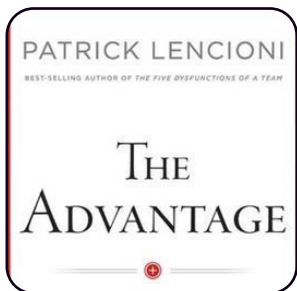
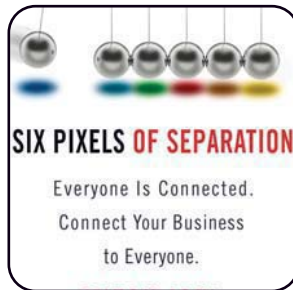
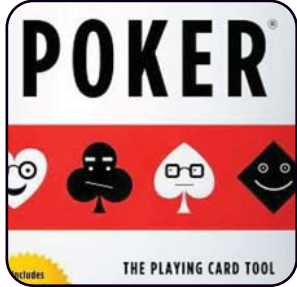
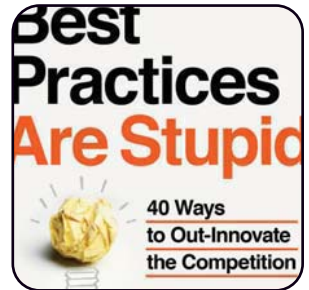
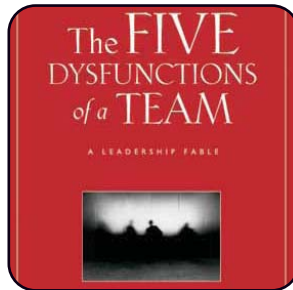
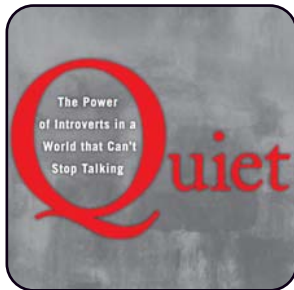




theart of...
Leadership
 presented by  **Knightsbridge**
human capital solutions

Canada's **Leadership & Innovation** Conference

September 18, 2012 | 8:45AM - 4:30PM
 Ottawa Convention Centre



WHAT?

Building on the success of the **SOLD OUT** national tour in Canada, this one day conference features five internationally renowned bestselling authors and visionaries, 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 1,300 of Canada's most influential leaders.

WHY?

Today's leaders have a dynamic role - integrating people and strategy to achieve sustainability and enhance organizational performance in a challenging business environment. The Art of Leadership responds to the fundamental changes that are impacting leadership functions, and the need for information and planning is critical. From practical tips, to innovative strategies, The Art of Leadership is designed to teach and provide leaders with directly related, easily applied, and important tools and techniques that can be implemented within any corporate culture.

WHEN?

Tuesday, September 18, 2012
8:45AM - 4:30PM

WHERE?

Ottawa Convention Centre
55 Colonel By Drive, Ottawa, ON
Canada K1N 9J2
613.563.1984
www.ottawaconventioncentre.com



AGENDA...

8:15AM	DOORS OPEN
8:45AM - 9:00AM	OPENING REMARKS
9:00AM - 10:00AM	VIJAY GOVINDARAJAN
10:00AM - 10:25AM	NETWORKING BREAK
10:25AM - 11:30AM	MITCH JOEL
11:30AM - 1:00PM	LUNCH BREAK
1:00PM - 2:00PM	STEPHEN SHAPIRO
2:00PM - 3:00PM	SUSAN CAIN
3:00PM - 3:25PM	NETWORKING BREAK
3:25PM - 4:30PM	PATRICK LENCIONI

Who Should **ATTEND...**

Leadership is an integral part of every company, from a local startup to a multi-national brand it's the driving force between your people and the execution of your companies strategy. As such this conference is attended by a wide variety of leaders from across the industry including...

C-Level Executives
 General Managers
 Project Managers
 Franchise Owners
 Business Consultants
 Graduate Students
 Learning Professionals
 HR Service Providers

Recruitment Professionals
 Presidents & Vice Presidents
 Managing & Executive Directors
 Directors, Managers & Team Leaders
 Business Development Managers
 Human Resources Professionals
 Sales & Marketing Executives
 Entrepreneurs & Business Owners

Business Unit & Country Managers
 Government & Academic Officials
 Training & Development Professionals
 Organizational Development Professionals
 Leadership Development Professionals
 Talent Management Professionals

What People Are **SAYING...**

"Inspiring – Informative – Impactful – Illuminating – Invaluable. Bravo!"

