



**THE ART OF**  
**LEADERSHIP**

CALGARY | September 11, 2015 | 8:30AM - 5:00PM



**TOM PETERS**

**MARSHALL GOLDSMITH**

**CAPTAIN PHILLIPS**

**GRETCHEN RUBIN**

**MARK BOWDEN**

**DR. SEONAI CHARLESWORTH**

*“An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.”*

Jack Welch  
Former Chairman & CEO of GE



SEPTEMBER 11<sup>TH</sup>, 2015 | 8:30AM - 5:00PM

CALGARY TELUS CONVENTION CENTRE

North Building - Exhibit Hall DE

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

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

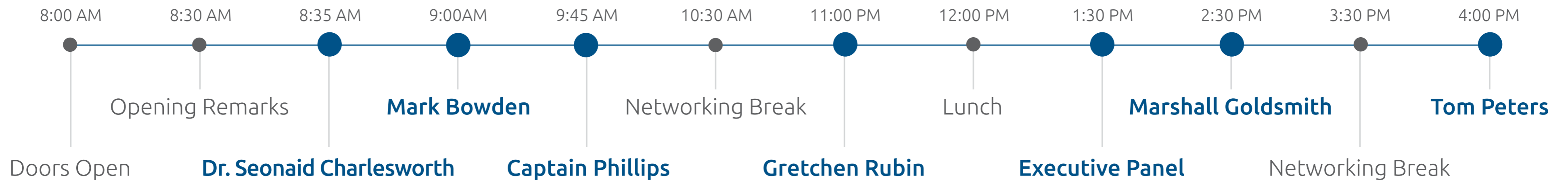
# ABOUT THE ART OF LEADERSHIP

## WHAT TO EXPECT

This one day conference features six 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

## Tom Peters

Excellence & Innovation

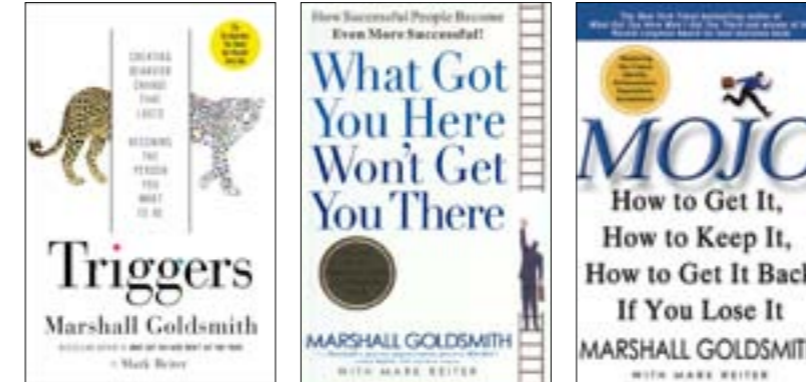


- The ideas that helped make In Search of Excellence a watershed event in both business and publishing—and launched the now mammoth “management guru industry.”
- Strategies and tactics for taking a fresh, radical re-look at the “people (talent) dimension”—instilling an entrepreneurial attitude and penchant for excellence in every employee.
- How to create perpetually adaptive enterprises—ready for anything, prepared to turn on a dime.
- Cases and strategies on how to create an abiding “Culture of Innovation.”
- Success strategies for vigorous leadership in times of uncertainty.

LEARN MORE ►

## Marshall Goldsmith

Employee Engagement & Performance

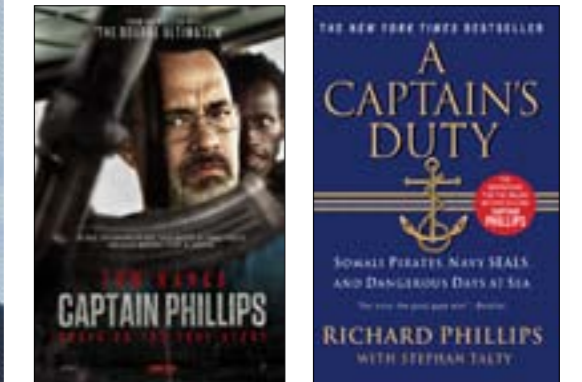


- Discover the behavioural triggers that shape us and how to master them.
- How to identify the five key variables that impact engagement on the job.
- How to implement a new process for employee engagement that teaches employees how to engage themselves.
- Practical tools to increase personal effectiveness and improve overall performance.
- How to avoid bad personal habits that get leaders into trouble and can stifle already successful careers.

