



THE ART OF
LEADERSHIP

TORONTO | November 17, 2015 | 8:30AM - 5:00PM



JOHN MACKEY

CAPTAIN PHILLIPS

AMY CUDDY

CHESTER ELTON

DR. VINCE MOLINARO

“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



NOVEMBER 17TH, 2015 | 8:30AM - 5:00PM

METRO TORONTO CONVENTION CENTRE
North Building - Hall A
255 Front Street West, Toronto, ON M5V 2W6
www.mtccc.com

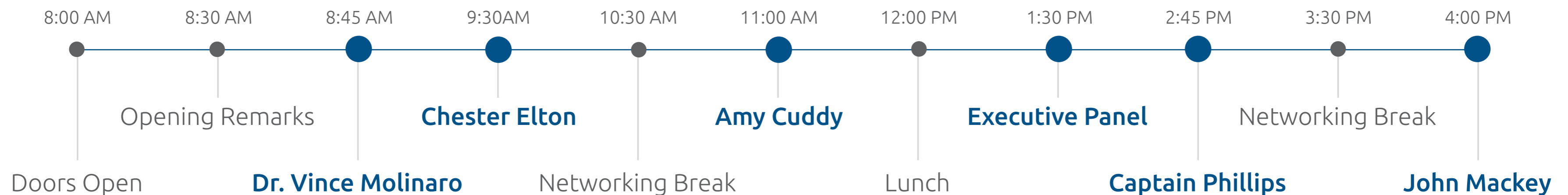
ABOUT THE ART OF LEADERSHIP

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 2,500 of Canada's most influential leaders.

WHY ATTEND

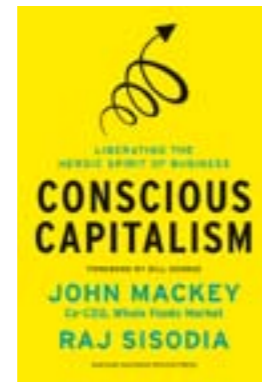
Today's leaders have a dynamic role - integrating people and strategies in order to achieve sustainability and enhance organizational performance in challenging business environments. The Art of Leadership responds to the fundamental changes impacting leadership functions. From practical tips to innovative 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

John Mackey

Conscious Leadership & Culture

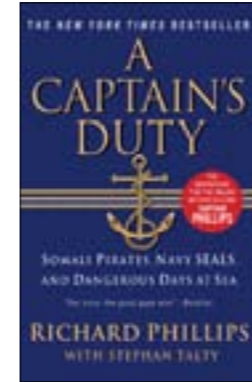


- How leaders can personally grow and evolve to, in turn, grow and engage employees and the company itself.
- How to create or evolve an organization's culture to become both highly innovative and productive.
- How a company's higher purpose can effect stakeholder integration, leadership, and culture... all for the better.
- How to create value for all stakeholders, including customers, employees, suppliers, investors, society and the environment.

LEARN MORE ►

Captain Phillips

Leadership & Team Development

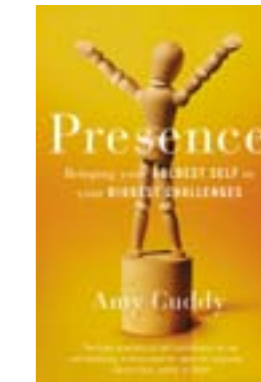
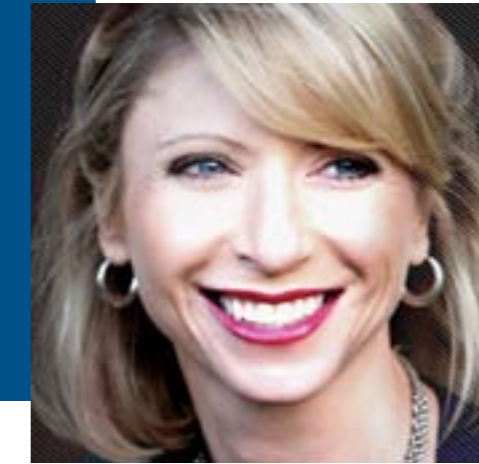


- Finding your inner leader: Why you are stronger than you know and you can handle much more than you think.
- The Importance of a positive attitude and perseverance: The only time it is over is when you say it is over.
- The importance of a team: How a motivated, focused team of professionals can solve 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 ►

