



Vancouver | April 5, 2017



VALERIE JARRETT

JESSICA HERRIN

BRIGID SCHULTE

KIRSTINE STEWART

MICHELLE MOORE

“ 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

ABOUT THE ART OF LEADERSHIP FOR WOMEN

APRIL 5, 2017 | 8:30AM - 5:00PM

VANCOUVER CONVENTION CENTRE

East Building - Ballroom ABC

999 Canada Place, Vancouver, BC










www.vancouverconventioncentre.com

Organizations that employ more women in leadership roles are significantly more successful financially, according to global surveys.

It means that organizations looking for a sustainable competitive edge need to encourage, nurture and support women to explore and capitalize on leadership opportunities.

The Art of Leadership for Women features a unique combination of extraordinary women who have established themselves as dynamic and successful leaders, and attendees who bring diverse perspectives to the table.

It is an event about shared vision and connecting with like-minded people who know where you are coming from and where you want to go.

- 8:00 AM ● Doors Open
- 8:30 AM ● Opening Remarks
- 8:45 AM  **Michelle Moore**
Talent Development & Employee Engagement
- 9:30 AM  **Brigid Schulte**
Time Management & Effectiveness
- 10:30 AM  Networking Break
- 11:00 AM  **Kirstine Stewart**
A Moderated Conversation on Leadership
- 12:00 PM  Lunch Break
- 1:30 PM  **Executive Panel**
- 2:30 PM  **Jessica Herrin**
Success & Happiness
- 3:30 PM  Networking Break
- 4:00 PM  **Valerie Jarrett**
Leadership
- 5:00 PM ● Closing Remarks

VALERIE JARRETT

Former Senior Advisor to President Barack Obama and Chair of the White House Council on Women & Girls

Valerie B. Jarrett was the longest serving Senior Advisor to President Barack Obama throughout the President's two terms in office. She oversaw the Offices of Public Engagement and Intergovernmental Affairs and chaired the White House Council on Women and Girls.

Ms. Jarrett worked throughout her tenure at the White House to mobilize elected officials, business and community leaders, and diverse groups of advocates behind efforts to strengthen and improve access to the middle class, to boost American businesses and their

economy, and to champion equality and opportunity for all Americans. She led the Obama Administration's campaigns to reform their criminal justice system, end sexual assault, raise the minimum wage, advocate workplace policies that empower working families, reduce gun violence, as well as to economically and politically empower women in the United States and around the world.

Ms. Jarrett has a background in both the public and private sectors. She served as the Chief Executive Officer of The Habitat Company in Chicago,

Chairman of the Chicago Transit Board, Commissioner of Planning and Development, and Deputy Chief of Staff for Chicago Mayor Richard M. Daley. She also served as the director of corporate and not-for-profit boards including Chairman of the Board of the Chicago Stock Exchange, Chairman of the University of Chicago Medical Center Board of Trustees, and Director of the Federal Reserve Bank of Chicago.

Jarrett received her B.A. from Stanford University in 1978 and her J.D. from the University of Michigan Law School in 1981.



LEADERSHIP

- Why removing the barriers that keep women from thriving in leadership roles in the private and public sector is good for us all.
- Why finding your passion is critical to your success as a leader.
- The importance of risk-taking and why women need to face their fears and take more chances.
- Lessons learned from Jarrett's time working as Senior Advisor to President Barack Obama and chairing the White House Council on Women and Girls.

“If someone were to rank the long list of people who helped Barack and Michelle Obama get where they are today, Ms. Jarrett would be close to the top.”

- The New York Times



stella & dot
FAMILY BRANDS

JESSICA HERRIN

CEO & Founder of Stella & Dot and Wall Street Journal Bestselling Author

Jessica Herrin, CEO and Founder of Stella & Dot, is a serial entrepreneur who previously co-founded WeddingChannel.com, the world's leading wedding site. With a vision to create a new kind of company that would offer today's busy woman a career alternative, Jessica wanted to use her savvy to help solve the modern woman's dilemma: achieving success and balance through a career you love.

Jessica's vision called for an entirely new concept that could guarantee women flexibility, reward, style, profit and fun. With an irresistible product and exceedingly personal service, a proven formula for passionate earning

and personal success was born. In 2007, Jessica built a world class team including esteemed advisor Mike Lohner, sales guru Danielle Redner and Blythe Harris as partner and Chief Creative Officer.

