



THE ART OF  
LEADERSHIP

VANCOUVER | October 23, 2018



*Leadership is having a compelling vision, a comprehensive strategy, relentless implementation, and talented people working together.*

**ALAN MULALLY**

# The Art of Leadership

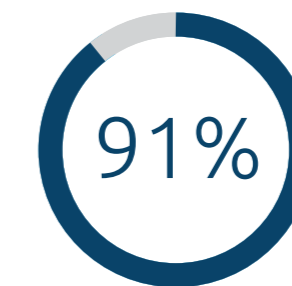
Let those who shape our world today,  
help shape yours tomorrow.

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.

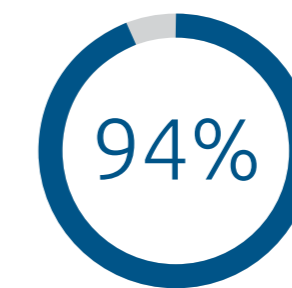
Strong leaders plan and define the route that will pave the road to success. They enable organizations to develop dynamic corporate cultures. Engaged employees and sustainable long-term growth are their end game.

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.

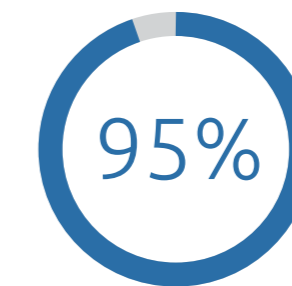
Our conferences expose those in attendance to explosive new ways of thinking as they unleash unlimited creative potential. Attendees discover new ways to re-energize their corporate culture, spark fresh thinking and ignite strategic insights to deal with the biggest challenges facing their organizations.



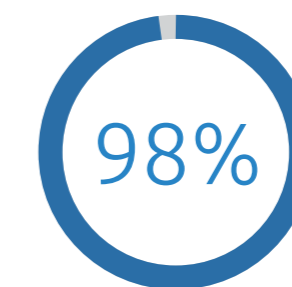
Plan on attending again in the future



Of past speakers rated good/excellent



Would recommend The Art of Leadership to a colleague



Learned an actionable insight to become a better leader

# Agenda

Tuesday, October 23, 2018  
8:30AM - 5:00PM

Vancouver Convention Centre  
East Building  
999 Canada Place  
Vancouver, BC

8:00AM ▼ Doors Open

8:30AM ▼ Opening Remarks

**8:45AM** Whitney Johnson



9:45AM ▼ Networking Break

**10:15AM** Jacqueline Carter



**11:00AM** Morten Hansen



12:00PM ▼ Lunch Break

**1:30PM** Executive Panel

**2:30PM** Ram Charan



3:30PM ▼ Networking Break

**4:00PM** Alan Mulally



5:00PM ▼ Closing Remarks

# ALAN MULALLY

Former President and Chief Executive Officer,  
Boeing Commercial Airplanes & The Ford Motor Company



Alan deservedly will be long remembered for engineering one of the most successful business turnarounds in history.

- **Bill Ford**, Executive Chairman, Ford Motor Company

Alan Mulally served as president and chief executive officer of The Ford Motor Company and as a member of Ford's board of directors from September 2006 – June 2014.

Mulally led Ford's transformation into one of the world's leading automobile companies and the #1 automobile brand in the United States. He guided Ford in working together on a compelling vision, comprehensive strategy and implementation of the One Ford plan to deliver profitable growth for all of the company's stakeholders.

Prior to joining Ford, Mulally served as executive vice president of The Boeing

Company, president and CEO of Boeing Commercial Airplanes and president of Boeing Information, Space, and Defense Systems.

Throughout his career, Mulally has been recognized for his contributions, industry leadership, and service, including being named #3 on FORTUNE's "World's Greatest Leaders", one of the 30 "World's Best CEO's" by Barrons' magazine, one of "The World's Most Influential People" by TIME magazine and "Chief Executive of the Year" by Chief Executive magazine. He was also honoured with the American Society for Quality's medal for excellence in executive leadership, and the "Thomas

Edison Achievement Award".

Mulally previously served on President Obama's United States Export Council. He served as co-chairman of the Washington Competitiveness Council, and has served on the advisory boards of the National Aeronautics and Space Administration, the University of Washington, the University of Kansas, the Massachusetts Institute of Technology and the United States Air Force Scientific Advisory Board.

Mulally currently serves on the board of directors of Google, Carbon 3D, and the Mayo Clinic.



## STRATEGY AND CULTURAL TRANSFORMATION

- How to develop and communicate an inspiring vision that will unite and focus your people.
- How to ensure accountability and collaboration by creating a safe environment for honest dialogue.
- How to pave the path for outstanding execution through relentless implementation based on facts and data.



# RAM CHARAN

World-Renowned Business Advisor  
and Bestselling Author



He has the rare ability to distill meaningful from meaningless and transfer it to others in a quiet, effective way.