LEARN MORE ►

## Captain Phillips

Leadership & Team Development



- Finding your inner leader: Why you are stronger than you know and you can handle much more than you think.
- The Importance of a positive attitude and perseverance: The only time it is over is when you say it is over.
- The importance of a team: How a motivated, focused team of professionals can solve any problem.
- Steering your ship through rough waters: How your organization can survive and thrive, even in times when hope and support are in short supply.

LEARN MORE ►

# WHAT YOU WILL LEARN

## Gretchen Rubin

Habits & Human Behaviour

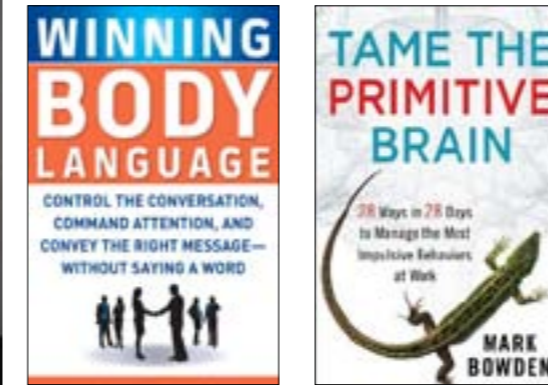


- How understanding crucial differences in how people approach the world allows us to manage ourselves better, manage other people better, and reduce arguments about who is “right” and “wrong.”
- The difference between Abstainers vs. Moderators (about how to fight temptation); Marathoners vs. Sprinters vs. Procrastinators (about the pace at which work should be completed—a real issue within teams); Finishers vs. Openers (about a person’s willingness to work toward completion or to start something new); and the “Four Tendencies” framework (about how a person responds to a request or an order).
- How to get the most from your employees by helping them change their habits, make it possible for them to work and live together harmoniously and how to ultimately manage yourself better.

LEARN MORE ►

## Mark Bowden

Body Language & Communication



- Learn how to create trust, inspire action and eliminate what gets in the way to produce a communication style that is transparent, courageous, compelling, persuasive influential and conversational.
- Learn the tools to confidently convey a powerful presence through world class communication skills that capitalize on instinctual processes of the brain, winning your listeners over to your message.
- Understand how "It's not often what you say- but how you say it that gets results!"
- How perceptions can be completely altered by a simple gesture or action.

LEARN MORE ►

## Dr. Seonaid Charlesworth

Leadership Assessment & Succession Planning



- Discover the five most important decisions you will make about people, and how they will impact your success as a leader.
- Learn the hidden biases that blind leaders from seeing potential and risks in others.
- How to avoid the hidden traps that lead us to make the wrong call about people, and strengthen our talent management decisions.
- Strategies for making more accurate decisions about who to hire, whether to trust someone, and when it's time to give up on someone.