- Julie Reid,
 Education Officer, Ministry of Education

"I have personally attended 100's of these events, this one was definitely at the top!"

- Sebastian Demederios,
 Director Training & Development, Timothy's

"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."

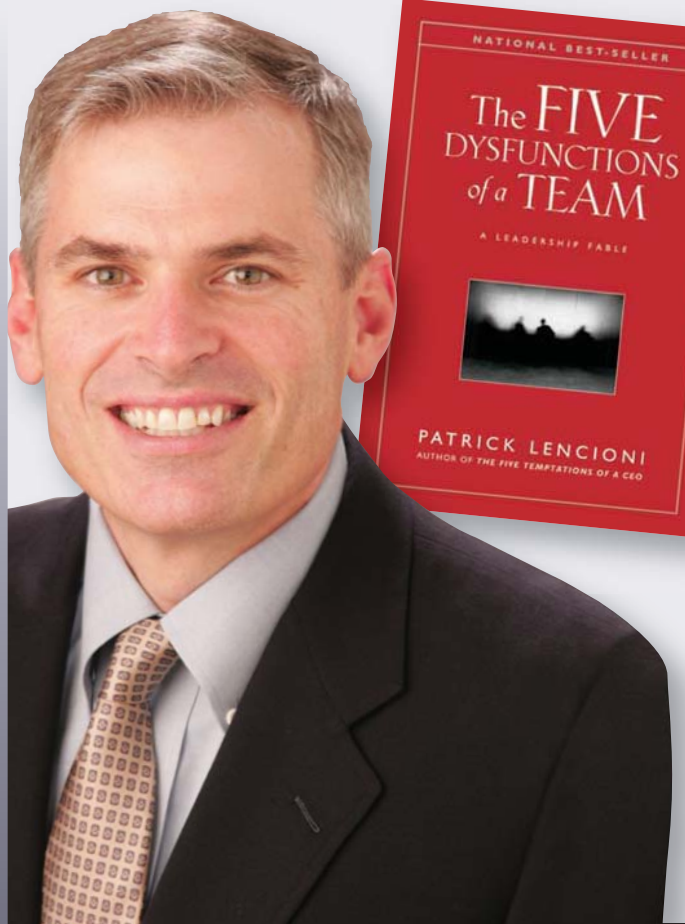
- Glain Roberts-McCabe,
 President, The Executive Roundtable

"All the speakers were extremely innovative and experienced in their fields. They presented new ideas in a way that emotionally and intellectually stimulated the audience... Great choice of speakers!"

- Alexandra Margulescu,
 Concordia University

Featured **CLIENTS...**





Teamwork & Organizational Development

WHAT YOU WILL LEARN...

- Why teamwork remains the ultimate competitive advantage, both because it is so powerful and so rare
- How to get all the people in an organization rowing in the same direction so that you can dominate any industry, in any market against any competition, at any time
- Uncover the natural human tendencies that derail teams and lead to politics and confusion in so many organizations
- The five causes of organizational and team dysfunction and how to find the solutions that will help your business run smoothly
- Practical tools for overcoming dysfunctions and making teams more functional and cohesive
- Revolutionary new tactics in client services that will establish fierce loyalty to your brand
- A new and radical approach to changing office culture

Patrick Lencioni

Founder of The Table Group & New York Times Bestselling Author of ***The Five Dysfunctions of a Team & Getting Naked***

Patrick Lencioni is the founder and president of The Table Group, a firm dedicated to providing organizations with ideas, products and services that improve teamwork, clarity and employee engagement.

Lencioni's passion for organizations and teams is reflected in his writing, speaking and consulting. He is the author of several bestselling books with nearly three million copies sold. After eight years in print, his book, *The Five Dysfunctions of a Team*, continues to be a weekly fixture on national bestseller lists.