In May 2016, Jessica released her first book: "Find Your Extraordinary: How to Dream Bigger, Live Happier, and Achieve Success on Your Own Terms By Embracing the Entrepreneur In You". Jessica has been recognized for her entrepreneurial accomplishments and her passion in such national outlets as Oprah, Inc. Magazine (Stella & Dot was named one of the fastest growing private companies of the year for 2010 and 2011), Fortune, New York

Times, Wall Street Journal, InStyle, Glamour magazine and more. She earned a degree in Economics from Stanford University and attended the Stanford Graduate School of Business. Winner of the 2011 Ernst and Young Entrepreneur of the Year Award, Jessica is also an active member of the Young Presidents Organization (YPO). Additional awards include 2010 Top Ten Female Entrepreneurs from Inc. Magazine, 2012 Top Ten Female CEOs from Inc. Magazine and 2012's 40 Under 40 and Most Admired CEO lists from the San Francisco Business Times.

Herrin lives in the San Francisco Bay area with her family.

WHAT YOU WILL LEARN

SUCCESS & HAPPINESS

- Why it isn't about having it all – it's about having what matters most to you.
- It is about how to find your extraordinary – your extraordinary career, your extraordinary happiness, your extraordinary life.
- How the classic traits of successful entrepreneurs are ones each one of us can develop – and use not only to create a company, but also to create an extraordinary life.
- How to dial up the sound of your own voice and make your authentic dreams a reality.

“Whether we work a corporate job, run a family, or run our own business, Herrin offers realistic, attainable steps each one of us can take to achieve extraordinary success on our own terms.”

- Penguin Random House

BRIGID SCHULTE

New York Times Bestselling Author, Award-Winning Journalist and Director of the Better Life Lab at New America

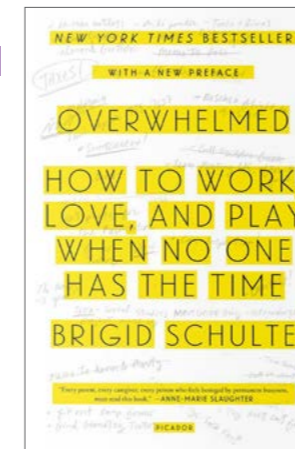
Brigid Schulte is the Director of the Better Life Lab and The Good Life Initiative at New America, a nonpartisan think tank, and author of the New York Times bestselling *Overwhelmed: Work, Love and Play when No One has the Time*, which was named a notable book of the year by the Washington Post and NPR. She has spoken all over the world about how to make time for a Better Life by redesigning work cultures to focus on effective work, by re-imagining gender roles for a fairer division of labor and opportunity at work and at home, by rewiring social policy to meet the needs of diverse 21st century families, and, instead of seeking status

in busyness, by recapturing the value of leisure.

She was an award-winning journalist at the Washington Post and Washington Post magazine, where she was part of the team that won the 2008 Pulitzer Prize. Her work has appeared in a number of publications, including Time, the Boston Globe, the Toronto Globe & Mail, the Guardian, and the Sydney Morning Herald. She has been quoted as an expert or featured in numerous publications, including Forbes, Fortune, the Atlantic, The Times of London, Macleans, the Irish Times, The Financial Times and Fast Company, and has appeared on the Today

Show, Good Morning America, the Katie Couric Show, MSNBC, CNN, Morning Joe, the BBC, CBC, Fresh Air with Terry Gross, NPR's Morning Edition, Tell Me More, On Point, the Diane Rehm Show, the Leonard Lopate Show, the Bob Edwards Show, Efecto Naim with Moises Naim, the Australian Broadcast Company, and other television and radio programs.

She lives in Alexandria, Virginia with her husband, Tom Bowman, who covers the military for NPR, and their two children. She grew up in Portland, Oregon, and spent her summers in Wyoming on her family's sheep ranch, where she did not feel so overwhelmed.



TIME MANAGEMENT & EFFECTIVENESS

- Gain a better understanding of the myths and unconscious biases that are trapping both men and women in outdated gender roles.
- How transforming culture, practice and policy can change the lives of men and women and their experience of time.
- Tools that make time feel less scattered, and life more authentic, with time for effective, meaningful work, for love, and for play.

“Brigid was very impressive. It was obvious that she is influential and impactful. Very worthwhile experience.”

