



THE ART OF
LEADERSHIP

Toronto | September 24, 2019

MARCUS BUCKINGHAM

NEIL PASRICHA

DR. LIANE DAVEY

ROBERT RICHMAN

RON TITE



▲ Talent is the multiplier. The more energy and attention you invest in it, the greater the yield will be.

MARCUS BUCKINGHAM

The Art of Leadership

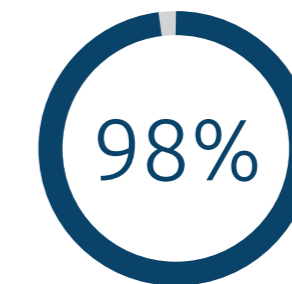
Let those who shape our world today,
help shape yours tomorrow.

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.

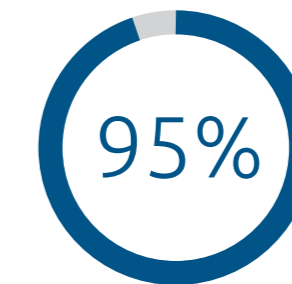
Strong leaders plan and define the route that will pave the road to success. They enable organizations to develop dynamic corporate cultures. Engaged employees and sustainable long-term growth are their end game.

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.

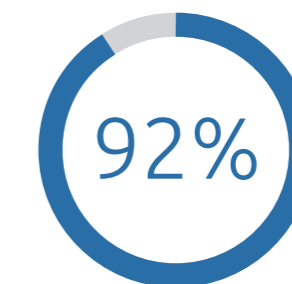
Our conferences expose those in attendance to explosive new ways of thinking as they unleash unlimited creative potential. Attendees discover new ways to re-energize their corporate culture, spark fresh thinking and ignite strategic insights to deal with the biggest challenges facing their organizations.



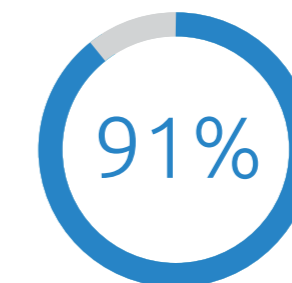
Learned an actionable insight to become a better leader



Would recommend The Art of Leadership to a colleague



Plan on attending again in the future



Of past speakers rated impactful by attendees

Agenda

Tuesday, September 24, 2019
8:30AM - 4:30PM

Metro Toronto Convention Centre
South Building - Hall G
222 Bremner Boulevard
Toronto, ON

8:00 AM ▼ Doors Open

8:30 AM ▼ Opening Remarks

8:45 AM Ron Tite



9:45 AM ▼ Networking Break

10:15 AM Robert Richman



11:00 AM Dr. Liane Davey



12:00 PM ▼ Lunch Break

1:15 PM Executive Panel

2:00 PM Neil Pasricha



3:00 PM ▼ Networking Break

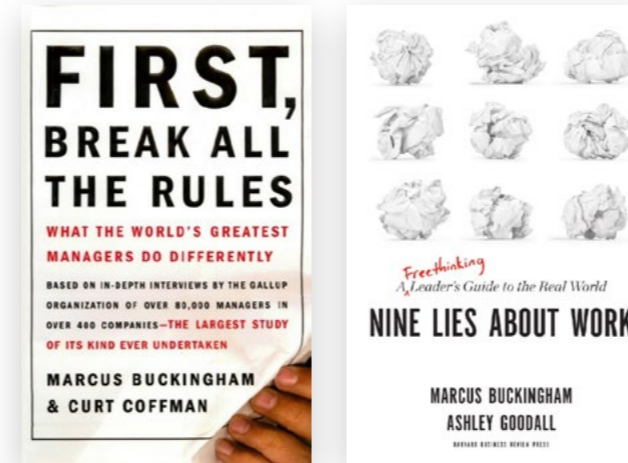
3:30 PM Marcus Buckingham



4:30 PM ▼ Closing Remarks

MARCUS BUCKINGHAM

World's Leading Expert on Talent and Strengths Based Leadership



Arguably the business world's most in-demand management guru. - BusinessWeek

Marcus Buckingham is a global researcher and thought leader focused on unlocking strengths, increasing performance and pioneering the future of how people work.

Building on nearly two decades of experience as a Senior Researcher at Gallup Organization, he currently guides the vision of ADP Research Institute as Head of People + Performance research. He founded The Marcus Buckingham Company in 2006 with a clear mission: to instigate a “strengths revolution.” It started, as all revolutions do, with the simplest of ideas: that when people spend the majority of each day on the job using their greatest talents and engaged in

their favorite tasks, basically doing exactly what they want to do, both they and their organizations will win.

The definitive treatment of strengths in the workplace can be found in his best-selling books: *First, Break All the Rules; Now, Discover Your Strengths; The One Thing You Need to Know; Go Put Your Strengths To Work; The Truth About You; Find Your Strongest Life; StandOut 2.0*. His latest book, *Nine Lies About Work: A Freethinking Leader's Guide to the Real World* takes an in-depth look at the lies that pervade our workplaces and the core truths that will help us change it for the better.

