

20

November 26<sup>th</sup>

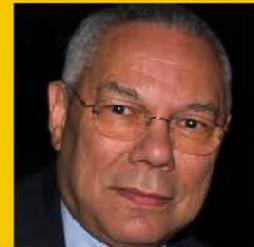
**TORONTO**

METRO TORONTO CONVENTION CENTRE

13



Presented By



Gen. Colin **Powell**  
Col. Chris **Hadfield**  
Stephen J. **Dubner**  
Amy **Edmondson**  
Adam **Grant**

In partnership with

**2013** MORTGAGE FORUM  
TORONTO



## About

Building on the success of our **SOLD OUT** national tour in 2012, 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 3,000 of Canada's most influential leaders.

## Why?

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.

**When?** Tuesday, November 26<sup>th</sup>, 2013 | 8:45AM – 5:00PM

## Where?

Metro Toronto Convention Centre  
North Building  
255 Front Street West  
Toronto, ON M5V 2W6  
[mtccc.com](http://mtccc.com)

## Agenda

8:15AM	Doors Open
8:45AM – 9:00AM	Opening Remarks
9:00AM – 9:45AM	<b>ADAM GRANT</b>
9:45AM – 10:30AM	<b>AMY EDMONDSON</b>
10:30AM – 11:00AM	Networking Break
11:00AM – 12:00PM	<b>STEPHEN J. DUBNER</b>
12:00PM – 1:15PM	Lunch
1:15PM – 2:30PM	<b>EXECUTIVE PANEL</b>
2:30PM – 3:30PM	<b>COL. CHRIS HADFIELD</b>
3:30PM – 4:00PM	Networking Break
4:00PM – 5:00PM	<b>GEN. COLIN POWELL</b>

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 Demederos,  
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

Who Should **ATTEND**

- Entrepreneurs & Business Owners
- Business Unit & Country Managers
- Government & Academic Officials
- C-Level Executives
- General Managers
- Business Consultants
- Recent Graduates & MBAs
- Training & Development Professionals
- Organizational Development Professionals
- HR Service Providers
- Recruitment Professionals
- Project Managers
- Franchise Owners
- Presidents & Vice Presidents
- Managing & Executive Directors
- Directors, Managers & Team Leaders
- Business Development Managers
- Human Resources Professionals
- Sales & Marketing Executives
- Leadership Development Professionals
- Talent Management Professionals

Featured **CLIENTS**

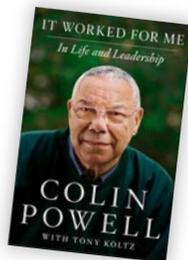


# what **YOU** will learn



## Gen. Colin Powell **Leadership: Taking Charge**

- Drawing on examples garnered from experience as both a leader on the world stage and as eyewitness to leadership in action, Powell illustrates for audiences precisely what it takes to be a leader, providing strategies for "taking charge" during times of great change and great crises.
- Powell demonstrates how to remain focused, take responsibility and work towards improving processes, organizations and people.
- Why being a leader is much more than his or her title.



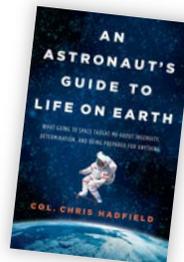
*What an incredible hero - even those in our group who came from all over the world could immediately recognize that. The power and passion of Gen. Colin Powell's leadership was apparent in his discussion and his presence was an inspiring highlight of our meeting!"*

-Dow Chemical



## Col. Chris Hadfield **The Sky Is Not The Limit: Teamwork & Collaboration**

- Stories from his beginnings as a member of the Canadian Armed Forces, to when Hadfield became an engineer, fighter pilot, and test pilot with the Royal Canadian Air Force, the US Air Force, and the US Navy, before being selected as a Canadian astronaut.
- In 2010, NASA announced Hadfield would become the first Canadian commander of the International Space Station. Learn the lessons from leading Expedition 35 which launched from Kazakhstan in December 2012.
- Hadfield imparts the useful and practical lessons he's learned throughout his remarkable career in the fields of leadership, teamwork, collaboration, science and technology, and motivates audiences to achieve dreams higher than the clouds.