Amy Cuddy

Body Language & Communication



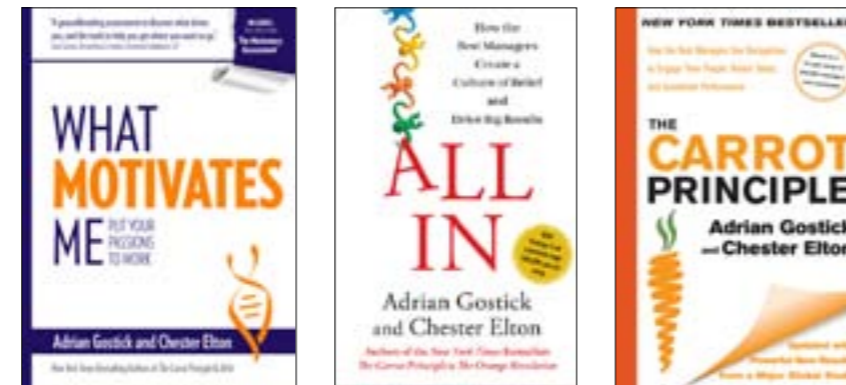
- Lessons from her TED talk about "power poses" (second most viewed TED talk of all time) on the science underlying these and many other fascinating body-mind effects and how to use this science to become self-assured in high-pressure moments.
- How powerfully our body language influences not only other people's opinions of us but our own feelings of confidence and authority.
- How to adjust your self-presentation for big boosts in self-confidence and effectiveness.
- How to balance warmth and strength, focusing on techniques that help project warmth and build rapport – an often overlooked but fundamental skill in effective leadership.

LEARN MORE ►

WHAT YOU WILL LEARN

Chester Elton

Employee Motivation & Engagement



- A step-by-step method to help identify employees' particular blend of core motivators.
- A process to figure out the disconnect that may exist between employees' passions and their current work situation.
- The 7 steps today's most successful managers use to generate buy-in.
- How managers at any level can build a productive workgroup culture of their own where employees commit to the culture and give that extra push of effort.

LEARN MORE ►

Dr. Vince Molinaro

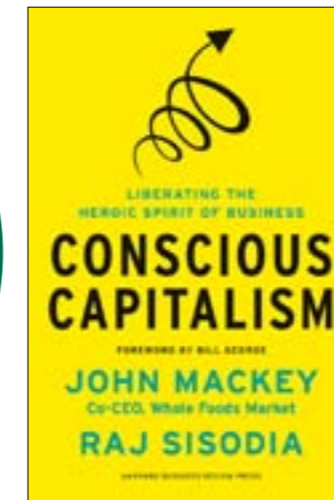
Performance & Accountability



- How to fully commit to a culture of effective leadership.
- How to thoroughly accept and manage the operational workload required of an effective leader.
- Motivational strategies to provoke high standards for working team members.
- How to network candidly and connect to a broader community of likeminded leaders.

LEARN MORE ►

JOHN MACKKEY



Co-Founder & Co-CEO of Whole Foods Market & New York Times Bestselling Author of Conscious Capitalism

John Mackey, co-founder and co-CEO of Whole Foods Market, has led the natural and organic grocer to a \$14 billion Fortune 500 company. With more than 400 stores and 87,000 Team Members in three countries, the company has been named by Fortune magazine as a "Best Company to Work For" for 18 consecutive years and the number one most admired food and drug store company in the world as part of the magazine "Most Admired Companies" list in 2014.

While devoting his career helping shoppers satisfy their lifestyle needs with quality natural and organic foods, Mackey has also focused on building a more conscious way of doing business. He was the visionary for

the Whole Planet Foundation to help end poverty in developing nations, the Local Producer Loan Program to help local food producers expand their businesses, The Global Animal Partnership's rating scale for humane farm animal treatment, and the Health Starts Here initiative to promote health and wellness.

Mackey has been recognized as Ernst & Young's "Entrepreneur of the Year Overall Winner for the United States," Institutional Investor's "Best CEO in America," Barron's "World's Best CEO," MarketWatch's "CEO of the Year," FORTUNE's "Businessperson of the Year" and one of "The World's 50 Greatest Leaders" and Esquire's "Most Inspiring CEO."