As an internationally renowned thought leader and business expert, Marcus has been the subject of in-depth profiles in The New York Times, Fortune, Fast Company, Harvard Business Review, USA Today, and The Wall Street Journal and has appeared on numerous television programs, including “Larry King Live,” “The Today Show” and “The Oprah Winfrey Show.” He is routinely lauded by such corporations as Toyota, Facebook, lululemon, Coca-Cola, Box, Master Foods, Wells Fargo, Microsoft, and Disney as an invaluable resource in informing, challenging, mentoring and inspiring people to find their strengths and sustain long-lasting personal success.

TALENT DEVELOPMENT AND PEAK PERFORMANCE

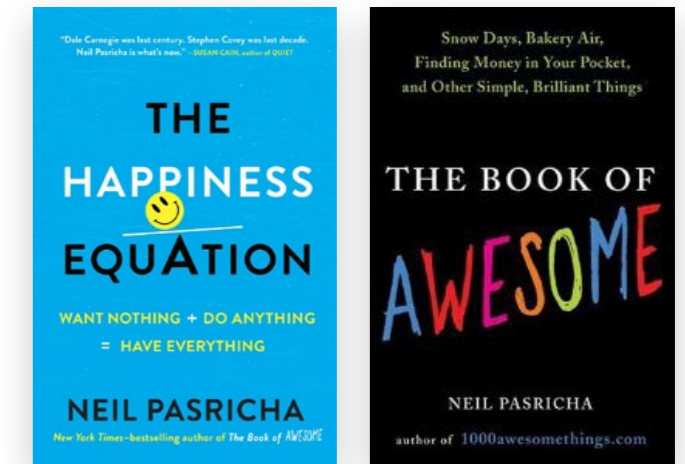
- The one thing that sets great leaders apart.
- The 4 levers that leaders use to create a high-performing culture.
- How to pinpoint and apply your competitive advantage.





NEIL PASRICHA

*Positive Psychology Researcher, Harvard MBA
and Former Director of Leadership at Walmart*



When Neil Pasricha talks, leaders of all levels and backgrounds stop what they're doing... and listen. **- Howard Behar, Former President of Starbucks Coffee**

A Harvard MBA, New York Times bestselling author, award-winning blogger, and one of the most popular TED speakers in the world, Neil Pasricha is “a pied piper of happiness” who dazzles audiences with ideas that skyrocket happiness into the stratosphere. With infectious enthusiasm, heartfelt authenticity, and a “what works” authority, Pasricha draws on the latest research in happiness to increase individual performance and create a more positive and productive workplace.

Pasricha spent a decade with Walmart, the world’s largest company, directly working for two CEOs and as the organization’s

director of leadership development. He now travels all over the globe sharing messages on happiness to Fortune 500 companies, schools, and non-profits. His Ted Talk “The 3 A’s of Awesome” has been ranked as one of the most inspiring of all times with more than 3 million views. He has spoken to Royal Families in the Middle East, Ivy League Deans, and to CEOs at organizations such as Google, Audi, American Express, and GE.

His first book, *The Book of Awesome*, is a runaway #1 international bestseller with millions of copies sold. His newest book, *The Happiness Equation: Want Nothing + Do Anything = Have Everything* (also an

international bestseller), provides step-by-step guidelines to illustrate how to improve your time, your career, your bottom line, your relationships, and ultimately (of course), your happiness. His intentionally acclaimed blog, *1000 Awesome Things*, has scored over 50 million hits and twice won the Webby Award for “Best Blog in the World.”

Pasricha partnered with Harvard University to design one of the first global leadership development programs inside a Fortune 10 company. And, as a management consultant, he advised Fortune 50 companies on top level leadership strategies.

EMPLOYEE ENGAGEMENT AND HAPPINESS

- Why the strongest companies in the world have the happiest people working at them.
- How to create happiness and use that to drive engagement and high-performance results inside your organization.
- How to navigate change, wrestle with failure and develop a growth mindset.

DR. LIANE DAVEY

Organizational Psychologist,
Team Effectiveness Expert and
New York Times Bestselling Author



 This is the most valuable and effective team process with which I have ever been involved. Senior leaders readily relate to her approach.

- Anne Berend, Rogers Communications , VP, Human Resources

Known as the “teamwork doctor,” Liane Davey knows how to create high performing teams. Having worked with organizations, including Fortune 500 companies, from across the globe helping teams from the frontlines to the boardroom, she has developed a unique perspective on the challenges that teams face—and how to solve them.

Her mission is to transform the way people communicate, connect, and contribute, and, using her expertise in strategy and group dynamics, she delivers the perfect combination of education and entertainment

that leaders and teams need to make an immediate impact on their organizations.