Recently named in *Fortune* as one of the 'ten new gurus you should know,' Lencioni and his work have appeared in the *Wall Street Journal*, *USA TODAY*, *BusinessWeek*, *Inc.* and *Harvard Business Review*, to name a few.

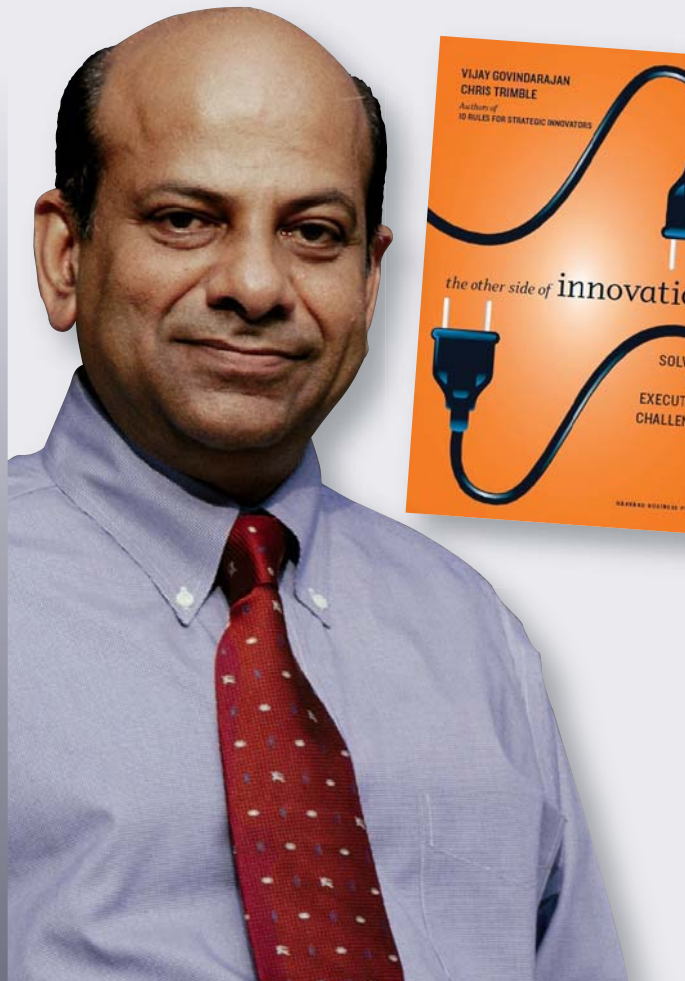
When Pat is not writing, he consults to CEOs and their executive teams, helping them to become more cohesive within the context of their business strategy. The wide-spread appeal of Lencioni's leadership models have yielded a diverse base of clients, including a mix of Fortune 500 companies, professional sports organizations, the military, non-profits, universities and churches.

In addition, Pat speaks to thousands of leaders each year at world class organizations and national conferences. Consistently the top rated keynote speaker at major events, Pat shares his models and inspires his audiences through his accessibility, humor and story-telling.

Prior to founding his firm, he worked as a corporate executive for Sybase, Oracle and Bain & Company. He also served on the National Board of Directors for the Make-A-Wish Foundation of America.

I can honestly say that Pat is the greatest speaker we've had the privilege of hearing at Avnet. He entertained us, he inspired us, and he gave us invaluable insight into ourselves and the way we approach our business.

- Roy Vallee,
Chairman and CEO, Avnet Inc.



Vijay Govindarajan

Thought Leader on Strategy and Innovation, Author of the International Bestseller **The Other Side of Innovation**

Vijay Govindarajan is widely regarded as one of the world's leading experts on strategy and innovation. He is the Earl C. Daum 1924 Professor of International Business at the Tuck School of Business at Dartmouth College. He was the first Professor in Residence and Chief Innovation Consultant at General Electric. He worked with GE's CEO Jeff Immelt to write "How GE is Disrupting Itself", the Harvard Business Review article that pioneered the concept of reverse innovation – any innovation that is adopted first in the developing world. Harvard Business Review rated reverse innovation as one of the ten big ideas of the decade. VG writes about the business impact of innovation with an emphasis on execution on his blog and through his quarterly newsletter.