- Jack Welch, Former Chairman, GE

Ram Charan is a world-renowned business advisor, author and speaker who has spent the past 35 years working with many top companies, CEOs, and boards of our time. In his work with companies including GE, MeadWestvaco, Bank of America, DuPont, Novartis, EMC, 3M, Verizon, Aditya Birla Group, Tata Group, GMR, Max Group, Yildiz Holdings, and Grupo RBS, he is known for cutting through the complexity of running a business in today's fast changing environment to uncover the core business problem. His real-world solutions, shared with millions through his books and articles in top business

publications, have been praised for being practical, relevant and highly actionable — the kind of advice you can use Monday morning.

Ram's introduction to business came early while working in the family shoe shop in a small town in northern India, where he was raised. He earned an engineering degree in India and soon after took a job in Australia. When his talent for business was discovered, Ram was encouraged to develop it. He earned MBA and doctorate degrees from Harvard Business School, where he graduated with high distinction and was a Baker Scholar, then served on the faculties of

Harvard Business School and Northwestern University before pursuing consulting full-time.

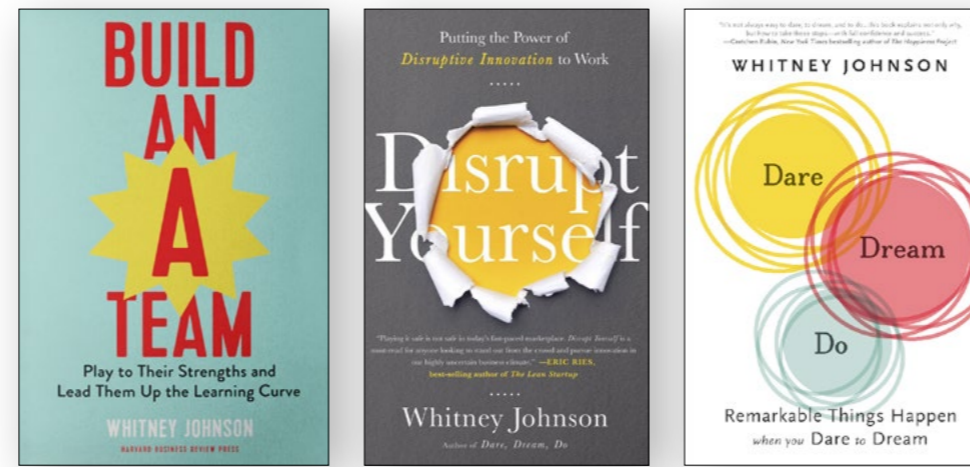
Ram has authored over 25 books since 1998 that have sold over 2 million copies in more than a dozen languages. Three of his books were Wall Street Journal bestsellers, including Execution, which he coauthored with former Honeywell CEO Larry Bossidy in 2002, which spent more than 150 weeks on the New York Times bestseller list. He also has written for publications including Harvard Business Review, Fortune, BusinessWeek, Time, Chief Executive and USA TODAY.

## TALENT DEVELOPMENT AND EMPLOYEE ENGAGEMENT

- Insight into how world-class companies find and nurture leadership talent.
- How to bring the rigor that leaders apply to financial capital to their human capital.
- Specific guidelines for assessing and improving your company's talent mastery capabilities.

# WHITNEY JOHNSON

Leading Innovation Expert  
and Bestselling Author



Whitney's message and delivery are compelling and inspiring. If you get the chance to hear her speak, drop everything and go.

- **Saul Kaplan**, Founder and Chief Catalyst, Business Innovation Factory

Recognized as one of the 50 leading business thinkers in the world (Thinkers50), Whitney Johnson is an expert on disruptive innovation and personal disruption; specifically, a framework which she codifies in the critically acclaimed book *Disrupt Yourself: Putting the Power of Disruptive Innovation to Work* and in her latest book *Build an "A" Team: Play To Their Strengths and Lead Them Up the Learning Curve*. She is also the author of *Dare, Dream, Do*:

*Remarkable Things Happen When You Dare to Dream.*

She developed her proprietary framework and diagnostics after having cofounded the Disruptive Innovation Fund with Harvard Business School's Clayton Christensen. This framework is complemented by a deep understanding of how executives create and destroy value, having spent nearly a decade as an Institutional Investor ranked

equity analyst on Wall Street.

In addition to her work as a speaker and advisor, Whitney is one of Marshall Goldsmith's original cohort of 25 for the #100 Coaches Project, is a coach for Harvard Business School's Executive Education program, frequent contributor to the Harvard Business Review, is a LinkedIn influencer, and hosts the weekly Disrupt Yourself Podcast.



## TEAM BUILDING AND INNOVATION

- How to identify what your employees already know and what they need to learn.
- How to apply a seven-step process for leading each person on your team up their learning curve.
- How to keep your organization competitive in an unpredictable, rapidly changing business environment.



# MORTEN HANSEN

Management Professor at  
University of California, Berkeley  
and Bestselling Author



Hansen's work is truly distinctive in the genre of professional effectiveness, and a tremendous contribution.

- **Jim Collins**, Author of *Good to Great*, co-author of *Built to Last* and *Great by Choice*

Morten T. Hansen is a renowned leadership expert and bestselling author, ranked as one of the world's most influential management thinkers by Thinkers50.

