



# THE ART OF

LEADERSHIP *for* WOMEN

CALGARY | APRIL 13, 2015 | 8:30AM - 5:00PM



MARTHA STEWART

BRENÉ BROWN

LIZ WISEMAN

TARA MOHR

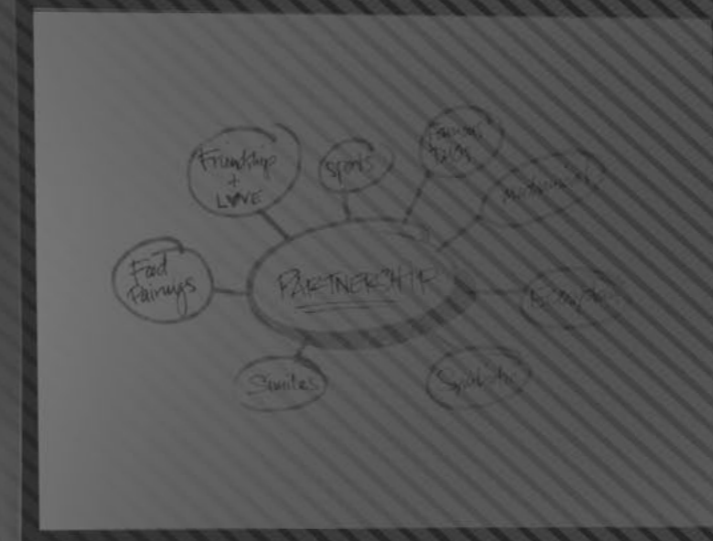
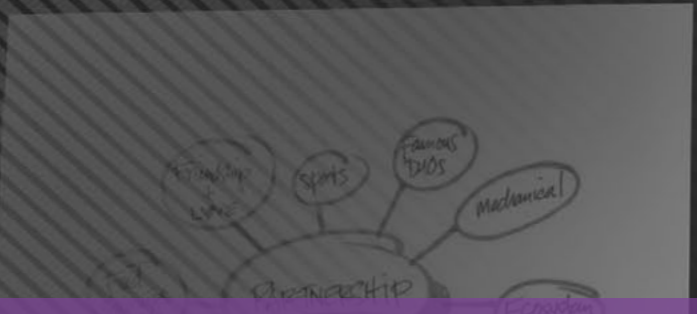
LIANE DAVEY

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

- Sheryl Sandberg  
COO of Facebook

**THE ART OF**  
LEADERSHIP for WOMEN

Presented by  Microsoft



# ABOUT THE ART OF LEADERSHIP *for* WOMEN

APRIL 13, 2015 | 8:30AM - 5:00PM

CALGARY TELUS CONVENTION CENTRE

Exhibit Hall DE - North Building

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

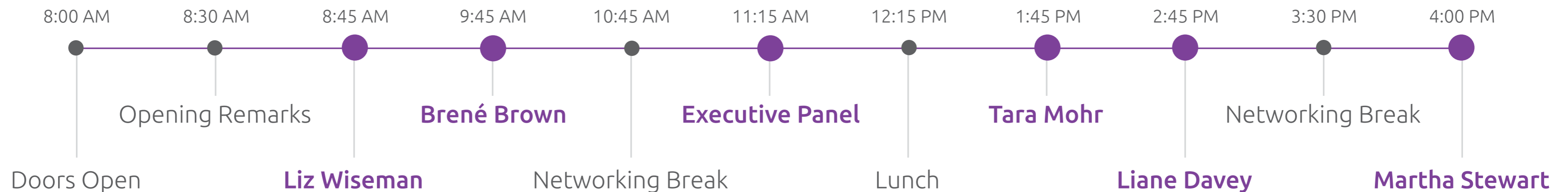
[www.calgary-convention.com](http://www.calgary-convention.com)

## 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 1,500 of Canada'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 tools and techniques that can be implemented within any corporate culture.



