



THE ART OF
LEADERSHIP *for* WOMEN

TORONTO | APRIL 13, 2018



We realize the importance of our voices only when we are silenced.

MALALA YOUSAFZAI

The Art of Leadership for Women

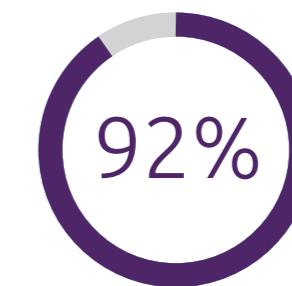
Let those who shape our world today, help shape yours tomorrow.

How are tomorrow's leaders shaped today? How do they find their voices?

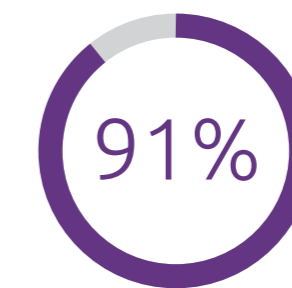
Organizations looking for a sustainable competitive edge need to encourage, nurture and support valued employees so they can explore and capitalize on leadership opportunities. Shaking up conventional thinking and looking outside of the ordinary for the answers helps to create tomorrow's influences.

The Art of Leadership for Women brings together a unique collection of extraordinary, influential women whose talent, drive and passion have established them as dynamic leaders and change agents. From world leaders, business icons, bestselling authors, academics and more, these powerful role models share their personal stories while shining a humanistic lens on many of the narratives and issues confronting women in business today.

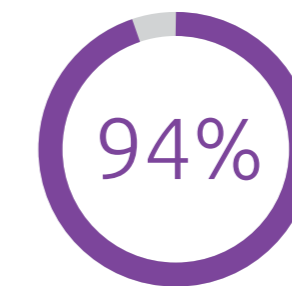
Discover the tools and techniques that can empower women to blaze their own trails in extraordinary ways. Grow from the lively discussion and collaboration around a shared vision, while connecting with like-minded women who know where you're coming from and understand where you want to go.



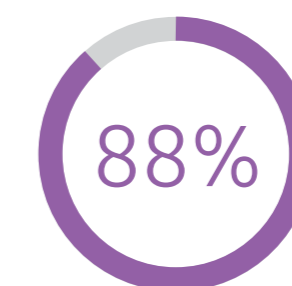
Plan on attending again in the future



Of past speakers rated good/excellent



Would recommend The Art of Leadership for Women to a colleague








Found this to be an invaluable networking opportunity

Agenda

Friday, April 13, 2018
8:30AM - 5:00PM

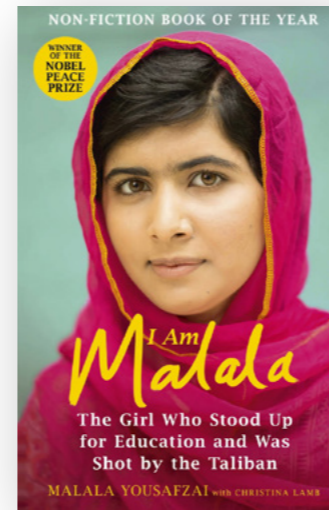
Metro Toronto Convention Centre
North Building
255 Front Street West
Toronto, ON



7:45AM	▼	Doors Open	
8:30AM	▼	Opening Remarks	
8:45AM		The Hon. Rona Ambrose	
9:45AM	▼	Networking Break	
10:15AM		Tammy Heermann	
11:00AM		Dr. Annie McKee	
12:00PM	▼	Lunch Break	
1:30PM		Executive Panel	
2:30PM		Laura Vanderkam	
3:30PM	▼	Networking Break	
4:00PM		Malala Yousafzai	
5:00PM	▼	Closing Remarks	

MALALA YOUSAFZAI

*Nobel Peace Prize Laureate,
International Bestselling Author
and Malala Fund Co-founder*



Ms. Yousafzai has single-handedly turned the issue of the right of girls—and all children—to be educated into headline news. And she is a figure worth hearing.

- Isabel Berwick, *Financial Times*

Born in 1997, Malala Yousafzai grew up in the Swat Valley in northern Pakistan with her parents and two brothers. From the age of 10, Malala has campaigned for the rights of girls to receive an education.

In October 2012, the then 15-year-old Malala was shot in the head by the Taliban while traveling home from school on the bus with her friends.

Following the attack, Malala was flown to Birmingham to receive treatment at the specialist Queen Elizabeth hospital, and by March 2013 she had made a remarkable recovery and was well enough to return to school.

Now studying at the University of Oxford,

Malala continues to campaign for the right of every child to go to school. Since the attack, she has become internationally known for her courage in refusing to be silenced and continuing her fight for the right of everyone to receive an education.