LEARN MORE ►

# TOM PETERS

## One of the Most Influential Business Thinkers of All Time & International Bestselling Author

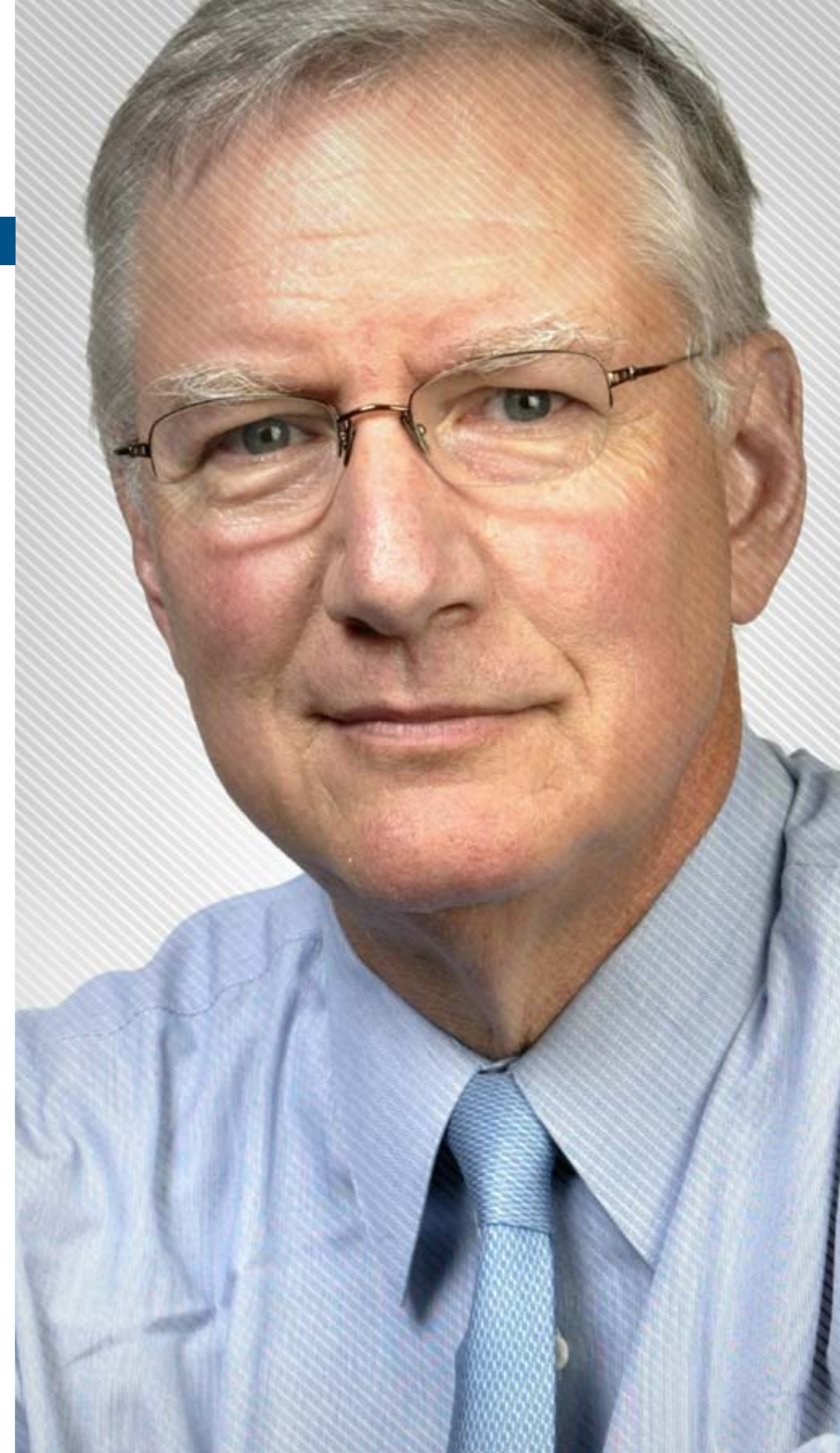
In 1982, with the publication of *In Search of Excellence*, Peters and Bob Waterman helped firms deal with a crushing competitive challenge to their primacy by urging them to get away from strategies based on just the numbers and re-focused on the basic drivers of all successful businesses throughout time: people, customers, values (culture), action-execution, and a perpetual self-renewing entrepreneurial spirit. As "obvious" as these ideas are, they were, are and always will be the bedrock and differentiator of excellent enterprise and subject to constant and remarkably rapid slippage if left untended for even a moment. Peters and Waterman also effectively introduced the world of business to the notion of Excellence per

se, a state of mind and daily practice not normally associated with enterprise and an inspiring and pragmatic and profitable aspiration.

In 1999, *In Search of Excellence* was honored by NPR as one of the "Top Three Business Books of the Century;" it was ranked as the "greatest business book of all time" in a poll by Britain's Bloomsbury Publishing and was the most widely held library book in the United States from 1989 to 2006. Peters has followed *Search* with well over a dozen additional international best sellers. Among them: *A Passion for Excellence* (with Nancy Austin); *Thriving on Chaos*; *Liberation Management* (acclaimed as the "Management Book of the Decade" for the '90s) the provocative,