# WHAT YOU WILL LEARN

## Martha Stewart

A Conversation on Leadership,  
Inspiration, Work/Life Balance & More

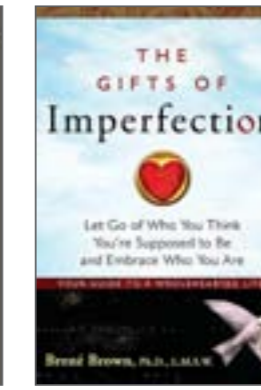


- Her experiences as an innovator and influential leader in the business world.
- How challenges and rewards have paved her path to success.
- How to apply the entrepreneurial spirit to a job or corporation to increase innovation and maintain a competitive edge.
- Her teachings on the importance of lifelong learning, work-life balance and more.
- The importance of having a plan, being your own customer and learning something new every day.

LEARN MORE ►

## Brené Brown

Daring Leadership



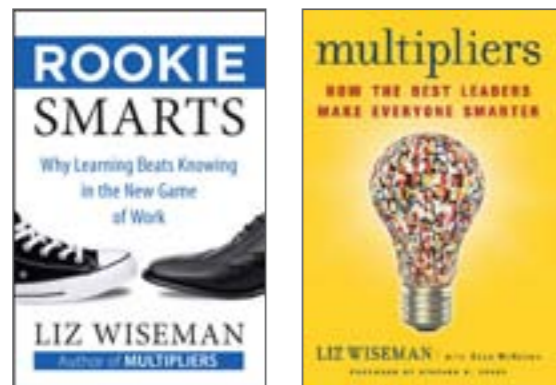
- The relationship between vulnerability, innovation, creativity, trust, adaptability to change, and accountability.
- The role of courage (and discomfort) in authentic leadership.
- The five most common strategies we use to avoid and minimize vulnerability and how they move us away from our goals.
- How fear, blame, and scarcity sabotage the goal process.
- Actionable strategies for leaning into our discomfort and embracing vulnerability as a source of courageous leadership.

LEARN MORE ►

# WHAT YOU WILL LEARN

## Liz Wiseman

**Rookie Smarts: Why Learning Beats Knowing in the New Game of Work**

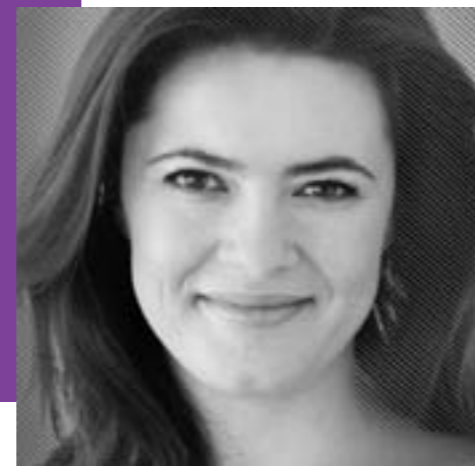


- Why we are often at our best when we are doing something for the first time, and how to reclaim and cultivate this curious, flexible, youthful mindset called Rookie Smarts.
- Why the most successful rookies are hunter-gatherers-alert and seeking, cautious but quick like fire walkers, and hungry and relentless like frontiersmen.
- How Rookie Smarts addresses the questions every experienced professional faces: “Will my knowledge and skills become obsolete and irrelevant? Will a young, inexperienced newcomer upend my company or me? How can I keep up?”

LEARN MORE ▶

## Tara Mohr

**Playing Big: Find Your Voice, Your Mission, Your Message**

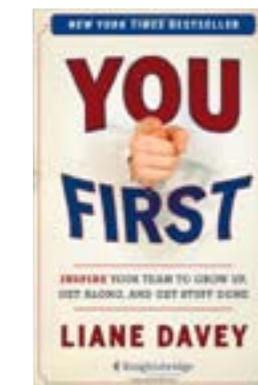


- How to recognize your inner critic and practical tools you can use each day to quiet its voice.
- How being “hooked” by both positive and negative feedback limits women’s “playing big”, and the gentle way to get free of that – including a radical way of understanding and utilizing feedback.
- The “little things” we do in our speech and writing that diminish our impact. How to let them go, and what to do instead.
- How to identify your callings and practical steps to start living yours right away – even if that seems near impossible now.