Govindarajan has been identified as a leading management thinker by influential publications including: Outstanding Faculty, named by Business Week in its Guide to Best B-Schools; Top Ten Business School Professor in Corporate Executive Education, named by Business Week; Top Five Most Respected Executive Coach on Strategy, rated by Forbes; Top 50 Management Thinker, named by The London Times; Rising Super Star, cited by The Economist; Outstanding Teacher of the Year, voted by MBA students. Prior to joining the faculty at Tuck, VG was on the faculties of Harvard Business School, INSEAD (Fontainebleau) and the Indian Institute of Management (Ahmedabad, India).

The recipient of numerous awards for excellence in research, Govindarajan was inducted into the Academy of Management Journals' Hall of Fame, and ranked by Management International Review as one of the Top 20 North American Superstars for research in strategy and organization. One of his papers was recognized as one of the ten most-often cited articles in the entire 40-year history of Academy of Management Journal. VG is a rare faculty who has published more than ten articles in the top academic journals (Academy of Management Journal, Academy of Management Review, Strategic Management Journal) and more than ten articles in prestigious practitioner journals including several bestselling Harvard Business Review articles. He has published nine books, including international bestsellers Ten Rules for Strategic Innovators and The Other Side of Innovation.

VG works with CEOs and top management teams in Global Fortune 500 firms to discuss, challenge, and escalate their thinking about strategy. He has worked with more than 25% of the Fortune 500 corporations including: Boeing, Coca-Cola, Colgate, Deere, FedEx, GE, Hewlett-Packard, IBM, J.P. Morgan Chase, Johnson & Johnson, New York Times, Procter & Gamble, Sony, and Wal-Mart. He is a regular keynote speaker in CEO Forums and major conferences including the World Innovation Forum, BusinessWeek CEO Forum, World Business Forum, and World Economic Forum at Davos.

VG received his doctorate from the Harvard Business School and was awarded the Robert Bowne Prize for the best thesis proposal. He also received his MBA with distinction from the Harvard Business School where he was included in the Dean's Honor List. Prior to this, VG received his Chartered Accountancy degree in India where he was awarded the President's Gold Medal for obtaining the first rank nationwide.

Strategy & Innovation

WHAT YOU WILL LEARN...

- Why do companies need to continuously innovate strategically?
- How can firms identify market discontinuities that shape the future evolution of the industry?
- What is strategic intent?
- How do you develop a strategy architecture to create the future?
- How can firms exploit accelerating global opportunities, as a result of the discontinuous shifts in the marketplace?
- How can firms build the requisite organizational DNA to create the future while managing the present?
- How do you execute breakthrough strategies?

Reverse Innovation is a playbook for leaders who want to unlock growth in emerging markets.

- Robert A. McDonald,
Chairman of the Board, President and Chief Executive Officer,
The Procter & Gamble Co.

Reverse Innovation (Released on April 10, 2012). Reverse Innovation shows leaders and senior managers how to make innovation in emerging markets happen, and how such innovations can unlock opportunities throughout the world. The book highlights the tribulations and triumphs of some of the world's leading companies, illustrating exactly what works and what does not.





Susan Cain

Author of the Instant New York Times Bestseller **Quiet**

In an increasingly social world, Susan Cain shifts our focus to help us reconsider the role of introverts--outlining their many strengths and vital contributions. Like *A Whole New Mind* and *Stumbling on Happiness*, Cain's book, *Quiet: The Power of Introverts In a World That Can't Stop Talking*, is a paradigm-changing lodestar that shows how dramatically our culture has come to misunderstand and undervalue introverts. You would think Cain, a Princeton and Harvard Law School-educated author, would be your typical, self-confident, pound-the-table kind of person; in fact, she's just the opposite. She'd rather read than socialize, and she thinks before she speaks (softly). But far from considering these disadvantageous traits, Cain owes her success to them.

Cain has practiced corporate law for seven years, representing clients like General Electric, and is a negotiations consultant, training everyone from hedge fund managers to TV producers to college grads navigating their first jobs. Cain has used her time in corporate boardrooms, together with her experience as both a student and teacher of negotiation, to create uniquely informative talks.