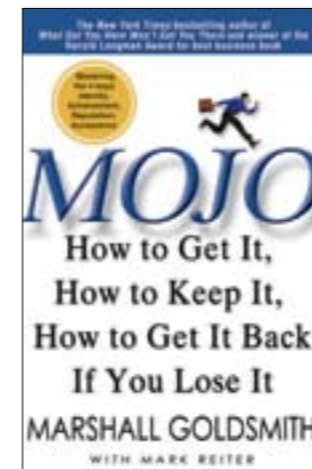
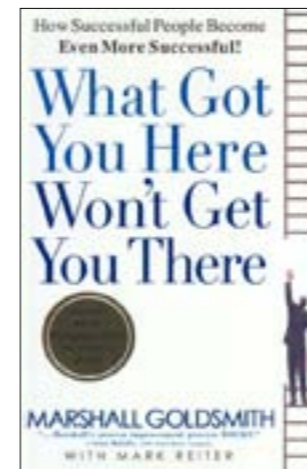
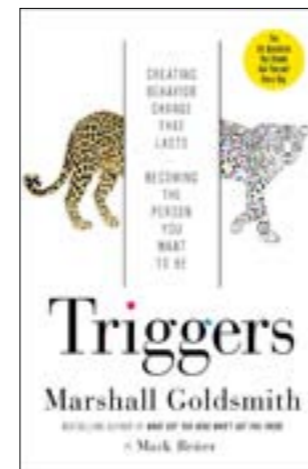
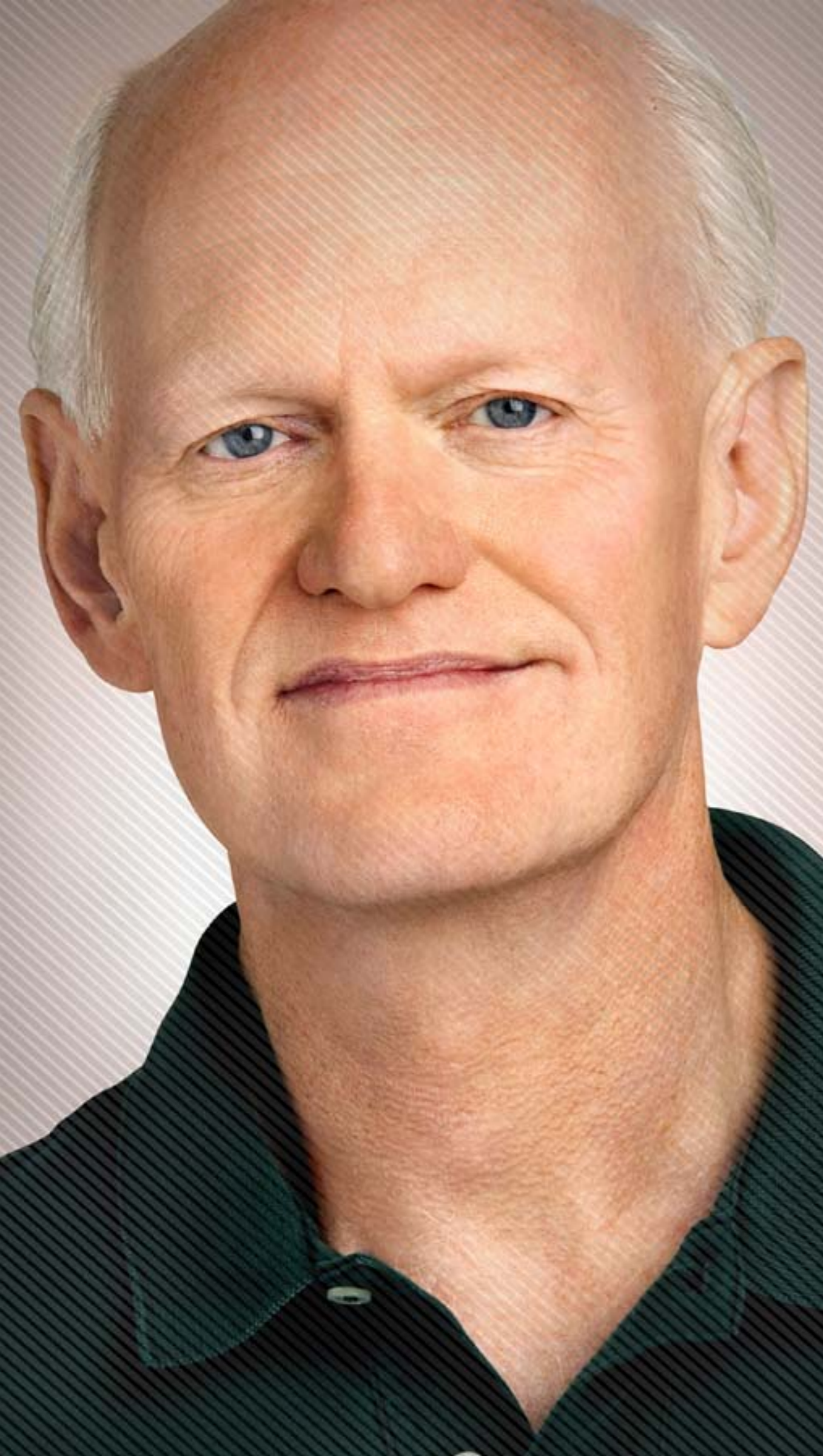
colorful *Re-imagine: Business Excellence in a Disruptive Age*, and *The Little Big Things: 163 Ways to Pursue Excellence*.

