

THE ART OF LEADERSHIP

Presented by  Dell Technologies

CHICAGO | JUNE 24, 2019


JOCKO WILLINK

SIR KEN ROBINSON

DR. TASHA EURICH

TIFFANI BOVA

DR. VINCE MOLINARO

A large audience is seated in a conference hall, viewed from behind. The scene is overlaid with a semi-transparent blue filter. In the center, a quote is displayed in white text. The quote is preceded by a white double-right-pointing triangle symbol. The background shows the ceiling with lighting rigs and the audience filling the lower half of the frame.

▸▸ Leaders must always operate with the understanding that they are part of something greater than themselves.

JOCKO WILLINK

The Art of Leadership

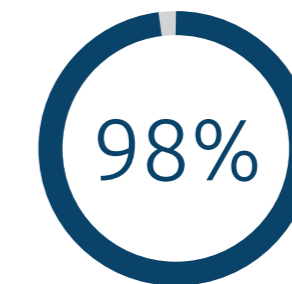
Let those who shape our world today,
help shape yours tomorrow.

Strong leaders don't follow the crowd, they inspire the crowd to follow them. They're the disruptors and the doers. They know that without calculated risk there can be no reward.

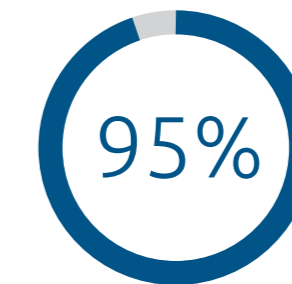
Strong leaders plan and define the route that will pave the road to success. They enable organizations to develop dynamic corporate cultures. Engaged employees and sustainable long-term growth are their end game.

The Art of Leadership brings together the most respected names in thought leadership in an environment that inspires action. Surrounded by a network of like-minded individuals, we design unique conferences that are built around the stories, ideas, discoveries and transformative moments that drive achievement.

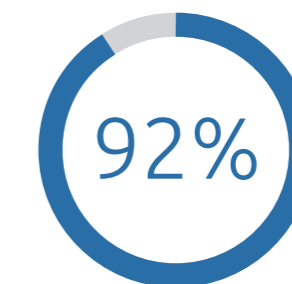
Our conferences expose those in attendance to explosive new ways of thinking as they unleash unlimited creative potential. Attendees discover new ways to re-energize their corporate culture, spark fresh thinking and ignite strategic insights to deal with the biggest challenges facing their organizations.



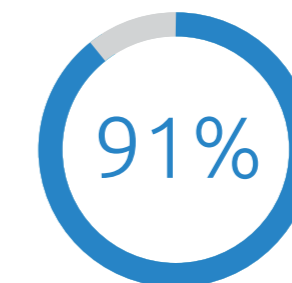
Learned an actionable insight to become a better leader



Would recommend The Art of Leadership to a colleague



Plan on attending again in the future



Of past speakers rated good/excellent

Agenda

Monday, June 24, 2019
8:30AM - 4:30PM

Sheraton Grand Chicago
Chicago Ballroom - 5th Floor
301 East North Water Street
Chicago, IL
60611

8:00 AM ▼ Doors Open

8:30 AM ▼ Opening Remarks

8:45 AM Tiffani Bova



9:45 AM ▼ Networking Break

10:15 AM Dr. Vince Molinaro



11:00 AM Sir Ken Robinson



12:00 PM ▼ Lunch Break

1:15 PM Executive Panel

2:00 PM Dr. Tasha Eurich



3:00 PM ▼ Networking Break

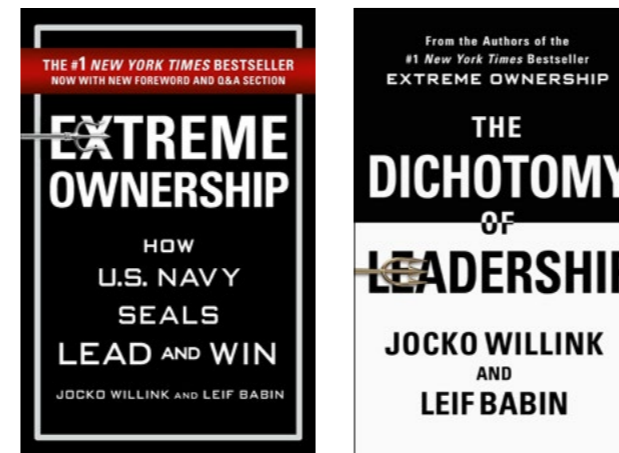
3:30 PM Jocko Willink



4:30 PM ▼ Closing Remarks

JOCKO WILLINK

Decorated Retired U.S. Navy SEAL and
#1 New York Times Bestselling Author



The smartest, most revolutionary management approach since Jack Welch's Six Sigma.