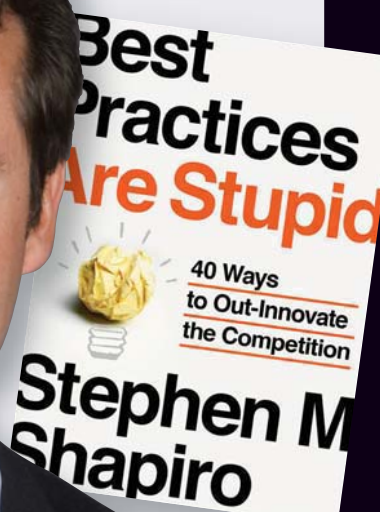
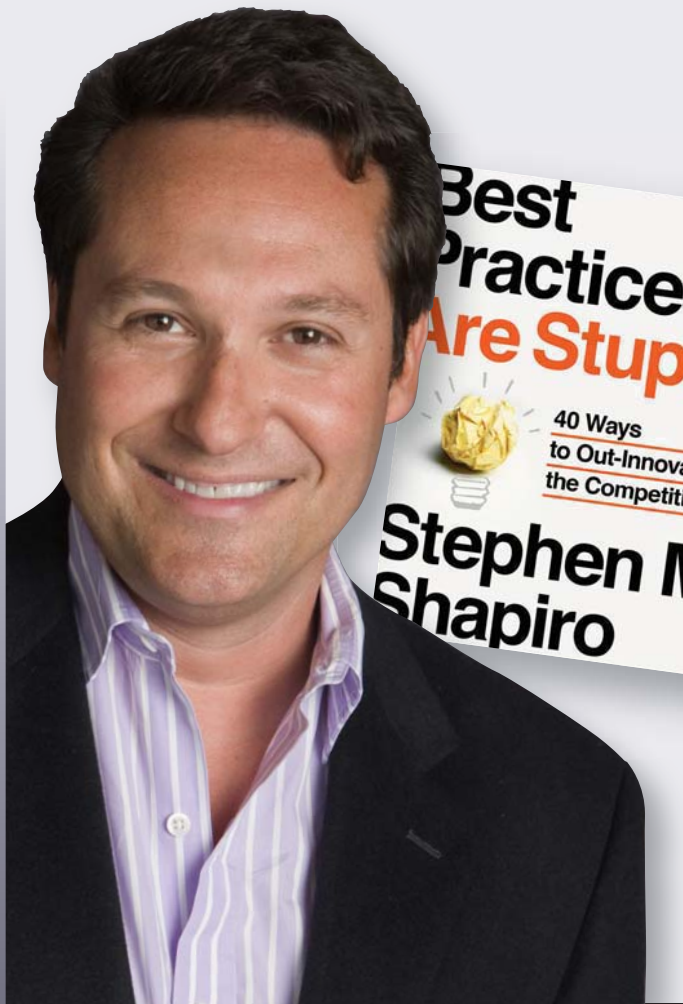
Harness the Strengths of Introverts

WHAT YOU WILL LEARN...

- Did you know that introverted leaders often deliver better results than extroverts? That the most spectacularly creative people tend to be introverts? That the most innovative thinking happens alone, and not in teams?
- In an enlightening, relatable, and practical talk, Susan Cain shows us that introverts think and work in ways that are crucial to the survival of today's organizations.
- How do introverts' and extroverts' different personalities cause them to solve problems and evaluate risk differently?
- What do introverts know about creativity that the rest of us should learn?
- Drawing on her original research and the latest in neuroscience and psychology, Cain will radically change your view of the best way to develop leaders, manage teams, make smart hires, and stimulate innovation.

“ QUIET legitimizes and even celebrates the "niche" that represents half the people in the world. Think Malcolm Gladwell for people who don't take themselves too seriously. Mark my words, this book will be a bestseller.

- Guy Kawasaki



Leading a Culture of Innovation

Stephen Shapiro

Innovation Consultant Speaker & Author of *Personality Poker & Best Practices Are Stupid*

Stephen Shapiro is one of the foremost authorities on innovation culture, collaboration, and open innovation.

During the past twenty years, his message to hundreds of thousands of people in forty countries around the world has remained the same: Innovation only occurs when organizations bring together divergent points of view in an efficient manner.