LEARN MORE ▶

## Liane Davey

**You First: Make a Bigger Impact on Your Team**



- The costly mistakes women can make when working in teams.
- What you need to say “no” to, so that you can say “yes” to the things that matter.
- Why you have to shed outdated notions of lady-like behaviour and learn to embrace productive conflict.
- How you can take it off cruise control, add more value, and be recognized for your contribution.
- A diagnostic to see if your team is at risk of becoming toxic.

LEARN MORE ▶



# MARTHA STEWART

Founder of Martha Stewart Living Omnimedia  
& New York Times Bestselling Author

From her award-winning magazine, Martha Stewart Living, to her bestselling product lines, Martha Stewart shares the creative principles and practical ideas that have made her America's most trusted guide to stylish living. Millions of consumers rely on Martha Stewart as their arbiter of style and taste and their guide to all aspects of everyday living – from cooking and entertaining to decorating and gardening, and much more.

Martha's unique business sense and creative vision is the framework for Martha Stewart Living Omnimedia, and the expansive multimedia portfolio that encompasses award-winning media and merchandise, including Martha Stewart Living and Everyday Food magazines, the marthastewart.com website, the Emmy Award-winning television show, The Martha Stewart Show on Hallmark Channel, the Martha Stewart Living

line of home-improvement products at The Home Depot, the Martha Stewart Collection of home products exclusively at Macy's, Martha Stewart Pets products at PetSmart, Martha Stewart Crafts, and more.



*Martha was phenomenal. The event was amazing!"*

**- National Association of Professional Business Women**

# BRENÉ BROWN

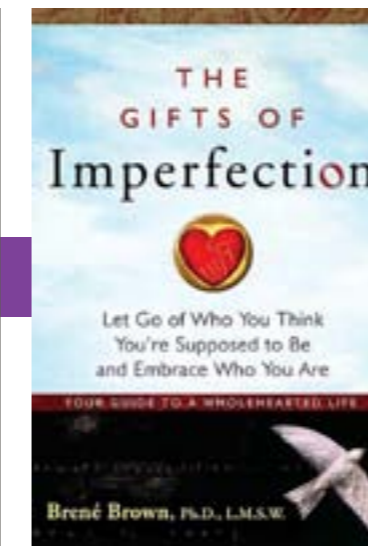
#1 New York Times Bestselling Author of  
*Daring Greatly* & *The Gifts of Imperfection*

Brené Brown, Ph.D., LMSW is a research professor at the University of Houston Graduate College of Social Work. She has spent the past decade studying vulnerability, courage, worthiness, and shame.

Her 2010 TEDx Houston talk on the power of vulnerability is one of the most watched talks on TED.com, with over 15 million views. She gave the closing talk,

*Listening to Shame*, at the 2012 TED Conference in Long Beach.

Brené is the author of the #1 New York Times Bestseller *Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead* (2012). She is also the author of the #1 New York Times Bestseller *The Gifts of Imperfection* (2010), and *I Thought It Was Just Me* (2007).



Brené is also the founder and CEO of The Daring Way – a teaching and certification program for helping professionals who want to facilitate her work on vulnerability, courage, shame, and worthiness.

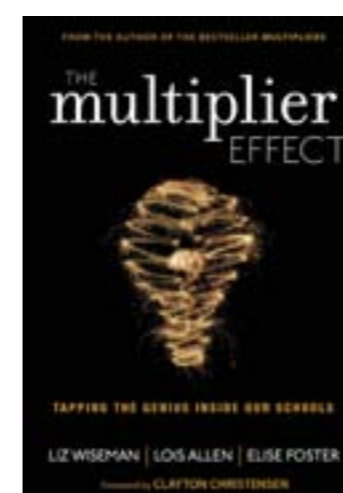
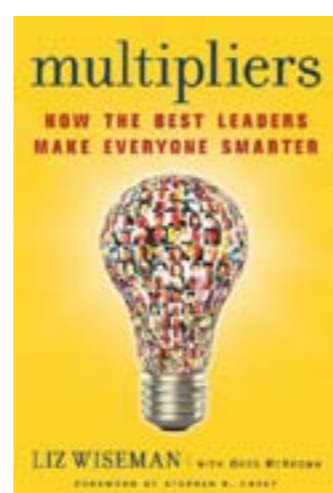
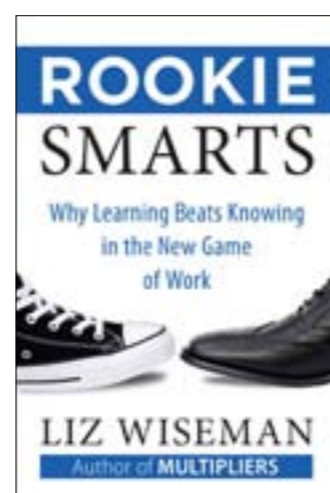
Brené lives in Houston with her husband, Steve, and their two children.