- Don Imus, *Former Radio Host*

Jocko Willink is a retired U.S. Navy SEAL officer, co-author of the #1 New York Times bestseller *Extreme Ownership: How U.S. Navy SEALs Lead and Win*, host of the top-rated Jocko Podcast, and co-founder of Echelon Front, where he serves as Chief Executive Officer, leadership instructor, speaker and strategic advisor.

Jocko spent 20 years in the SEAL Teams, starting as an enlisted SEAL and rising through the ranks to become a SEAL officer. As commander of SEAL Team Three's Task Unit Bruiser during the battle of Ramadi, he

orchestrated SEAL operations that helped the "Ready First" Brigade of the U.S. Army's First Armored Division bring stability to the violent, war-torn city. Task Unit Bruiser became the most highly decorated Special Operations Unit of the Iraq War.

Jocko returned from Iraq to serve as Officer-in-Charge of training for all West Coast SEAL Teams. There, he spearheaded the development of leadership training and personally instructed and mentored the next generation of SEAL leaders who have continued to perform with great success on

the battlefield. Jocko is the recipient of the Silver Star, the Bronze Star, and numerous other personal and unit awards.

Upon retiring from the Navy, Jocko co-founded Echelon Front, a premier leadership consulting company, where he teaches the leadership principles he learned on the battlefield to help others lead and win. Jocko also authored the *Discipline Equals Freedom Field Manual*, a New York Times Bestseller, and the best selling children's books: *The Way of the Warrior Kid*, and *The Way of the Warrior Kid: Marc's Mission*.

TEAMWORK, DISCIPLINE AND OWNERSHIP

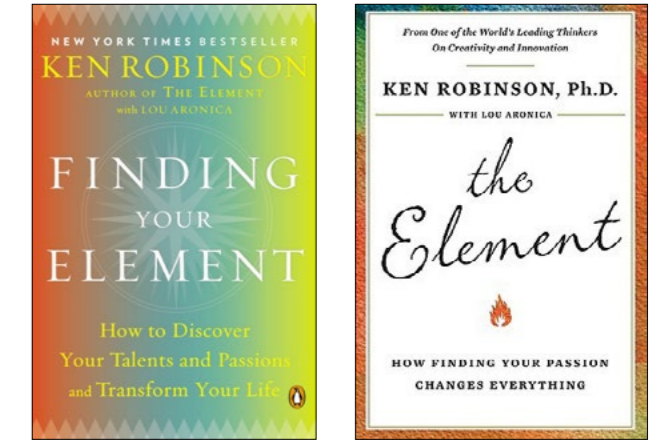
- Battle-tested concepts of combat leadership that directly correlate to all leadership situations on and off the battlefield.
- Tried, tested, and proven combat leadership principles and strategies learned on the front lines of the war on terror.
- The mind-set and principles that enable SEAL units to accomplish the most difficult missions in combat.





SIR KEN ROBINSON

Internationally Acclaimed Creativity and Innovation Expert and New York Times Bestselling Author



His work is as relevant and imperative for the parents of a twelve-year-old as it is for the CEO of a behemoth Corporation.

- Vanity Fair

An internationally recognized authority in creativity and innovation in education and business, Sir Ken Robinson is also one of the world's leading speakers. Videos of his famous talks to the prestigious TED Conference are the most viewed in the history of the organization and have been seen by an estimated 300 million people in over 150 countries.

Sir Ken works with governments in Europe, Asia and the US, international agencies, Fortune 500 companies and leading cultural organizations. He led a national commission on creativity, education and the economy for the UK Government, was the central figure in developing a strategy for creative and

economic development as part of the Peace Process in Northern Ireland, and was one of four international advisors to the Singapore Government for a strategy to become the creative hub of SE Asia.

Called "one of the world's elite thinkers on creativity and innovation" by Fast Company magazine, Sir Ken has received numerous awards and recognitions for his groundbreaking contributions. He was included in Thinkers50 list of the world's leading business thinkers and has been named one of TIME/Fortune/CNN's Principal Voices. In 2003, he received a knighthood from Queen Elizabeth II for services to the arts. His 2009