Peters, who is widely credited with almost single-handedly "inventing" the public "management guru industry," now global in scope and billions of dollars in size, writes, reflects and then presents about 30 seminars each year, well over half outside the U.S. He estimates that since 1978, when the work on *Search* began, he's given well over 2,500 speeches, flown 5,000,000+ miles, spoken before 2,000,000 to 3,000,000 people and presented in 48 states and 67 countries. Also, since 2004, Peters has devoted significant "at home" energy to the award-winning blog—[www.tompeters.com](http://www.tompeters.com).



“ If they're onto a good thing, management gurus generally milk the same business mantra for all its worth. However, one guru par excellence is going against the grain. The one-man brand that is Tom Peters is still reinventing himself.

- CNN.com



# MARSHALL GOLDSMITH

## New York Times Bestselling Author & World-Renowned Leadership Expert

Dr. Marshall Goldsmith has been recognized every year for the past four years as one of the “Top 10 Business Thinkers in the World” and the top-rated executive coach in the world by Thinkers50. His client list is a who’s who of America’s top CEOs and brands.

He is the author or editor of 35 books, which have sold more than two million copies, been translated into 30 languages, and become bestsellers in 12 countries. He has written two New York Times bestsellers, *MOJO* and *What Got You Here Won't Get You There* – a Wall Street Journal #1 business book, winner of the Harold Longman Award for “Business Book of the Year” and one of the Nielsen

Bookscan top 10 bestselling management books published in the U.S. in the past 10 years. His newest book *Triggers: Creating Behavior That Lasts* explores the environmental and psychological triggers that can derail us at work and in life, and he shares the 10 beliefs that sabotage our success and how we can overcome them and offers audiences a checklist of six active questions that they can use to achieve lasting change in their lives.

Marshall’s professional acknowledgments include: Harvard Business Review – World’s #1 Leadership Thinker, Institute for Management Studies – Lifetime Achievement Award for Excellence in Teaching (one of only two ever awarded),

American Management Association – 50 great thinkers and leaders who have influenced the field of management over the past 80 years, BusinessWeek – 50 great leaders in America, the Wall Street Journal – top 10 executive educators, Forbes – five most-respected executive coaches, CEO Global (Canada) – World’s #1 Leadership Speaker, Economist (UK) – most credible executive advisors in the new era of business, National Academy of Human Resources – Fellow of the Academy (America’s top HR award), World HRD Congress – global leader in HR thinking and Fast Company – America’s preeminent executive coach. His work has been recognized by nearly every professional organization in his field.

“ Marshall Goldsmith is one of the world's foremost experts at helping people get better. He provides a rich set of new, practical, life tested ideas, concepts and frameworks that will help those of us who want to change, be the best that we can be, and be the person we want to be.

- Hubert Joly, CEO, Best Buy

# CAPTAIN PHILLIPS

## Hero of the High Seas, Real Life Inspiration for the Movie *Captain Phillips* & New York Times Bestselling Author of *A Captain's Duty*

For five days in April 2009, the world was glued to their TV screens as Captain Richard Phillips became the center of an extraordinary international drama when he was captured by Somali pirates who hijacked his ship, the first hijacking of a U.S. ship in more than 200 years.

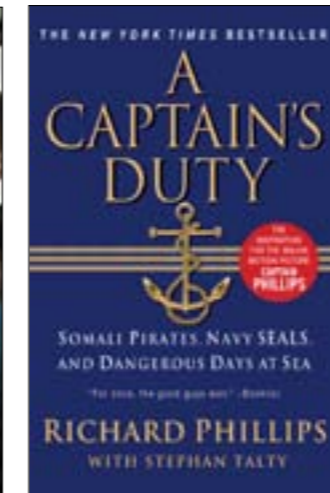
The hostage drama began on Wednesday, April 8th when a small band of pirates swung grappling hooks and climbed ropes from their skiff onto the Maersk Alabama, a container ship ferrying food aid to East Africa. Firing into the air as they leapt aboard the ship, many of the crew members scrambled into a designated safe room aboard the vessel.

To protect his crew, Captain Phillips made a conscious decision to put himself

directly in harm's way, knowing full well that he might pay the ultimate price for his decision. Amid the standoff, he offered himself as a hostage.