*Brené's research on connection, empathy, and vulnerability in the workplace helped us better understand how the emotional consequences of change play out in the workplace, and how to more effectively engage with one another."*

- SHELL OIL COMPANY





# LIZ WISEMAN

Bestselling Author of *Rookie Smarts*, *Multipliers* & *The Multiplier Effect*, and Named one of the Top 10 Leadership Thinkers in the World

As president of The Wiseman Group, a leadership research and development firm headquartered in Silicon Valley, Liz Wiseman teaches leadership to executives around the world. She has conducted significant research in the field of leadership and collective intelligence and writes for Harvard Business Review and a variety of other business and leadership journals. She is the author of the bestselling *Multipliers: How the Best Leaders Make Everyone*

*Smarter* and her new book *Rookie Smarts: Why Learning Beats Knowing in the New Game of Work*.

A former executive at Oracle Corporation, Wiseman worked over the course of 17 years as the Vice President of Oracle University and as the global leader for human resource development. She is a frequent guest lecturer and has taught at Stanford, Yale, Brigham Young University, and the Naval Academy.

Some of her recent clients include Abbott Laboratories, Adobe, Apple, Campbell's, Dubai Bank, Gap, Genentech/Roche, Kellogg's, Nike, Oracle, PayPal, PepsiCo, Salesforce.com, SAP, Symantec, Twitter, and Yale New Haven Health System.

Liz Wiseman holds a bachelor's degree in business management and a master's degree in organizational behavior from Brigham Young University.

“Liz’s approach of combining leadership training with cross functional problem solving is winning the battle for minds and culture, which is the hardest thing to do in businesses today.”

- Ray Lane, General Partner, Kleiner Perkins Caufield & Byers, Former President, Oracle Corporation & Chairman of the Board, HP



# TARA MOHR

Author of *Playing Big: Find Your Voice, Your Mission, Your Message* & Creator of the Acclaimed Playing Big Leadership Program for Women



Tara Sophia Mohr is an expert on women's leadership and well-being. She is the author of *Playing Big: Find Your Voice, Your Mission, Your Message*, (2014). She is the creator of the acclaimed Playing Big leadership program for women, which now has more than 1,000 graduates from around the world.

Tara writes a popular blog on women's careers and wellbeing at TaraMohr.com and has been featured on The Today Show and in publications ranging from Huffington Post to Harvard Business Review to MariaShriver.com. Tara received her MBA from Stanford University and her undergraduate degree in English literature from Yale. In 2010, Tara was

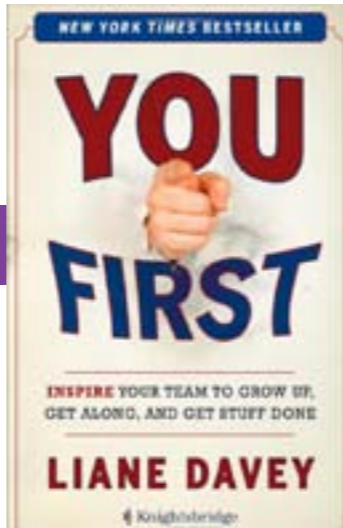
named a Girl Champion by the Girl Effect organization, honoring her work on girls' education in the developing world. She is also a poet, and the author of *Your Other Names: Poems for Wise Living*.

She lives in San Francisco and loves dance, art, and long walks with her beloved husband, son and golden retriever.

