

Kirstine Stewart oversees Twitter’s North American media partnerships across all vertical channels, including television, sports, music, and news. Previously she served as Managing Director for Twitter Canada, leading Canadian operations and advertising business and partnerships. Prior to joining Twitter in May 2013, Stewart was the executive vice president of CBC’s English services, CBC/Radio-

Canada, where she oversaw the network’s English-language radio, television, and digital operations. Earlier, she was senior vice-president of programming for Alliance Atlantis, overseeing HGTV, Food Network, National Geographic, BBC Canada and others.

Stewart earned a bachelor’s degree from the University of Toronto, and is

a graduate of the Global Leadership and Public Policy for the 21st Century program at Harvard University’s Kennedy School of Government.

Most recently, Playback magazine named Stewart as its Person of the Year and Strategy magazine recognized her leadership in taking CBC to Brand of the Year. She is @kirstinestewart on Twitter.

## WHAT YOU WILL LEARN

### A MODERATED CONVERSATION ON LEADERSHIP

What comes after you "lean in?" Kirstine Stewart, Twitter's VP of media partnerships--and recently named to Canadian Business's Power 50 of 2016 list because she "helps women discover their leadership potential"--draws on her own extensive experience to answer that question in smart and practical ways.

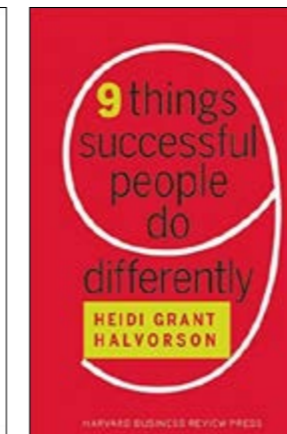
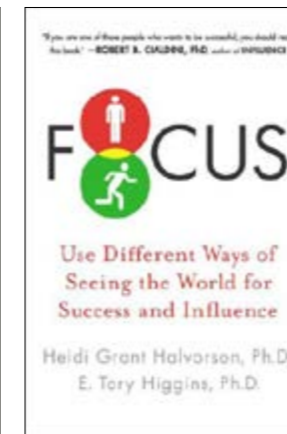
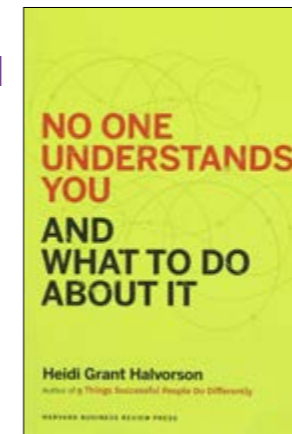
During this candid conversation Stewart will illuminate the broad strokes of the way forward for women, and her own principles of leadership, she digs down into the nitty-gritty of how she has managed to excel and to lead while staying true to who she is as a person.

“Kirstine’s career is inspiring, and the ideas and strategies she shares about how to lead in times when change is the only constant are common-sense, down-to-earth and yet revolutionary.”

- Arlene Dickinson

# DR. HEIDI GRANT HALVORSON

Bestselling Author, Social Psychologist & Associate Director of the Motivation Science Centre at Columbia Business School



Motivational psychologist Dr. Heidi Grant Halvorson has a goal: to help people and organizations achieve theirs. And with simple strategies rooted in scientific research, that's exactly what she does, empowering organizational leaders with proven tools for maximizing commitment, resisting distraction, devising effective strategic plans, seizing opportunities to act, and persisting in the face of setbacks or challenges.