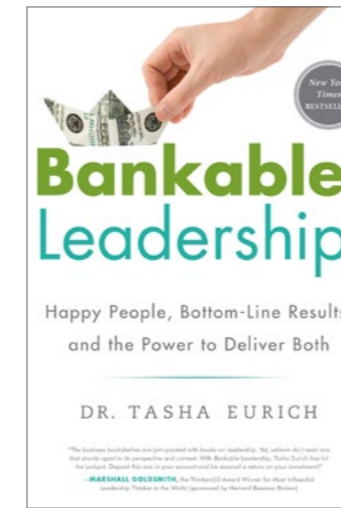
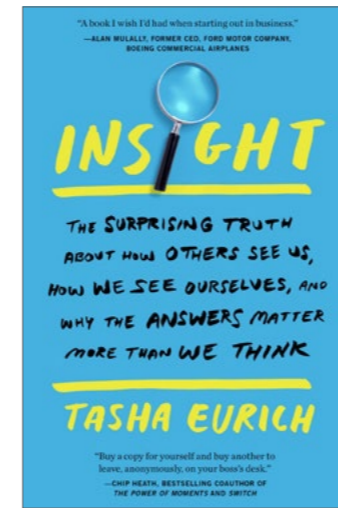
book, *The Element: How Finding Your Passion Changes Everything*, is a New York Times bestseller and has been translated into 21 languages. A 10th anniversary edition of his classic work on creativity and innovation, *Out of Our Minds: Learning to be Creative*, was published in 2011. *Finding Your Element: How to Discover Your Talents and Passions and Transform Your Life*, was published in May 2013 and is also a New York Times bestseller. His latest book, *Creative Schools: The Grassroots Revolution That's Transforming Education*, written with Robinson's trademark wit and engaging style, includes groundbreaking research and tackles the critical issue of how to transform the nation's troubled educational system.

CREATIVITY AND INNOVATION

- The myths about innovation that hold many organizations back and the core practices that drive organizations forward.
- How all leaders and their organizations have deep creative resources to draw from.
- The three core roles of leaders in creating and sustaining a culture of innovation.

DR. TASHA EURICH

Organizational Psychologist,
Researcher and New York Times
Bestselling Author



Eurich brings focus to how we might reach real insight—the kind that transforms us and our relationships with those we work with.

- Ed Catmull, *President of Pixar & Walt Disney Animation Studios*

Dr. Tasha Eurich is an organizational psychologist, researcher, and New York Times bestselling author. As a third generation entrepreneur, she grew up seeing the powerful influence company leaders had, on both their businesses and the livelihoods of their employees.

Dr. Eurich's first book, *Bankable Leadership*, debuted on the New York Times bestseller list, and has since become a popular resource

for managers and executives who don't want to choose between making their employees happy and producing bottom-line results for their business.

Her latest book, *Insight*, delves into the connection between an employee's self-awareness—what Dr. Eurich calls the meta-skill of the twenty-first century—and their performance and success, both in and out of the workplace. Over the course of three

years, Dr. Eurich conducted a first-of-its-kind study, surveying thousands of people and examining hundreds of academic studies.

With a PhD in Industrial-Organizational Psychology, Dr. Eurich contributes to The Huffington Post and Entrepreneur Magazine and has been featured in outlets like Forbes, The New York Times, CNBC, Fast Company, and Inc.

SELF-AWARENESS AND PERFORMANCE

- What self-awareness really is, an understanding of your own self-awareness as a leader and how it helps leaders succeed.
- How leaders who cultivate self-awareness bust through barriers to change, make smarter decisions, and lead more profitable companies.
- What self-aware leaders do differently, and a few battle-tested tools to improve leadership skills and work performance.



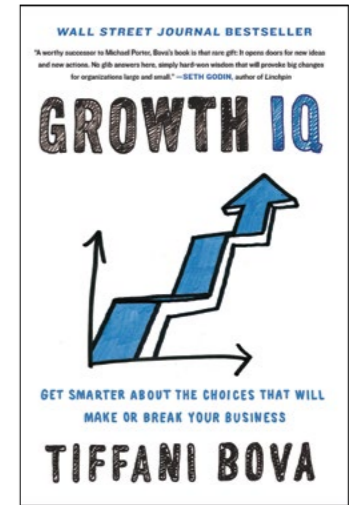


TIFFANI BOVA

*Global Growth & Innovation Evangelist
at Salesforce and Bestselling Author*

Smart growth is sustainable growth and Tiffani Bova shows us how to maintain it by building a purpose-led culture and leveraging, instead of sacrificing, the dedication of your people.

- **Arianna Huffington**, *Founder & CEO of Thrive Global and Founder of The Huffington Post*



Tiffani Bova is the global customer growth and innovation evangelist at Salesforce, where as an industry thought leader, she watches overall market trends to uncover best practices on how to improve sales performance and enhance the overall customer experience.