- Third Path Institute



WHAT YOU WILL LEARN

KIRSTINE STEWART

Bestselling Author, Chief Strategy Officer for Diplay and Named One of Canada's Most Powerful Business People



Kirstine is the Chief Strategy Officer for Diplay, a content platform with over 1 billion monthly views and 34 million monthly unique US visitors. Until Fall 2016, Kirstine was the Vice-President of media at Twitter, overseeing North American media partnerships across all verticals, including television, sports, gaming, news and music. She previously served as Managing Director for Twitter Canada, leading Canadian operations as well as advertising business and partnerships. Prior to joining Twitter in May 2013, Kirstine 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 programming and operations. Earlier, she was Senior Vice-President of programming for Alliance Atlantis, overseeing HGTV, Food Network, National Geographic, BBC Canada and others.

Kirstine 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 programme at Harvard University's John F. Kennedy School of Government as well as the Transition to Leadership Programme Young Global Voices at

the Oxford Saïd Business School. She is also an alumna of the Forum of Young Global Leaders, an integral part of the World Economic Forum. Most recently, Kirstine was named to Maclean's list of the most powerful Canadians (just two places behind Justin Trudeau), to Toronto Life's list of the most influential Torontonians and to Canadian Business's 2016 list of the top 50 most powerful business people in Canada. She sits on the board of theScore.com and is a member of the DMZ Advisory Council at Ryerson University. She is also author of the bestselling business book Our Turn.

A MODERATED CONVERSATION ON LEADERSHIP

- A deeper understanding of what comes after you "lean in".
- Smart and practical ways that women can discover their leadership potential.
- The broad strokes of the way forward for women, based on her own principles of leadership.
- The nitty-gritty of how to excel and to lead while staying true to who you are 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

MICHELLE MOORE

Vice President & National Practice Lead for Executive Career Solutions Group at LHH Knightsbridge

Michelle Moore is the Vice President and National Practice Lead for Executive Career Solutions group at LHH Knightsbridge. Michelle has over 25 years of international experience working with organizations to use human capital to solve complex business challenges, and individuals to maximize personal effectiveness and career success.

Michelle has worked globally with leaders at all levels to help them improve business results by addressing common challenges like leadership development, succession planning, organizational development, change management and team effectiveness, but also has specific expertise and experience in the area of leading technology-led business

transformation and innovation.

Michelle strongly believes that in today's digitally disrupted world, leaders need a good understanding of technology and its impact on organizations, teams and people. She also believes that people are the real fuel driving innovation, and a new approach to leadership is required to succeed.



TALENT DEVELOPMENT & EMPLOYEE ENGAGEMENT

- How to spot a new type of high potential talent – disruptive talent – who are necessary to drive growth and innovation.
- How to engage disruptive talent in a way that aligns to their organizational commitment and readiness.
- How to invest sufficient energy and effort to maximize the engagement and success of disruptive talent.

“Michelle’s talk took our thinking on starting a pure innovation function in the organization to a deeper level... She moves beyond the recruitment process to the broader cultural components of integrating new kinds of people and processes.