Malala's bravery and unwavering dedication to her cause has seen her honoured throughout the world, including one of the world's highest honors: the Nobel Peace Prize. She became the youngest recipient of the prestigious award in 2014, alongside Indian child rights campaigner Kailash Satyarthi. Malala was also named one of 'The 100 Most Influential People in the World' in 2013 by TIME magazine. She is the winner of Pakistan's first National Youth Peace Prize, the Sakharov Prize for

Freedom of Thought and Conscience, the International Children's Peace Prize, the 2012 Tipperary International Peace Award, the Premi Internacional Catalunya Award of Catalonia, the Simone de Beauvoir Prize, The Oklahoma City Reflections of Hope Award and has been honoured with Amnesty International's Ambassador of Conscience award and Glamour's Woman of the Year Award 2013. She is also the author of the international bestseller *I Am Malala*, which has been published in over 27 territories.

Following the outpouring of support that Malala received throughout her ordeal, she set up an international fund – the Malala Fund – which is dedicated to help promote education for girls throughout the world.





THE HON. RONA AMBROSE

Former Leader of Canada's Official Opposition in the House of Commons and Champion for the Rights of Women and Girls



Rona has made a profound contribution to Canada and her citizens. Thank you Rona!!!

- Nancy Southern, Chair, President & CEO, ATCO Group

The Honourable Rona Ambrose is a dynamic national leader, a champion for the rights of women and girls, the former Leader of Canada's Official Opposition in the House of Commons, and the former leader of the Conservative Party of Canada.

Rona successfully rose to lead the largest political party in Canada. After her tenure as leader, the Conservative Party now has the highest membership in its history and is viewed as competitive, more modern, and inclusive. Rona is proud to be the first leader of the Party to march in a gay pride parade. Pundits say "Rona made it look effortless"—accomplishing all of this while also being

named the most civil parliamentarian.

As a key member of the federal cabinet for a decade, Rona solved problems as a minister of the crown across nine government departments, including serving as Vice Chair of the Treasury Board for several years, and as chair of the cabinet committee for public safety, justice, and aboriginal issues. As a self-proclaimed 'policy geek', Rona is personally responsible for the development of several federal policies, ranging from industrial strategies in military procurement to health innovation to improvements to sexual assault laws. Rona is a determined public policy expert who understands that government

actions can have a real impact on families and businesses across the country.

Rona is a passionate advocate for women in Canada and around the world and led the global movement to create the "International Day of the Girl" at the United Nations. She has spent her life passionately fighting for disadvantaged women and girls, and she is responsible for ensuring that aboriginal women in Canada were finally granted equal matrimonial rights. Rona also successfully fought for the creation of a Canadian refugee program to bring Yazidi women and girls who have been sexually enslaved by ISIS to safety in Canada.

LEADERSHIP

- How to rise above and conquer the vicious cycle of self-doubt.
- Important leadership lessons from the campaign trail.
- What stops women from leading and why we don't have more women leaders.

LAURA VANDERKAM

Bestselling Author and
Time Management Expert



Laura's recommendations for getting the most out of every day are often counter-intuitive but always realistic and manageable.

- **Gretchen Rubin**, *New York Times* Bestselling Author

Laura Vanderkam is the author of *I Know How She Does It: How Successful Women Make the Most of Their Time*. Based on a time diary study of 1001 days in the lives of professional women and their families, this book takes a practical approach to the question of how people combine work and family while enjoying their own sweet time too.

Laura's newest book, *Off the Clock* will be

available May 2018. She is also the author of *What the Most Successful People Do Before Breakfast* (2013), *168 Hours: You Have More Time Than You Think* (2010), and *All the Money in the World: What the Happiest People Know About Wealth* (2012).

Laura's 2016 TED talk, "How to Gain Control of Your Free Time," has been viewed more than 5 million times. Her work has appeared in numerous publications including *The Wall*

Street Journal, *The New York Times*, *Reader's Digest*, *City Journal*, *Fortune*, *Fast Company*, and *Prevention*.

She has appeared on numerous television programs, including *The Today Show* and *Fox & Friends*, hundreds of radio segments, and has spoken about time, money, and productivity to audiences of all sizes.

She blogs daily at LauraVanderkam.com.



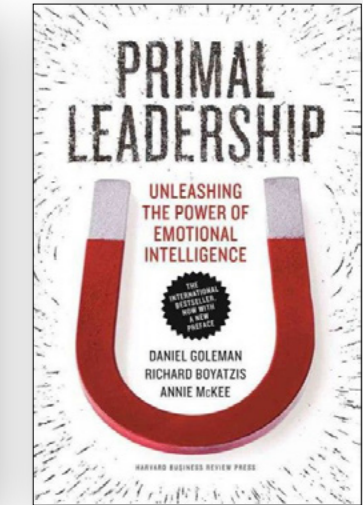
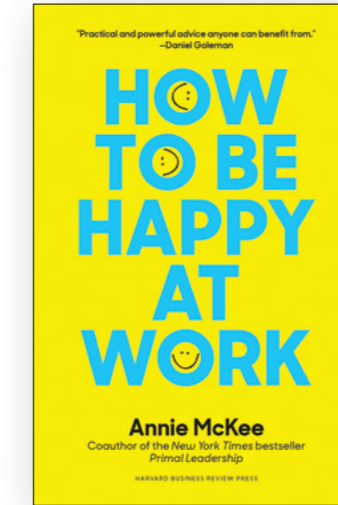
TIME MANAGEMENT AND PRODUCTIVITY

- How to manage the 168 hours we all have each week to get the most out of your professional and personal life.
- What the most successful people do before breakfast and how to take control of your life by making over your mornings.
- Time management strategies that may make a difference between just hanging on and possibly feeling like you are "having it all."