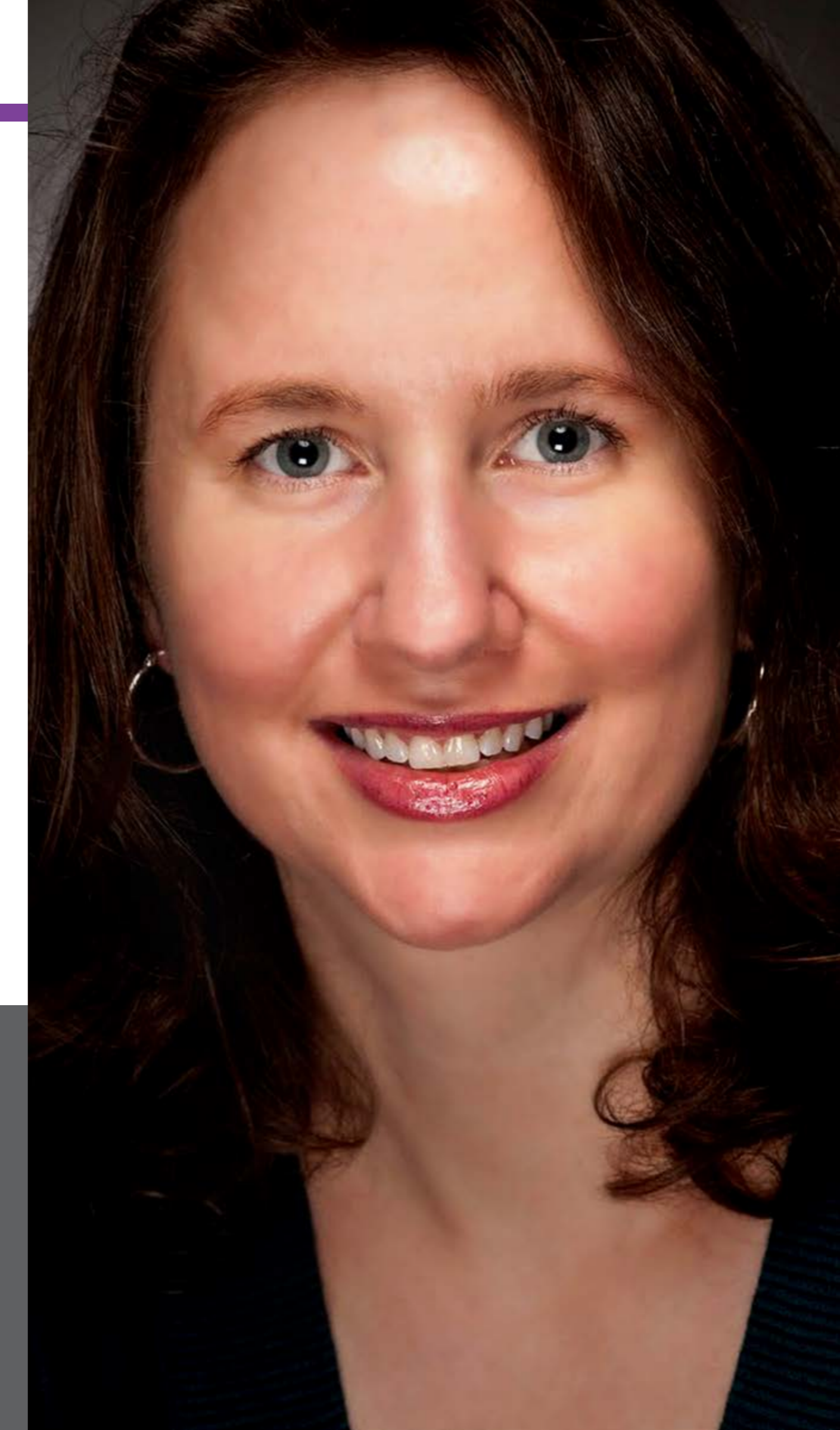
Outstanding organizations, like outstanding people, reach their goals because of what they do, not just

who they are, according to Dr. Grant Halvorson. An exhaustive study of achievement and motivation has led her to pinpoint the keys to mastering the art (and science) of execution — the nine things successful people do differently. They're not rocket science, but they are proven to help people reach their goals by focusing less on past failures and more on what really matters: commitment, planning, effort, strategy, self-control and persistence.

Heidi is the author of Focus: Use Different Ways of Seeing The World for Success and

Influence, co written with E. Tory Higgins, has received rave reviews from Dan Pink, Robert Cialdini, Jim Kouzes, Dan Gilbert, Chip & Dan Heath, and many others. She is also the author of the bestselling Succeed: How We Can Reach Our Goals and Nine Things Successful People Do Differently. Her latest book is No One Understands You and What to Do About It.

Dr. Grant Halvorson is a member of the highly selective Society for Experimental Social Psychology. She received her PhD in social psychology from Columbia University.



## PERCEPTION & BEHAVIOUR

- Why other people almost never see us as we see ourselves.
- The unconscious biases and assumptions that perceivers almost always make.
- Learn the three “lenses” of perception – Trust, Power, Ego – and how they influence what others see in you.
- How to choose the right language and behaviours to send the message you are actually trying to send.