Once the pirates settled into one of the ship's covered lifeboats, the crew attempted to trade the pirate they had captured for Captain Phillips. After they released their captive, the pirates refused to honor the agreement and fled with nine days of food rations and Captain Phillips. Held hostage as a human shield in a small lifeboat with three pirates, he had little to hope for or cling to — except the knowledge that he had done absolutely everything he could to save the lives of the 20 sailors aboard his ship.

The U.S. Navy responded to the scene, and negotiations were ongoing between

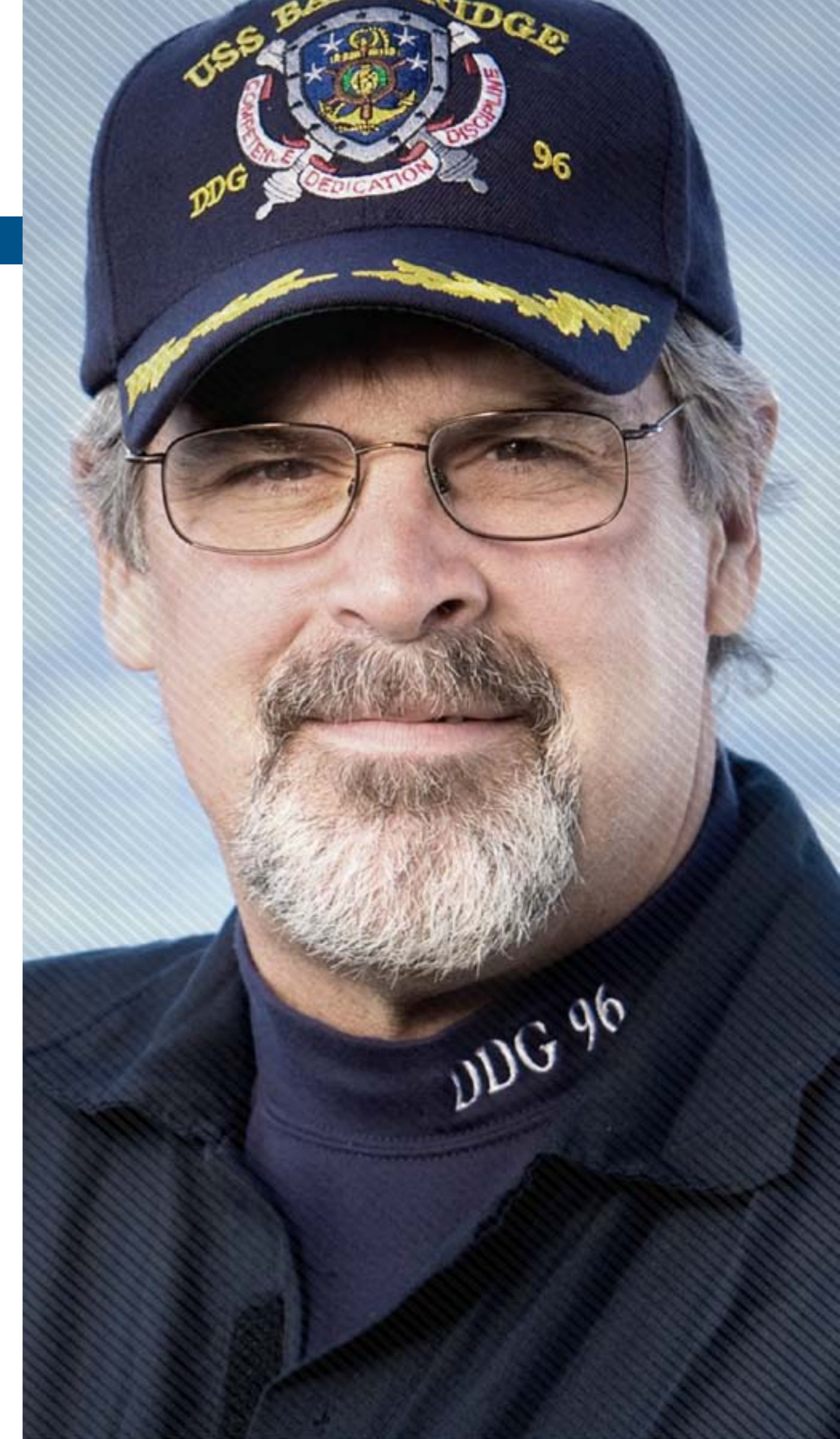


the pirates and the captain of the USS Bainbridge. On Friday April 10th, Captain Phillips jumped out of the lifeboat and managed to swim a few yards toward the nearby destroyer, but the pirates went in after him and managed to haul him back in. The standoff dragged on until April 12th, when Navy SEAL snipers saw one of the pirates aim his AK-47 machine gun at Capt. Richard Phillips' back and concluded he was in "imminent danger."