“Tara and I share the same philosophy: we hope inspirational ideas will ignite you to go out and make an impact in your own life. Whether she's writing for mariashriver.com or urging others to become a change agent through her book, Tara is practicing the Playing Big words she preaches.”

- Maria Shriver





# LIANE DAVEY

New York Times Bestselling Author of *You First: Inspire Your Team to Grow Up, Get Along, and Get Stuff Done*

Liane Davey combines her expertise in strategy with her deep insight into group dynamics to create powerful changes in top teams. As a Vice President of Knightsbridge Leadership Solutions and the Lead Team Effectiveness, she is sought out by executives at some of North America's leading financial services, consumer goods, high tech, and healthcare organizations.

She works to rehabilitate teams that have become toxic and with healthy teams that want to take their performance to the next level. To meet the needs of a broader audience, Liane has distilled her approach

into Knightsbridge's highly successful Vital Teams™ and Team Inoculation™ programs. These programs allow organizations to certify internal resources to deliver the programs Liane designed.

A dynamic keynote speaker, Liane takes her message about vital teams to leaders at conferences and management retreats. In addition, she writes an ongoing blog on Team Effectiveness and is published in trade and academic journals. Liane's first book, *Leadership Solutions* co-authored with David Weiss and Vince Molinaro was released in Fall 2007. Her new book, *You First: Inspire Your*

*Team to Grow Up, Get Along, and Get Stuff Done* was released in Fall 2013.

Liane has served on the executive of the Canadian Society for Industrial/Organizational Psychology and as an evaluator for the Psychologically Healthy Workplace Awards. She is currently a member of the Board of Trustees of the Psychology Foundation and is Chair of the Foundation's Diversity in Action project promoting mental health in immigrant communities. She holds a Ph.D. in Industrial/Organizational Psychology from the University of Waterloo. Liane is happily married with two young daughters.

*"Liane is a gifted communicator, who has the unique ability to help find the way forward in even the most complicated situations. She can analyze a problem, and situate it in a theoretical framework. What is most impressive though, is her ability to help find the right words to say. Her feedback prepares one to respond effectively in the moment, and also to expand one's ability to communicate in powerful and effective ways."*

- Linda Mohri, Centre for Addiction and Mental Health

# 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



# 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.

**\$449.00**  
EACH (+GST)

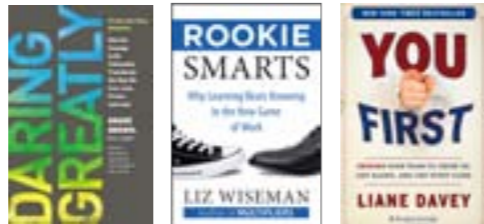
- General admission seating directly behind Platinum and VIP

## 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.

**\$649.00**  
EACH (+GST)


- Express entrance
- Reserved seating beginning in the third row
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook and pen
- Copies of three featured bestselling books:
  - *Daring Greatly* - Brené Brown
  - *Rookie Smarts* - Liz Wiseman
  - *You First* - Liane Davey

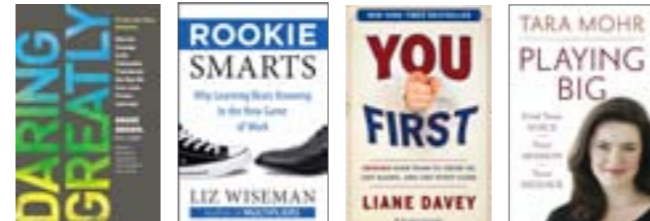


## PLATINUM PASS

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)

- **Reception and photo opportunity with Martha Stewart** 
- Express entrance
- Reserved premier seating in the first 2 rows
- Exclusive three course networking lunch
- An eco-friendly tote bag, notebook and pen
- Copies of four featured bestselling books:
  - *Daring Greatly* - Brené Brown
  - *Rookie Smarts* - Liz Wiseman
  - *You First* - Liane Davey
  - *Playing Big* - Tara Mohr



## GROUP OFFER

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

Passes must be purchased together to qualify for group offer.

**REGISTER NOW** 