Formerly a professor at Harvard Business School and INSEAD (France), he is now a management professor at the University of California, Berkeley. Hansen's award-winning research on leadership, collaboration, innovation, and corporate greatness has been published in several leading academic journals.

Hansen's most recent book, *Great at Work:*

*How Top Performers Do Less, Work Smarter, and Achieve More*, is based on an exhaustive study of 5,000 managers and employees. He is also the co-author of the New York Times bestseller *Great by Choice* (with Jim Collins), which provides data-driven, groundbreaking insight into how businesses can thrive in uncertainty. His acclaimed book *Collaboration* describes how managers can overcome silos in a company and create real value from working across the organization.

Hansen has written several bestselling Harvard Business Review articles and

his work has been covered by Business Week, Fortune, New York Times, and The Economist, among others. A veteran speaker, Hansen has advised and given keynotes to many Fortune 100 companies, including Intel, Apple, American Express, AT&T, Walmart, Chevron, IBM, Microsoft, and Cisco, among others.

Hansen has a PhD from Stanford Business School, where he was a Fulbright scholar. He was also a senior manager at the Boston Consulting Group where he advised corporate clients worldwide.

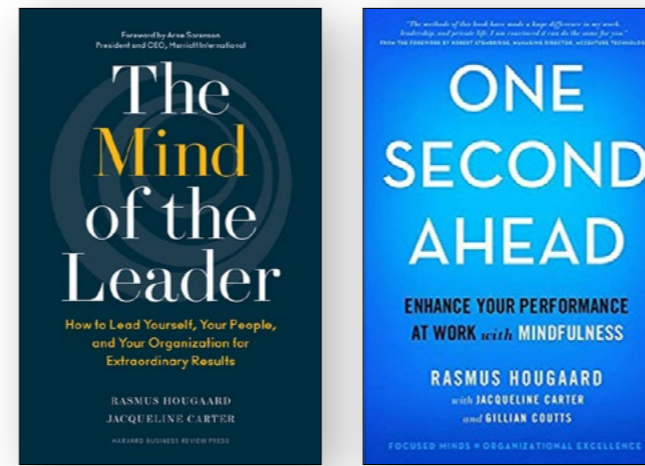
## PERFORMANCE AND PRODUCTIVITY

- "Seven Work Smarter Practices" that can be applied to maximize your own and your team's time and performance.
- How you can work smarter instead of harder by selecting a few activities and applying intense targeted effort.
- Key insights to allow you to assess your own performance and figure out your work strengths, as well as your weaknesses.



# JACQUELINE CARTER

Leadership & Performance Expert  
and Bestselling Author



Jacqueline Carter is a dynamic speaker who offers fresh, new content on the changing face of leadership and the growing importance of understanding and training the mind to enhance performance.

- **Jacqueline Foley**, Chief Marketing Officer, Odgers Berndtson

As an International Partner and the North American Director for Potential Project, Jacqueline helps leaders and organizations enhance performance, resilience and creativity through understanding and training the mind. She works with corporations including Cisco, Accenture and Royal Bank of Canada, to engage in a new way of working with greater focus, clarity and results.

Jacqueline is co-author of *The Mind of the Leader – How to Lead Yourself, Your People*

and *Organization for Extraordinary Results*. This book is based on a two-year research study including interviews of over 250 C-suite executives and assessments of over 35,000 leaders from around the globe. The book outlines three core qualities for 21st Century leadership success.

Jacqueline is also co-author of *One Second Ahead – Enhance Your Performance at Work with Mindfulness*. This book provides practical tools and techniques on how to practice and apply mindfulness to daily work

life for greater effectiveness and well-being.

Jacqueline is also a seasoned change management and organization development expert. She holds an M.Sc. in Organizational Behaviour and has over 20 years of consulting and management experience in the public, private and non-profit sectors. She has supported the successful implementation of complex changes for large organizations and has held fiscal and resource accountabilities for budgets of over \$60M and teams of more than 100 people.



## MINDFULNESS AND LEADERSHIP

- Why leadership development needs to start with the mind and how to get started.
- The three core “mind” qualities leaders need today to engage and inspire their people.
- Overview of the latest scientific research on the benefits of mindfulness, selflessness and compassion for leaders.

# Notable Past Attendees

► 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 at Dartmouth's Tuck School of Business and New York Times Bestselling Author

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

- **Kim Ferreira**

Director, Wealth Management Learning  
BMO

► I love the way *The Art of Leadership* is organized and the effort that is put into providing a diverse range of speakers and topics.

- **Breanne Leslie**

Business and Technical Analyst  
MINISTRY OF TRANSPORTATION

► *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



# Pricing

	<b>GENERAL</b> \$499 <small>+GST</small>	<b>VIP</b> \$799 <small>+GST</small>	<span>LIMITED AVAILABILITY</span> <b>PLATINUM</b> \$1,099 <small>+GST</small>
<b>WHAT'S INCLUDED</b>			
Seating	Theatre seating behind VIP 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 & tea		✓	✓
Three-course networking lunch		✓	✓
Embossed journal and pen		✓	✓
Books from featured speakers			
Exclusive reception and photo with Alan Mulally			✓

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