New York Times bestselling author of *You First: Inspire Your Team to Grow Up, Get Along, and Get Stuff Done*, Liane has worked with a variety of renowned businesses including Amazon, Walmart, TD Bank, RBC, Bayer, KPMG, Aviva, Maple Leaf Foods, and SONY Interactive Entertainment. Her latest book, *The Good Fight: Use Productive Conflict to Get Your Team and Organization Back on Track*, shares real-world examples and practical tools that any team can use to handle even the most contentious conflicts

as allies instead of adversaries.

She is also a regular contributor to Harvard Business Review and is sought after by media outlets, including CNN, NPR, USA Today, The Globe and Mail, and Forbes, for her expertise on increasing productivity, enhancing engagement, developing leaders, and as one client put it, “dealing with the damn drama!”

Liane has a PhD in Organizational Psychology from the University of Waterloo. She is also passionate advocate for mental health and currently sits on the Board of Governors for the Psychology Foundation of Canada.

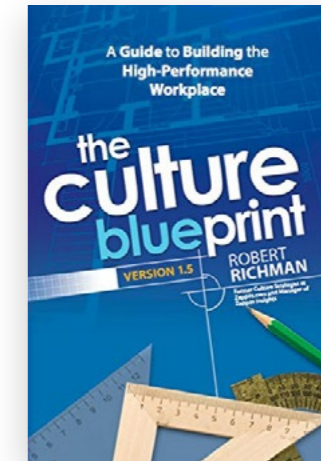
TEAM EFFECTIVENESS AND PRODUCTIVE CONFLICT

- Spot team dysfunctions before it’s too late and seize the opportunity to make your team healthier.
- Use the right words to engage in productive conflict.
- Create insights about individuals that improve the team dynamic.



ROBERT RICHMAN

Co-Founder of Zappos Insights,
Leading Authority on Culture
Transformation and Bestselling Author



Robert Richman is a world-class speaker and culture creator. To learn the innovation keys he developed at Zappos.com, I highly recommend his leadership blueprint for success.

- Cliff Michaels, Author of *The 4 Essentials*

Robert Richman is a culture strategist and was the co-creator of Zappos Insights, an innovative program focused on educating companies on the secrets behind Zappos' amazing employee culture.

Robert built Zappos Insights from a small website to a thriving multi-million dollar business teaching over 25,000 students per year. Through his work, Robert has been helpful for improving the employee

culture at hundreds of companies.

As one of the world's authorities on employee culture, Robert is a sought after keynote speaker at conferences around the world and has been hired to teach culture in person at companies like Google, Toyota, and Eli Lilly. He has pioneered a number of innovative techniques to build culture, such as bringing improv comedy to the workplace.

His book, *The Culture Blueprint*, is a systematic guide to how a workplace can help people grow, inspire amazing service, and ultimately drive revenue through amazing culture.

Robert graduated from Northwestern University with a degree in film, as well as from Georgetown University's Leadership Coaching Program. He is also a member of the Transformational Leadership Council.

CORPORATE CULTURE AND ACCOUNTABILITY

- Establish a culture of working toward a singular mission and common goal.
- Create greater ownership of projects and increase personal accountability.
- A systematic process for building a company culture by fostering committed, enthusiastic and engaged employees.

RON TITE

Named "Top 10 Creative Canadians",
Innovation Expert and Bestselling Author



Tite has the right universal touch, handles physical comedy effortlessly and never heads for the bog to make his audiences laugh. We did. Here's a young man on the move, for all the right reasons.

- The Edmonton Journal

Named one of the "Top 10 Creative Canadians" by Marketing Magazine, Ron has been an award-winning advertising writer and Creative Director for some of the world's most respected brands, including Air France, Evian, Fidelity, Hershey, Johnson & Johnson, Kraft, Intel, Microsoft, Volvo and many others.

His advertising work has been recognized by The London International Advertising Awards, The New York Festivals of Advertising, The Crystals, The Extras, The Canadian Marketing Association, The

Advertising & Design Club of Canada and The Marketing Awards, to name just a few.

He is Founder and CEO of Church+State (originally The Tite Group), a Toronto-based content marketing agency and publisher of This is That Travel Guide to Canada—a bestselling, award-winning satirical book from the creators of CBC Radio's hit show, *This Is That*.

His past work includes being Executive Producer & Host of the award-winning comedy show *Monkey Toast*, in addition

to writing for a number of television series, penning a children's book, and writing, performing, and producing the play *The Canadian Baby Bonus*. In demand as a speaker on innovation, branding and content marketing, Ron continues to speak to leading organizations all over the world about "The Expression Economy" – his take on modern business.

Ron's first book, *Everyone's An Artist (Or At Least They Should Be)*, was published in 2016. His second book, *Think.Do.Say.*, will be available in 2019.

ORGANIZATIONAL ALIGNMENT AND POSITIVE MOMENTUM

- *How to lead and create disruption within organizations and industries.*
- *How to seize attention and inspire innovation.*
- *How to build trust with the "Think. Do. Say." framework.*



▶ 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



Pricing

	SILVER \$499 <small>+HST</small>	GOLD \$799 <small>+HST</small>	PLATINUM \$999 <small>+HST</small>
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 Marcus Buckingham			✓

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