“ *Being an authentic leader means being perceived authentically. Halvorson masterfully combines research and story to outline why we’re misunderstood and how to be seen for who we really are.*

- Seth Godin, Author of Linchpin



# Tammy Heermann

Vice President Global Leadership Development,  
Lee Hecht Harrison Knightsbridge

Tammy Heermann is a sought-after advisor who helps individuals and organizations get serious about leadership. She has developed pioneering and multiple award-winning programs aimed at changing mindsets, advancing skillsets, and sustaining deliberate practices to achieve high performance. She is specifically sought out by Fortune 500 companies for her expertise in gender diversity and programs that accelerate female talent. Elevate Your Influence™, a two-day women in leadership experience designed

by Tammy, won the 2015 Leadership Excellence award in the International Firm category by HR.com.

Over the course of her career Tammy has worked with thousands of leaders globally and while having significant impact in the C-Suite, she is happiest when pushing up-and-coming leaders to break through organizational and self-imposed barriers to reach their potential. Her clients express the value of Tammy's down to earth, practical style in creating an environment of trust in a room of strangers.

In addition to her work with Lee Hecht Harrison Knightsbridge, Tammy is a faculty member and expert coach for the Women of Influence Advancement Centre and also sits on the Women's Leadership Advisory Committee for Women in Communications and Technology. She is a graduate of the London School of Economics with a Master of Science degree in Personnel Management and Industrial Relations, and holds an Honours Bachelor of Commerce degree from the University of Saskatchewan.

## WHAT YOU WILL LEARN

### STRATEGY & EFFECTIVENESS

- Practical ways to change perceptions of your strategic capability through the use of questions and points of view.
- Increase your ability to build and navigate relationships more strategically.
- Build a plan to increase your effectiveness as a strategic leader.

“ Tammy'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

 **Electrolux**

 **AstraZeneca**

 **LoyaltyOne**

 **RE/MAX**

 **FedEx**



 **Bell Media**



 **WESTJET**

 **RSA**

 **Microsoft**

 **ROGERS**

 **YOKOHAMA**



# 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
- Recent issue of The Art of Magazine
- Book signing opportunities with speakers

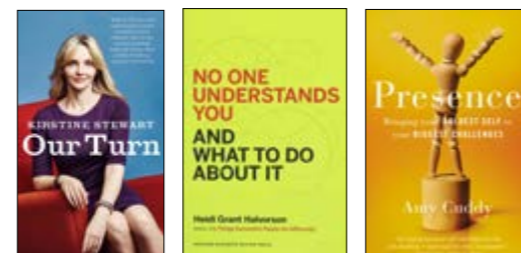
# VIP PASS

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 premier classroom seating section beginning in the third row
- Recent issue of The Art of Magazine
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook and pen
- Copies of 3 featured bestselling books:
  - *Our Turn* - **Kirstine Stewart**
  - *No One Understands You* - **Dr. Heidi Grant Halvorson**
  - *Presence* - **Amy Cuddy**




# PLATINUM PASS

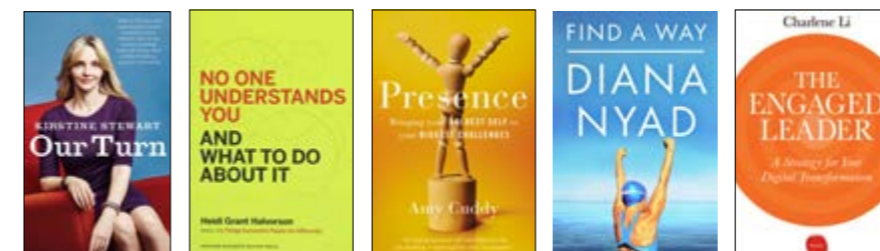
Experience The Art of Leadership for Women to its fullest! This package allows you to maximize your experience and extract the most value and content from this remarkable day of learning & networking.

**\$849.00**

Each (+GST)

Only 50 Available!

- **Reception & photo opportunity with Geena Davis** 
- Express entrance
- Reserved premier classroom seating in the first row
- Recent issue of The Art of Magazine
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook and pen
- Copies of 5 featured bestselling books:
  - *Our Turn* - **Kirstine Stewart**
  - *No One Understands You* - **Dr. Heidi Grant Halvorson**
  - *Presence* - **Amy Cuddy**
  - *Find a Way* - **Diana Nyad**
  - *The Engaged Leader* - **Charlene Li**



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

Passes must be purchased together to qualify for group offer.

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AVAILABLE FOR  
GROUPS OF  
20 OR MORE!

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**REGISTER NOW**