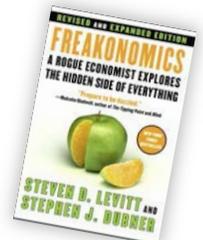
*Perhaps the most social media savvy astronaut ever to leave Earth."*

- Forbes



## Stephen J. Dubner **Business & Management Lessons from Freakonomics, SuperFreakonomics & Think Like a Freak**

- Taking the successful Freakonomics ideas to the next level, Dubner offers an engaging NEW program, based on the highly anticipated new book of the same name, that offers a toolkit to help people gain interesting insights on problem solving in their personal and professional lives.
- Each idea presented by Dubner will be illustrated by a story or example, in the ever-popular counterintuitive Freakonomics style, that will provide you with illuminating thoughts for profitable thinking!
- Dubner addresses the fact that the old rules of business just don't apply and therefore the ideas he and co-author Steven Levitt have presented in Freakonomics and SuperFreakonomics make even more sense now than they did a few years ago. It's a new world, and that demands a new way of thinking. He offers a way of getting beneath the surface of modern business practices.



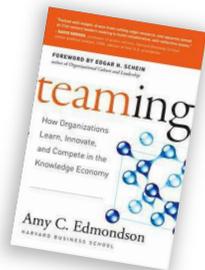
*Stephen Dubner created a talk based on FREAKONOMICS that was clearly tailored to our audience of healthcare CEOs and thought leaders. We were absolutely delighted with how he weaved the Freakonomics approach into new ideas and stories. We were really impressed with Stephen's ability to both challenge and entertain the luminaries in our audience."*

-William Greene, General Partner, MPM Capital



**Amy Edmondson**  
**Teaming: How Organizations Learn, Innovate & Compete in the Knowledge Economy**

- Why managers need to stop thinking of teams as static groups of individuals who have ample time to practice interacting successfully and efficiently.
- Edmondson shows that organizations thrive, or fail to thrive, based on how well the small groups within those organizations work.
- Edmondson outlines the factors that prevent teams from thriving, such as interpersonal fear, irrational beliefs about failure, groupthink, problematic power dynamics, and information hoarding.
- The introduction of a framework that clarifies how learning processes must be altered for different kinds of work.
- Amy presents a clear explanation of practical management concepts for increasing learning capability for business results.



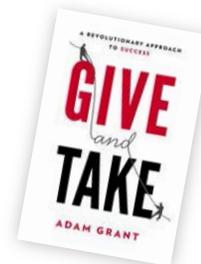
*Edmondson's insights that teams are verbs rather than nouns, and that leaders who focus on 'teaming' animate a more adaptive work environment, are a major advance in our grasp of leading, organizing, and learning. This is the work of a gifted, hands-on scholar at her best!"*

--Karl E. Weick, Renis Likert Distinguished University Professor, organizational behavior and psychology, Stephen M. Ross School of Business, University of Michigan



**Adam Grant**  
**How Organizations Can Motivate Employees, Develop Talent & Align Teams to Achieve Success**

- Adam introduces three fundamental styles of professional interaction, and demonstrates their profound implications for individual and collective performance.
- Adam reveals surprising insights about what it takes to develop productive interactions, and how leaders, managers and employees can use this knowledge to build richer networks, more innovative teams and more rewarding service relationships.
- In an interdependent world, interactions are a fundamental building block of success. To be effective in teams and service relationships, employees need skills in building networks, collaborating, talent management, persuasion and negotiating.



*Adam Grant is, plain and simple, one of the finest social scientists of his generation. But if that weren't enough, he is also one of the most accessible. He is the rare scholar whose work combines academic rigor with real-world practicality - which is why I read everything he writes and why an ever-growing audience is benefiting from his insights."*

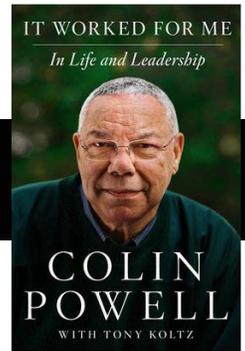
-Daniel H. Pink Author of Drive and A Whole New Mind



General  
Colin L.  
Powell

Retired Four-Star General, 65th United States Secretary  
of State & New York Times Bestselling Author

**Leadership: Taking Charge**



For over fifty years, General Colin L. Powell, USA (Ret.) has devoted his life to public service having held senior military and diplomatic positions across four presidential administrations. General Powell served as President Ronald Reagan's National Security Advisor and he served as Chairman of the Joint Chiefs of Staff for both President George H.W. Bush and for President Bill Clinton. Under President George W. Bush, General Powell was appointed the 65th Secretary of State and led the State Department in major efforts to address and solve regional and civil conflicts throughout the world. He also worked at the forefront of American efforts to advance economic and social development worldwide.