Over the years, Stephen Shapiro has shared his innovative philosophy in books such as *24/7 Innovation* and *The Little Book of BIG Innovation Ideas*. He has also trained more than 20,000 consultants in innovation during his 15 year tenure with Accen-ture. His latest creation *Personality Poker*, has been used by more than 50,000 people around the world to create high-performing innovation teams.

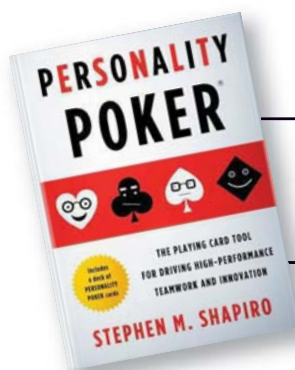
His work has been featured in *Newsweek*, *Investor's Business Daily*, *Entrepreneur Magazine*, *O- The Oprah Magazine*, *The Wall Street Journal*, and *The New York Times*. His clients include Staples, GE, NASA, BP, Johnson & Johnson, The United States Air Force, Fidelity Investments, Pearson Education, Nestlé, and Bristol-Myers Squibb.

WHAT YOU WILL LEARN...

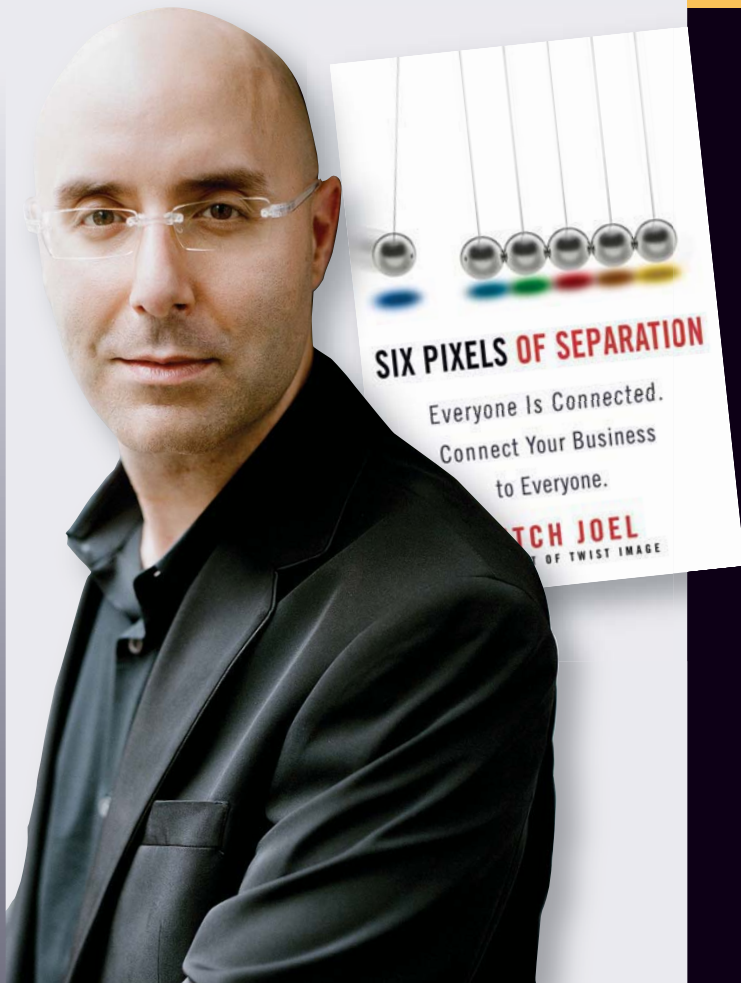
- How each employee contributes to and detracts from your innovation efforts
- Which innovation styles are missing from your team and what to do about it
- Who should lead which steps of the innovation process
- How to make innovation a repeatable and predictable process
- How to more effectively motivate and engage employees to maximize returns
- How to efficiently solve and implement its most pressing challenges
- How to leverage open innovation to speed time-to-market, reduce costs, and minimize risk
- How to get the right people in the right roles – and where you may currently be misaligned

I give Stephen Shapiro my highest recommendation as a speaker on the topic of innovation. I would strongly recommend him to any organization.

- Julie Meringer,
Managing Director, Forrester Research Inc



Personality Poker was selected as one of the best business books on innovation and creativity by 800-CEO-READ.