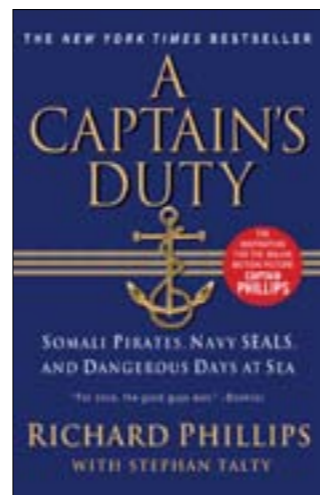
A strong believer in free market principles, Mackey co-founded the Conscious Capitalism Movement and co-authored a New York Times and Wall Street Journal bestselling book entitled *Conscious Capitalism, Liberating the Heroic Spirit of Business* to boldly defend and re-imagine capitalism, and encourage a way of doing business that is grounded in ethical consciousness.

Mackey cut his pay to \$1 in 2006 and continues to work for Whole Foods Market out of a passion to see the business realize its potential for deeper purpose, for the joy of leading a great company, and to answer the call to service he feels in his heart.

"I have long believed that companies have a responsibility to balance profitability with a social conscience, yet few leaders have an inherent understanding of just how to do it. In Conscious Capitalism, John Mackey and Raj Sisodia provide a timely, realistic framework so companies can better serve a variety of stakeholders. I highly recommend listening to what they have to say.

- Howard Schultz, Chairman, President & CEO, Starbucks





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

AMY CUDDY

Associate Professor, Harvard Business School, Author of Presence & 2nd most viewed TED talk with over 25 million views

Researching social judgements, emotions, nonverbal behaviours, and hormones, Amy explains to audiences the role these variables play in shaping our emotions, intentions, and behaviours in business and society.

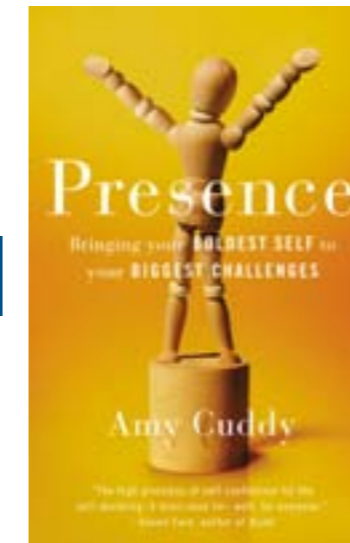
Her work shows that your physical posture not only affects how others see you, but also how you see yourself, your own hormone levels, and your performance and important life outcomes. Power posing — even for as little as two minutes before a stressful social evaluation, like a job interview — can actually alter an individual at the biological level and prepare the brain for stressful, high-stakes situations.

Amy's work has been featured on the Today Show, CNN, MSNBC and in Fast

Company, Harvard Magazine, Wired, The New York Times, Financial Times, The Wall Street Journal, and even as the theme of a Dilbert and Betty comic strips. She appears occasionally on CNN's Anderson Cooper 360.

In 2014, Amy was named a Young Global Leader by the World Economic Forum. TIME magazine named her one of 2012's "Game Changers" and Business Insider chose her as one of the 50 Women Who Are Changing The World, 2013. Her article "Connect, Then Lead" was one of Harvard Business Review's Ideas that Shaped Management in 2013.

Amy's groundbreaking research has been published in top academic journals and she has received numerous accolades and academic awards. Her work was featured in Harvard Business Review's