- David Willows, Vice President, Strategic Market Solutions, Green Shield Canada

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

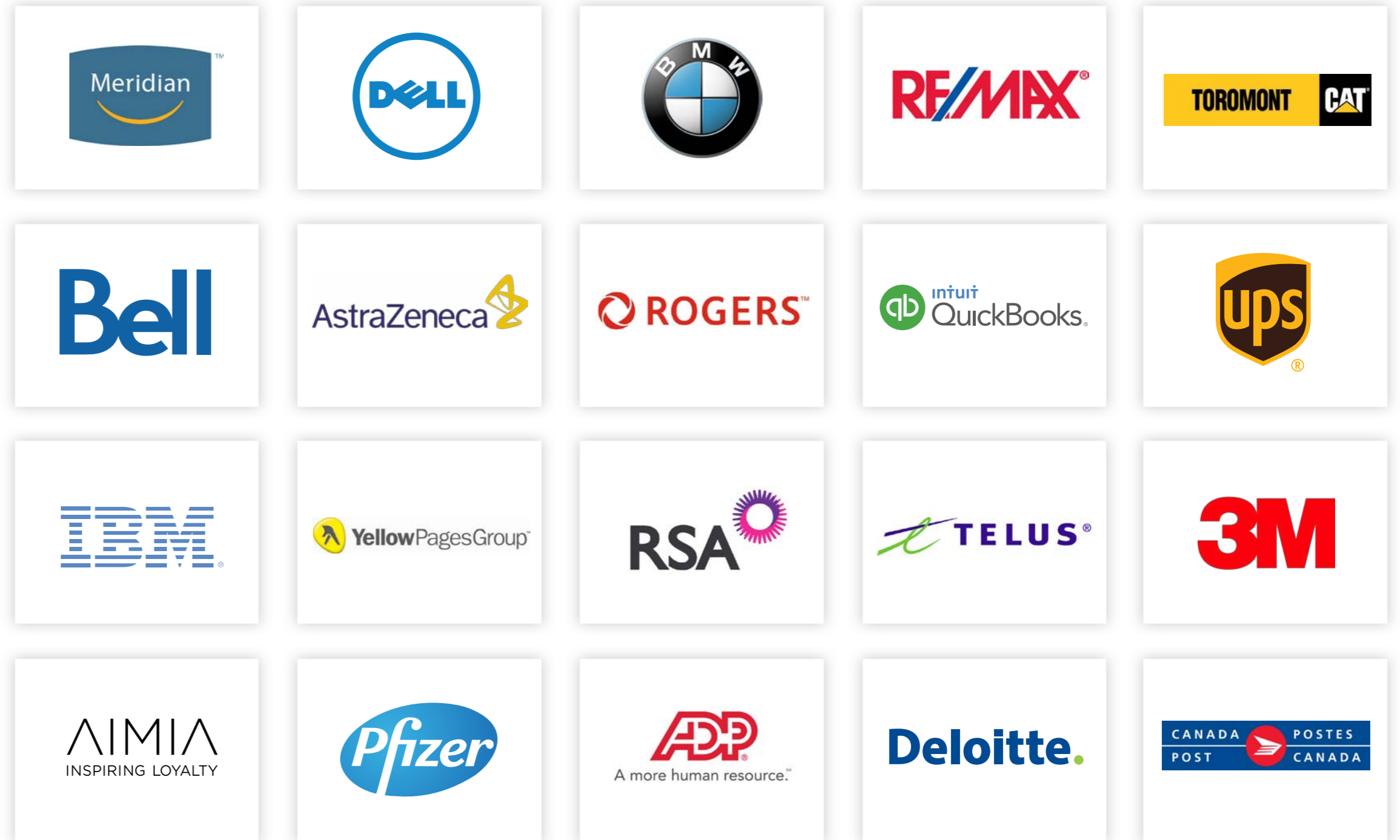
“This is just what I needed to be recommitted to building a strong team.”

- 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



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
- Latest 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 seating section directly behind Platinum
- Latest 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:
 - *Find Your Extraordinary* - **Jessica Herrin**
 - *Our Turn* - **Kirstine Stewart**
 - *Overwhelmed* - **Brigid Schulte**

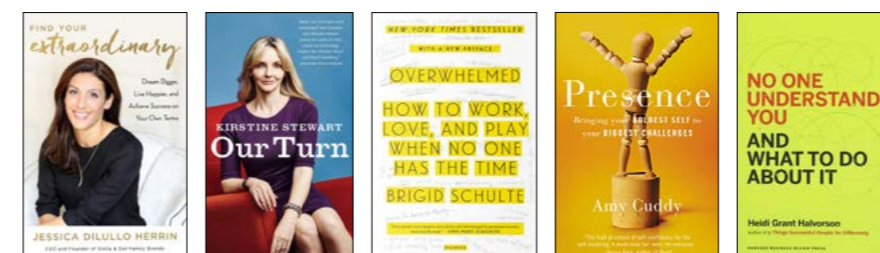


PLATINUM PASS

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

- **Meet and greet photo opportunity with Valerie Jarrett**
- **Continental breakfast and coaching session**
- Express entrance
- Reserved premier seating in the first row
- Latest 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:
 - *Find Your Extraordinary* - **Jessica Herrin**
 - *Our Turn* - **Kirstine Stewart**
 - *Overwhelmed* - **Brigid Schulte**
 - *Presence* - **Amy Cuddy**
 - *No One Understands You* - **Dr. Heidi Grant Halvorson**



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AVAILABLE FOR
GROUPS OF
20 OR MORE!

For further details on group pricing and seating arrangements please contact us at 1-866-99-ART-OF or visit us at TheArtOf.com

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