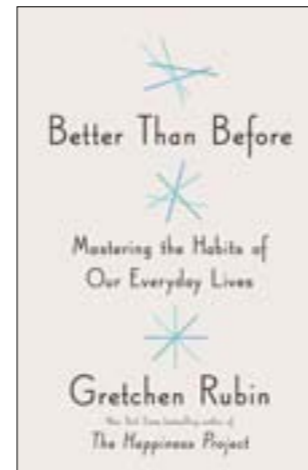
Captain Richard Phillips is the author of *A Captain's Duty: Somali Pirates, Navy SEALs, and Dangerous Days at Sea*, about his experience and his remarkable rescue. This dramatic story was also transformed into an Academy-Award and Golden-Globe nominated film, *Captain Phillips*, which hit the big screens in fall of 2013.

“ I share the country's admiration for the bravery of Captain Phillips and his selfless concern for his crew. His courage is a model for all Americans.

- President Barack Obama







# GRETCHEN RUBIN

**#1 New York Times Bestselling Author  
of *The Happiness Project*, *Happier  
at Home* & *Better Than Before***

Gretchen Rubin is the author of several books, including the #1 New York Times and international bestseller, *The Happiness Project*—an account of the year she spent test-driving the wisdom of the ages, the current scientific studies, and the lessons from popular culture about how to be happier. On her popular blog, *The Happiness Project*, she reports on her daily adventures in the pursuit of happiness.

In her next book, *Happier at Home*, Rubin embarked on a new project to explore how to make home a happier place. Starting in September (the new January), Gretchen dedicates a school year—from September through May—to concentrating on the factors that matter most for home, such as possessions, marriage, time, parenthood, body, neighborhood. The book's title was inspired by a line from Samuel Johnson:

"To be happy at home is the ultimate result of all ambition."

Gretchen's latest, *Better Than Before: Mastering the Habits of Our Everyday Lives*, tackles the critical question: How do we change? Gretchen Rubin's answer: through habits. Habits are the invisible architecture of everyday life. It takes work to make a habit, but once that habit is set, we can harness the energy of habits to build happier, stronger, more productive lives.

A graduate of Yale and Yale Law School, where she was Editor-in-Chief of the Yale Law Journal and winner of the Edgar M. Cullen Prize, Rubin started her career in law, and she was clerking for Justice Sandra Day O'Connor when she realized she really wanted to be a writer.

Rubin is much in demand as a speaker, and she has addressed corporate audiences at places such as GE, Google, LinkedIn, Accenture, Procter & Gamble, as well as university audiences such as Yale Law School, Harvard Business School, and Wharton.

Rubin was one of the first people asked to become a LinkedIn "Influencer," where she has an enormous, active group of followers. She was named one of the "100 Most Influential People in Health and Fitness," one of the Inc.'s Top 50 Leadership and Management Experts, and one of the "22 Brilliant Thinkers Everyone Should Follow on Twitter" by Business Insider.

Raised in Kansas City, she lives in New York City with her husband and two daughters.

*"Gretchen Rubin combines deep research and observations from her own life to explain how habits emerge and—more important—how they can change. It's indispensable for anyone hoping to overhaul how they (almost unthinkingly) behave."*

**- Charles Duhigg, New York Times bestselling author of *The Power of Habit***

# MARK BOWDEN

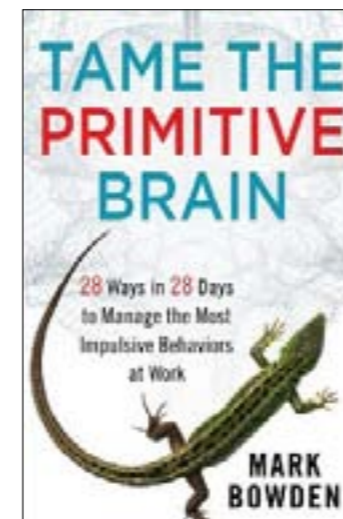
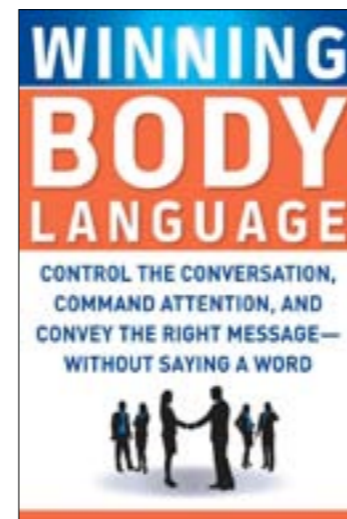
## Bestselling Author of Winning Body Language, World-Renowned Communication Expert & Performance Trainer

Today's executives need to do more than simply succeed: they need to stand out. Communications expert Mark Bowden explains how to use persuasive communication skills to set yourself apart, win trust, and generate profit. His trademark techniques are used by top leaders and political players around the world who want to gain an advantage—beyond words—when they speak.