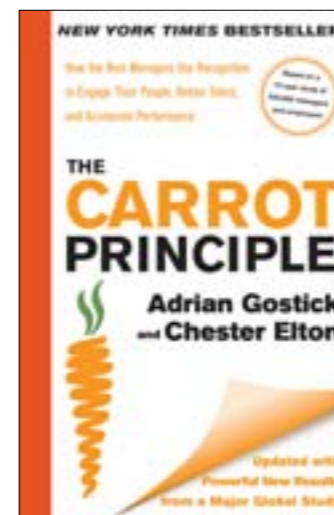
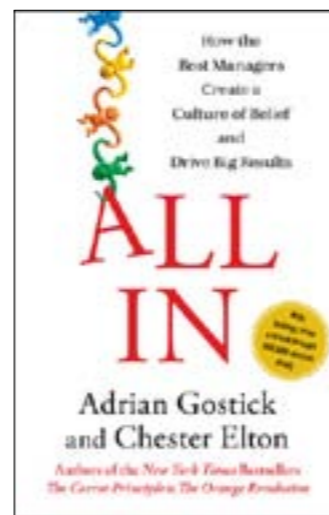
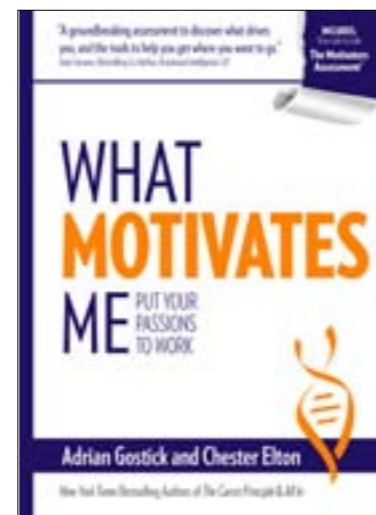
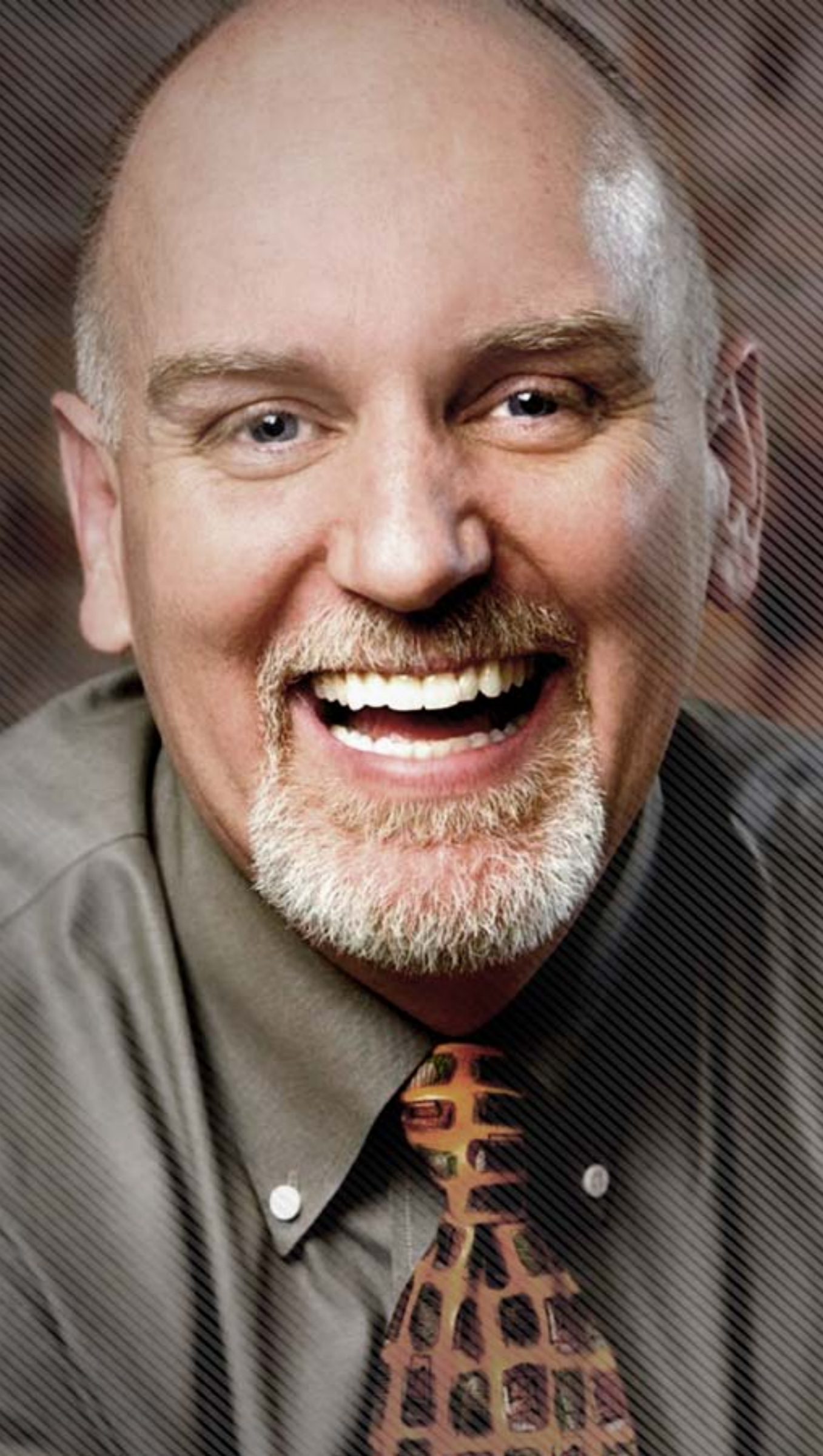
Top 20 Breakthrough Ideas for 2009 ("Just because I'm nice, don't assume I'm dumb"), Scientific American Mind in 2010 ("Mixed impressions: How we judge others on multiple levels"), and as one of the Top 10 Psychology Studies of 2010 by Psychology Today. She writes and blogs for Harvard Business Review.