Mitch Joel

Bestselling Author, *Six Pixels of Separation*

When Google wanted to explain online marketing to the top brands in the world, they brought Mitch Joel to the Googleplex in Mountain View, California. Marketing Magazine dubbed him the "Rock Star of Digital Marketing" and called him, "one of North America's leading digital visionaries." In 2006 he was named one of the most influential authorities on Blog Marketing in the world. Mitch Joel is President of Twist Image - an award-winning Digital Marketing and Communications agency. He has been called a marketing and communications visionary, interactive expert and community leader. He is also a Blogger, Podcaster, passionate entrepreneur and speaker who connects with people worldwide by sharing his marketing insights on digital marketing and personal branding. In 2008, Mitch was named Canada's Most Influential Male in Social Media, one of the top 100 online marketers in the world, and was awarded the highly-prestigious Canada's Top 40 Under 40 (recognizing individuals who have achieved a significant amount of success but have not yet reached the age of 40).

Joel speaks frequently to diverse groups like Starbucks, Microsoft, Procter and Gamble, Hewlett Packard and has shared the stage with former President of the United States, Bill Clinton, Anthony Robbins and Dr. Phil.

Joel is frequently called upon to be a subject matter expert for CTV National News, Canada AM, CBC Newsworld, Marketing Magazine, Strategy, The Globe & Mail, The National Post and many other media outlets. His newspaper business column, New Business - Six Pixels of Separation, runs bi-monthly in both The Montreal Gazette and Vancouver Sun, and his monthly column, Ultraportable, is featured in enRoute Magazine. His first book, Six Pixels of Separation, named after his successful Blog and Podcast was published in September of 2009.

Leading in a Connected World

WHAT YOU WILL LEARN...

- Consumers have changed. Dramatically. We need a new type of leader.
- Leaders need to think differently about control and their brands.
- There is no online, offline and mobile. There is one-line of connectivity
- Employees don't just trust their peers. They trust anybody with a published opinion
- The excitement over Social Media is nothing compared to how leaders must now look at media.
- Data and consumer insights are a leader's guiding light.

“ Mitch Joel's presentation helped us to see that we needed to change the paradigm of how we interacted with our customers. His ideas and insights have led us to new concepts in the development of our brands.

”
- Pfizer

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.



BONUS

PER ATTENDEE	GROUP OFFER*
\$399 plus HST	\$349 plus HST Purchase 3 or more tickets and SAVE \$50 off the regular price*

Receive a complimentary copy of Vijay Govindarajan's latest book *Reverse Innovation*.**

VIP Pass...

Experience **The Art of Leadership** to its fullest! This exclusive investment allows you to fully maximize your experience and extract the most value and content from this unparalleled day of learning and networking.

Includes:

- Exclusive VIP 3 course lunch
- Express VIP entrance
- Reserved premier seating in the first five rows
- An eco-friendly tote bag and personal notebook
- Copies of featured bestselling books:

- ▶ Patrick Lencioni – *The Advantage*
- ▶ Stephen Shapiro – *Best Practices Are Stupid*
- ▶ Vijay Govindarajan – *Reverse Innovation*



PER ATTENDEE	GROUP OFFER*
\$599 plus HST	\$549 plus HST Purchase 3 or more tickets and SAVE \$50 off the regular price*

GROUP Pricing...

Groups of 3 or more can **SAVE \$50** off the price of each ticket. Tickets must be purchased together to qualify for group pricing.

Reserved seating is also available for groups of 20 or more. For further details on seating arrangements and other group assistance please contact us today.



*Tickets must be purchased together to qualify for group pricing. **Limited to first 1,000 attendees.

REGISTRATION FORM

September 18, 2012 | 8:45AM – 4:30PM
Ottawa Convention Centre

CONTACT NAME

TITLE

COMPANY

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PROVINCE/STATE

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SIGNATURE

*Please make all cheques payable to The Art of Productions Inc.

PRICING

VIP Pass(es) \$599 ea x _____ Pass(es) = _____

Subtotal = _____

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TOTAL = _____

SAVE \$50
per ticket on
groups of 3
or more!

Additional Attendee Names

Email

2 _____

3 _____

4 _____

5 _____

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