Bowden received a university degree in performance in the UK, and studied the gesture-control methods of Jacques Lecoq's Laboratory of Movement in Paris. He then went on to work with leading

practitioners of movement psychology, building upon the influence techniques of Dr. Milton Erickson. Bowden is on the faculty of the International Masters of Health Leadership at McGill University, and of the Clinical Leadership program at Schulich Executive Education Centre, York University.

Bowden has a reputation for being one of the world's expert performance trainers, and he is highly sought after for his business-presentation acumen. His client list also includes leading business people, teams, and politicians—from presidents and CEOs of Fortune 500 companies to prime ministers of G8



powers. Some of his recent clients include Blakes, Brandes, Fidelity, RBC, ING, AVIVA, Standard Life, Gartner, AMD, Microsoft, Thomson Reuters, Viacom, Ogilvy, The BBC, CTV, Walmart, Nestle, Disney, Canadian Medical Association, University Health Network, Roche, AstraZeneca, Audi, Toyota, Kroll, and Barrick Gold.

Bowden delivered a much-watched TEDx Talk in Toronto in 2013, and is the body language expert and regular guest on CTV's The Social. His bestselling body-language book, *Winning Body Language*, has been translated into five languages and sold around the world.

“ *The Prime Minister finds your coaching very valuable. In the debate he gave back as good as he got and we achieved our objective. Thanks for your help, Mark. A win is a win!* ”

**- Senior Adviser to G8 Leader**





# DR. SEONAIID CHARLESWORTH

## Vice President, Executive Assessment & Succession, Lee Hecht Harrison Knightsbridge

Seonaid Charlesworth works with C-suite and executive successors to understand what they're capable of and what could derail their success. She has assessed over 400 executives in Canada, US, UK and South America.

Seonaid combines her expertise in Industrial and Organizational Psychology with deep experience assessing leaders to help organizations

make smarter decisions about people. As Vice President of Executive Assessment and Succession at Lee Hecht Harrison Knightsbridge, she is sought out by Boards and CEOs at some of North America's leading organizations.

Seonaid challenges conventional thinking, by showing the common traps we fall into when making decisions about people. Drawing on stories from

some of the world's fastest growing organizations, she shows how leaders can avoid these traps and make smarter decisions about people.

Seonaid holds a Ph.D. in Industrial / Organizational Psychology from the University of British Columbia and a B.A. with honors from Queen's University.

# 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

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

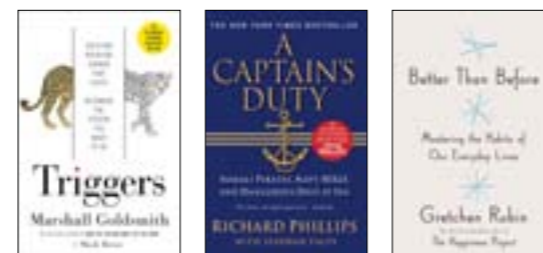
# VIP PASS

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 premier classroom seating section beginning in the third row
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- Recent issue of The Art of Magazine
- An eco-friendly tote bag, notebook and pen
- Copies of 3 featured bestselling books:
  - *Triggers* - **Marshall Goldsmith**
  - *A Captain's Duty* - **Captain Richard Phillips**
  - *Better Than Before* - **Gretchen Rubin**




# 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)

Only 50 Available!

- **Exclusive Q&A, book signing and photo with Tom Peters** 
- Express entrance
- Reserved premier classroom seating section beginning in the first row
- Book signing opportunities with speakers
- Exclusive three course networking lunch
- Recent issue of The Art of Magazine
- An eco-friendly tote bag, notebook and pen
- Copies of 5 featured bestselling books:
  - *Triggers* - **Marshall Goldsmith**
  - *A Captain's Duty* - **Captain Richard Phillips**
  - *Better Than Before* - **Gretchen Rubin**
  - *Winning Body Language* - **Mark Bowden**
  - *The Little Big Things* - **Tom Peters**



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