General Powell is the Founder of the Colin L. Powell Center for Leadership and Service at his alma mater, the City College of New York, which has now grown into the Colin L. Powell School for Civic and Global Leadership. He is the Founder and Chairman Emeritus of the America's Promise Alliance, dedicated to forging a strong and effective partnership alliance committed to seeing that children have the fundamental resources they need to succeed.

Currently General Powell is a strategic limited partner at Kleiner Perkins Caufield & Byers, and is on the board of Bloom Energy. He is the Chairman of the Advisory Board of Leeds Equity Partners, a private equity firm focused on investments in the education, training, information and business services industries. He is also Chairman of the Eisenhower Fellowships, a cross-cultural program for emerging international leaders, and is a member of the board of directors of the Council on Foreign Relations.

His autobiography, *My American Journey*, was a best seller and has been published in more than a dozen different languages. His second book, *It Worked For Me*, reveals the lessons that shaped his life and career and was an instant best-seller when it was published in May 2012.

General Powell is married to the former Alma Vivian Johnson of Birmingham, Alabama. They live in McLean, Virginia and have three children and four grandchildren.

# Col. Chris Hadfield

Astronaut & Former Commander of the International Space Station

"Good morning, Earth." That is how Colonel Chris Hadfield - writing on Twitter - woke up the world everyday while living aboard the International Space Station for over five months. Since blasting off from Kazakhstan in December 2012, Hadfield has become a world-wide sensation, harnessing the power of social media to make outer space accessible to millions and infusing a sense of wonder into the collective consciousness not felt since man first walked on the moon. Called "the most famous astronaut since Neil Armstrong" by the BBC, Hadfield - now safely back on Earth - continues to bring the glory of science and space travel to everyone he encounters.

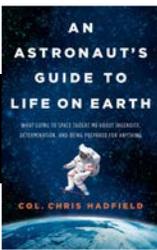
Hadfield is the pioneer of many "firsts" in Canadian space history. In 1992, he was among the first chosen as Canada's second class of astronauts. Three years later, he became the first Canadian to use the Canadarm and the first Canadian to board a Russian spacecraft during his mission to the Russian space station. In 2001, he performed two spacewalks as a mission specialist on STS-100 - the first Canadian to do so, and in 2010 the Canadian Space Agency (CSA) and the National Aeronautics and Space Administration (NASA) announced Hadfield's third mission: commanding the International Space Station (ISS)—again a first for a Canadian.

Hadfield launched into space on December 19, 2012 and took command of the ISS on March 13, 2013. His multiple daily Tweets and photographs from space made people see the world differently. His Twitter conversation with William Shatner, who played Captain Kirk in the original Star Trek series, went viral viral ("Are you tweeting from space?" inquired Shatner, who got a quick reply: "Yes, standard orbit, Captain. And we're detecting signs of life on the surface."), and even Queen Elizabeth Tweeted the station commander.

Hadfield's accessibility, whether answering questions such as "how do you wring out a washcloth in space," via Skype or collaborating with The Barenaked Ladies for a song sung by over a million people simultaneously, endeared him to all while he orbited Earth. When, on his last day on the ISS, he posted his farewell music video online - a reworking of David Bowie's Space Oddity - it exploded, garnering millions of views in its first hours alone.

A heavily decorated astronaut, engineer, and test pilot, Hadfield's many awards include being named a Member of the Order of Ontario (1996); receiving an honorary Doctorate of Laws from Trent University (1999); the Vanier Award (2001); the NASA Exceptional Service Medal (2002); and the Queen's Golden Jubilee Medal (2003). He was inducted into Canada's Aviation Hall of Fame in 2005 and commemorated on the Royal Canadian Mint silver and gold coins in 2006.