Amy holds a PhD in Psychology from Princeton University and BA in Psychology from the University of Colorado. Prior to joining HBS, she was an Assistant Professor at the Kellogg School of Management at Northwestern University. At Harvard, Amy teaches MBA, executive education, and doctoral courses on influence & persuasion, leadership, and decision making. She is also a classically trained (and still practicing) ballet dancer, which informs her research on nonverbal communication.

“With advice that is both practical and profound, Amy Cuddy shows how to summon your true and best self when doing so matters most. Emotions are contagious. If you personify poise and optimism yourself, you enhance the odds that they will respond in kind.

- Michael Wheeler, Harvard Business School, Author of The Art of Negotiation





CHESTER ELTON

New York Times & #1 Wall Street Journal Bestselling Author of All In, The Carrot Principle & What Motivates Me

Called the “Apostle of Appreciation” by the Globe and Mail, Canada’s largest newspaper, and “creative and refreshing,” by the New York Times, Chester Elton is co-author of several successful leadership books. *All In*, *The Carrot Principle* and *What Motivates Me* have been New York Times and #1 Wall Street Journal bestsellers. His work has been called a “must read for modern managers,” by Larry King of CNN.

Elton’s books have been translated into more than 30 languages and have sold more than a million copies worldwide. As a motivation expert, Chester has been featured in the Wall Street Journal, Washington Post, Fast Company and the New York Times, and has appeared on NBC’s Today Show, CNN, ABC, MSNBC, National Public Radio and CBS’s 60 Minutes. And if you Google the 30 top leadership gurus

of 2014, you’ll find Chester Elton at number 12, right after Jack Welch and just ahead of Jim Collins.

Chester serves as a leadership consultant to firms such as American Express, AT&T and Procter & Gamble. He is most proud, however, to be the father of four exceptional children—all the more exceptional now they have grown up and left home.

“ You did more in one hour to bring rewards and recognition to life than any of the rest of us could do over months and months of trying. Thank you! I've heard many comment that you were the best speaker they've heard at any HSBC conference ever, anywhere in the world.

- HSBC Bank

DR. VINCE MOLINARO

Leadership Expert & New York Times Bestselling Author of The Leadership Contract



Dr. Vince Molinaro experienced a defining moment early in his career when he saw a respected colleague and mentor succumb to a cancer she believed was the by-product of a stressful, toxic work environment.

From that moment, Vince devoted his life to teaching business leaders how to build healthy, productive and respectful organizations.

The author of *The Leadership Contract* – a New York Times and USA Today bestseller – Vince has spent more than

20 years as an adviser to boards and senior executives looking to improve leadership in their organizations.

Vince knows that leadership 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 how to step up and demonstrate real accountability.

What sets Vince apart is that he's no

ivory-tower academic. As a forceful keynote speaker at conferences and corporate retreats, 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.

Vince is regularly called upon by the media for his innovative opinions on the future of leadership.

“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 & Co-Chairman of Conscious Capitalism, Inc.
and Co-Author of Conscious Capitalism



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



BellMedia



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 (+HST)

- 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.

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- 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:
 - *Conscious Capitalism* - **John Mackey**
 - *A Captain's Duty* - **Captain Richard Phillips**
 - *The Leadership Contract* - **Dr. Vince Molinaro**




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 (+HST)

- **Exclusive photo opportunity & book signing with Captain Phillips** 
- 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:
 - *Conscious Capitalism* - **John Mackey**
 - *A Captain's Duty* - **Captain Richard Phillips**
 - *The Leadership Contract* - **Dr. Vince Molinaro**
 - *All In* - **Chester Elton**
 - *The Engaged Leader* - **Charlene Li**



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