Bova has extensive knowledge of go-to-market, sales and channel strategies. Prior to Salesforce, she spent 10 years at Gartner as a vice president, distinguished analyst and research fellow, covering sales transformation and indirect channel

innovation. Over the past decade, she has worked with hundreds of technology companies to develop highly effective growth strategies and innovative go-to-market models. She won the Gartner Thought Leadership Award for her comprehensive body of work on the Future of Sales and has delivered more than 200 keynote presentations around the globe to over 250,000 people on sales transformation and business model innovation.

Before her time at Gartner, Bova spent 15 years in various sales and leadership

positions, managing both start-up and Fortune 500 sales organizations, and she still considers herself a 'recovering seller.'

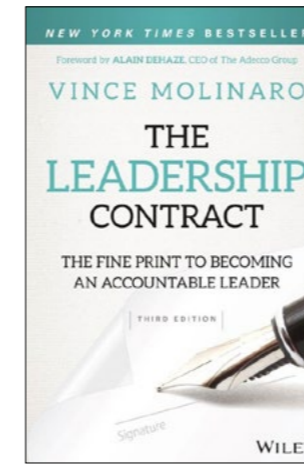
Bova has been published in Forbes, Harvard Business Review and The Huffington Post. She was named one of the 50 Most Powerful and Influential Women in California in 2014 by the National Diversity Council, as well as Inc. Magazine's 37 Sales Experts You Need to Follow on Twitter. Bova is a graduate of Arizona State University and The Executive Program at Wharton School of Business at the University of Pennsylvania.

GROWTH AND CULTURE

- Ten simple—but easily misunderstood—paths to growth.
- Why it can be a mistake to imitate strategies that worked for your competitors, or rely on strategies that worked for you in the past.
- Why the best place to learn the realities of the market, is from the field and to see it through the eyes of your employees and customers.

DR. VINCE MOLINARO

*Internationally Recognized Leadership Adviser
and New York Times Bestselling Author*



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 and Chairman Emeritus of Conscious Capitalism Inc.

Vince Molinaro has dedicated his life to promoting both personal and organizational accountability in leadership cultures around the world. He experienced a defining moment early in his career when he saw a respected colleague and mentor succumb to a cancer she believed was the byproduct of a stressful, toxic work environment. As a result, Vince vowed to teach business leaders how to build successful organizations by

increasing the accountability of their leaders.

Vince knows that leadership accountability is the key ingredient in building a strong, vibrant organizational culture. As a successful senior executive in one of the world's top leadership development firms, Vince has made it his calling to confront weak and lame leadership. He shows leaders at all levels in organizations worldwide how

to step up and fulfill their obligations and responsibilities as real leaders.

What sets Vince apart is that he's no ivory-tower academic. As a forceful keynote speaker at conferences and corporate retreats around the world, he translates first-hand experiences from the leadership trenches into practical advice on how leaders can confront and overcome their challenges and build strong leadership cultures.

ENGAGEMENT AND ACCOUNTABILITY

- How to fully embrace a culture of effective leadership and set clear expectations for all leaders.
- How to build relationships across the organization to foster collaboration and innovation.
- How to make leadership accountability a critical business issue and how to confront mediocre leadership.



► I have had the opportunity to speak all over the world and I can say with confidence that *The Art of Leadership* is in a league of its own. *The Art Of* doesn't just put on amazing events, they are an amazing company to work with.

Vijay Govindarajan
Distinguished Professor

DARTMOUTH TUCK SCHOOL OF BUSINESS

► Inspiring presentations with relevant topics and key takeaways. Great representation of industries and businesses for networking.

Kim Ferreira
Director, Wealth Management Learning
BMO

► The speakers provided great leadership techniques including specific examples of how they overcame leadership challenges.

Manlio Staropoli
Manager, Engineering
FEDEX

► *The Art of Leadership* forces you to challenge your own concepts about leadership and inspires you to redefine your well known theories.

Cintia Nardi
Vice President of Supply Chain and Operations
COSMETICA LABORATORIES

Notable Past Attendees



cossette

Deloitte.



Pricing

	SILVER \$499	GOLD \$799	PLATINUM \$999
WHAT'S INCLUDED			LIMITED AVAILABILITY
Seating	Theatre seating behind Gold first-come, first-seated	Classroom seating behind Platinum, row 3+	Premier classroom seating row 1-2
Insight Workbook and Conference Summary	✓	✓	✓
Latest issue of The Art Of Magazine	✓	✓	✓
Book signing opportunities with speakers	✓	✓	✓
Express entrance		✓	✓
Freshly brewed morning coffee and tea		✓	✓
Three-course networking lunch		✓	✓
Embossed journal and pen		✓	✓
Books from featured speakers			
Exclusive reception and book signing with Jocko Willink			✓

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