DR. ANNIE MCKEE

Bestselling Author, Emotional Intelligence Expert and Senior Fellow at the University of Pennsylvania



We are still receiving rave reviews from attendees about your thought provoking session—it hit just the note we were looking for.

- GlaxoSmithKline

Bestselling author, academic, and speaker Annie McKee, PhD is a sought-after advisor to leaders of Fortune 500 companies, governments, and NGOs around the globe. She has co-authored groundbreaking Harvard Business Review books on the power of emotional intelligence to change how we lead and engage with one another in our work, including *Primal Leadership* with Daniel Goleman and Richard Boyatzis, *Resonant Leadership* with Boyatzis, and *Becoming a Resonant Leader* with Boyatzis and Frances Johnston. Dr. McKee is also

the author of *Management: A Focus on Leaders*. Named one of the Top 100 leaders by BusinessWeek, she has been called the “high priestess of executive coaching.”

A Senior Fellow at the University of Pennsylvania, McKee teaches and leads the PennCLO Executive Doctoral Program and the Penn MedEd Master’s program, as well as teaching at the Wharton School’s Aresty Institute of Executive Education.

Based on her popular Harvard Business

Review article, “Being Happy at Work Matters,” Dr. McKee’s 2017 book, *How to Be Happy at Work: The Power of Purpose, Hope, and Friendship*, draws from extensive research and decades of experience to deliver a hands-on guide with practical exercises and instructions for how to be happy at work—no matter what job you have. McKee’s vivid and moving real-life stories show how to use purpose, hope, and friendship to create and sustain happiness and ensure a healthy, positive climate for teams and throughout organizations.

EMOTIONAL INTELLIGENCE AND EMPLOYEE ENGAGEMENT

- How leaders can create and sustain happiness even when they’re under pressure.
- What it means to be truly fulfilled and effective at work with clear, practical advice and instruction on how to get there.
- The powerful relationship of happiness to individual, team, and organizational success.

TAMMY HEERMANN

Leadership Transformation Expert and Senior Vice President at Lee Hecht Harrison



Tammy delivered one of the most impactful presentations on leadership capability our team has seen in some time. Her tips were practical, useful and delivered with wit and flair.

- Citibank

Tammy is a sought-after advisor who helps individuals and organizations get serious about leadership. She has developed pioneering and multiple award-winning programs that change mindsets and that build the critical skills leaders need today to achieve breakthrough performance.

Passionate about advancing female leaders, she is specifically sought out by Fortune 500 companies for her expertise

in gender diversity and has designed and facilitated programs that accelerate female talent around the world.

While having significant impact in the C-Suite, she is happiest when pushing up-and-coming leaders to break through organizational and self-imposed barriers to reach their potential. With real-world stories of her own journey from Senior Consultant to Senior Vice-President, people express the value of Tammy's down

to earth, practical style in creating an environment of trust in a room of strangers.

Tammy sits on the Women's Leadership Advisory Committee for Women in Communications and Technology. She is a graduate of the London School of Economics with a Master of Science degree in Personnel Management and Industrial Relations, and holds an Honours Bachelor of Commerce degree from the University of Saskatchewan.



ELEVATING WOMEN IN LEADERSHIP

- How organizations have been missing the mark on gender diversity.
- What development efforts are most effective in advancing women.
- The behaviours your people leaders must exhibit to shape culture and champion inclusion.

▀ I love The Art of Leadership for Women because of the palpable energy in the room. You can't substitute what you can get physically from other people in connections, motivation, and self-belief than you can when you're just together. It's a powerful thing.

- Jessica Herrin
CEO & Founder
STELLA & DOT

▀ I thoroughly enjoy attending The Art of Leadership for Women conference. Excellent speakers and for me as a project manager I appreciate the attention to detail and excellent organization of the day.

- Maria Patten
Director of Corporate Projects
BCLDB

▀ I can't say enough about The Art of Leadership for Women; it exceeded my expectations. Not only were the speakers of an excellent caliber, their subjects were relevant and meaningful.

- Heather Hamilton
Manager, Industry and Contract Training
THOMPSON RIVERS UNIVERSITY

Notable Past Attendees



Pricing

	GENERAL \$499 <small>+HST</small>	VIP \$799 <small>+HST</small>	PLATINUM \$1,099 <small>+HST</small>
WHAT'S INCLUDED			LIMITED AVAILABILITY
Seating	Behind VIP First-come, first-seated	Behind Platinum Row 4+	Premier seating Row 1-3
Conference workbook and summary	✓	✓	✓
Latest issue of The Art Of Magazine	✓	✓	✓
Book signing opportunities with speakers	✓	✓	✓
Express entrance		✓	✓
Three-course networking lunch		✓	✓
Embossed journal and pen		✓	✓
Books from featured speakers			
Exclusive reception and photo with Malala Yousafzai			✓

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