Hadfield announced his retirement from the CSA on June 10, 2013.



**The Sky Is Not The Limit:  
Teamwork & Collaboration**



# Stephen J. Dubner

New York Times Bestselling Author,  
*Freakonomics & SuperFreakonomics*

Stephen J. Dubner is an award-winning author, journalist, and radio and TV personality. He is best-known for writing, along with the economist Steven D. Levitt, *Freakonomics* (2005) and *SuperFreakonomics* (2009), which have sold more than 5 million copies in 35 languages.

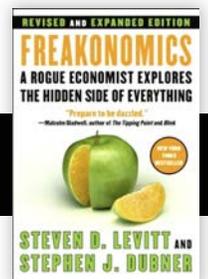
*Freakonomics*, published in April 2005, was an instant international best-seller and cultural phenomenon. It made numerous "books of the year" lists, a few "books of the decade" lists, and won a variety of awards, including the inaugural Quill Award, a BookSense Book of the Year Award, and a Visionary Award from the National Council on Economic Education. It was also named a Notable Book by the New York Times. *SuperFreakonomics*, published in 2009, was published to similar acclaim, and also became an international best-seller.

The *Freakonomics* enterprise also includes an award-winning blog, a high-profile documentary film, and a public-radio project called *Freakonomics Radio*, which Dubner hosts. He has also appeared widely on television, including a three-year stint on ABC News as a *Freakonomics* contributor. He also appeared on the reality show *Beauty and the Geek*. Alas, he played neither beauty nor geek.

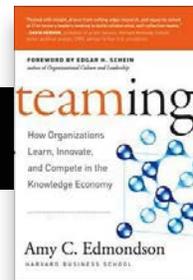
The eighth and last child of an upstate New York newspaperman, Dubner has been writing since he was a child. (His first published work appeared in *Highlights* magazine.) As an undergraduate at Appalachian State University, he started a rock band that was signed to Arista Records, which landed him in New York City. He ultimately quit playing music to earn an M.F.A. in writing at Columbia University, where he also taught in the English Department. He was an editor and writer at *New York* magazine and *The New York Times* before quitting to write books. He is happy he did so.

He lives in New York with his wife, the documentary photographer Ellen Binder, and their two delicious children.

**Business & Management Lessons from *Freakonomics*,  
*SuperFreakonomics* & *Think Like a Freak***



## Teaming: How Organizations Learn, Innovate & Compete in the Knowledge Economy



# Amy Edmondson

Novartis Professor of Leadership & Management at Harvard Business School & Bestselling Author, *Teaming*

Amy C. Edmondson is the Novartis Professor of Leadership and Management. The Novartis Chair was established to enable the study of human interactions that lead to the creation of successful business enterprises for the betterment of society. Edmondson's research examines leadership, learning and innovation in teams and organizations, and has been published in numerous academic and managerial articles. Her book *Teaming: How organizations learn, innovate and compete in the knowledge economy* (Jossey-Bass, 2012) emphasizes managing the activities that enable collaborative work across boundaries, rather than designing and managing stable teams. She is currently studying collaboration across boundaries focused on innovation in the built environment.

Professor Edmondson teaches MBA and Executive Education courses in leadership, team effectiveness, and organizational learning, and a doctoral course in field research methods. She has served on 29 doctoral committees and is the author of more than 25 Harvard Business School case studies, including cases on Arup, The Cleveland Clinic, General Motors Powertrain, Prudential Financial, Simmons Mattress Company, YUM brands, IDEO product design, and NASA's failed Columbia mission.

Before her academic career, Edmondson was Director of Research at Pecos River Learning Centers, where she worked with founder and CEO Larry Wilson to design and implement organizational change programs in a variety of Fortune 100 companies. In the early 1980s, she worked as Chief Engineer for architect/inventor Buckminster Fuller, and her book, *A Fuller Explanation*, clarifies Fuller's mathematical contributions for a non-technical audience.

Edmondson received her PhD in organizational behavior, AM in psychology, and AB in engineering and design, all from Harvard University



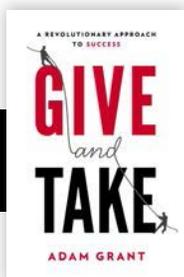
# Adam Grant

New York Times Bestselling Author, *Give and Take: A Revolutionary Approach to Success* & Tenured Management Professor at Wharton

Adam Grant is the youngest tenured professor at Wharton. He has been recognized as Wharton's single-highest-rated teacher, one of BusinessWeek's favorite professors, and one of the world's 40 best business professors under 40. Previously, he was a record-setting advertising director at Let's Go Publications, an All-American springboard diver, and a professional magician.

Adam is the author of the New York Times and Wall Street Journal bestseller *Give and Take: A Revolutionary Approach to Success*. He earned his Ph.D. in organizational psychology from the University of Michigan, completing it in less than three years, and his B.A. from Harvard University, magna cum laude with highest honors and Phi Beta Kappa honors. He has been honored with the Excellence in Teaching Award for every class that he has taught and has presented for leaders at organizations such as Google, the NFL, Merck, Pixar, Goldman Sachs, Facebook, Microsoft, Apple, the United Nations, the World Economic Forum, and the U.S. Army, Navy, and Air Force. He has designed several experiential learning activities based on *The Apprentice* in which students have raised over \$175,000 for the Make-A-Wish Foundation while developing leadership, influence, networking and collaboration skills.

Adam's research has been featured in multiple bestselling books and hundreds of media outlets, including the Today Show and in the New York Times magazine cover story, "Is giving the secret to getting ahead?" He has more than 60 publications in leading management and psychology journals, and his pioneering studies have increased performance and reduced burnout among engineers and sales professionals, enhanced call center productivity, and motivated safety behaviors among doctors, nurses and lifeguards. In 2011, he won the triple crown of prestigious scholarly achievement awards from the American Psychological Association, the Academy of Management, and the Society for Industrial and Organizational Psychology.



**How Organizations can Motivate Employees, Develop Talent & Align Teams to Achieve Success**

## 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.

PER ATTENDEE

**\$449** plus HST

GROUP OFFER\*

**\$399** plus HST

Purchase 3 or more passes and **SAVE \$50** off the regular price\*

## 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.

PER ATTENDEE

**\$649** plus HST

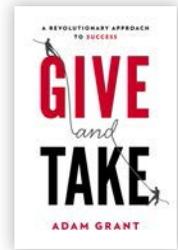
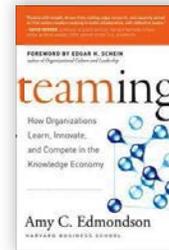
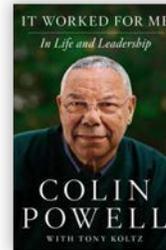
GROUP OFFER\*

**\$599** plus HST

Purchase 3 or more passes and **SAVE \$50** off the regular price\*

### Includes:

- Express VIP entrance
- Reserved premier seating in rows 3 to 6
- Exclusive VIP three course lunch
- An eco-friendly tote bag and notebook
- Copies of 3 featured bestselling books:
  - » **It Worked For Me** - Colin Powell
  - » **Teaming** - Amy Edmondson
  - » **Give & Take** - Adam Grant



## PLATINUM Pass

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

PER ATTENDEE

**\$849** plus HST

GROUP OFFER\*

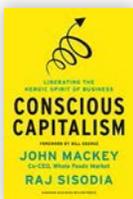
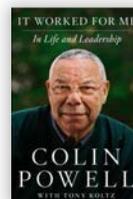
**\$799** plus HST

Purchase 3 or more tickets and **SAVE \$50** off the regular price\*

### Includes:

- Express VIP entrance
- Reserved premier seating in the first 2 rows
- Exclusive VIP three course Lunch
- An eco-friendly tote bag and notebook
- **Photo Opportunity** with Gen. Colin Powell
- Copies of 5 featured bestselling books:

- » **It Worked For Me** - Colin Powell
- » **SuperFreakonomics** - Steven D. Levitt & Stephen J. Dubner
- » **Teaming** - Amy Edmondson
- » **Give & Take** - Adam Grant
- » **Conscious Capitalism** - John Mackey



**BONUS**

# Registration Form

Contact Name \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

Province/State \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

## ADDITIONAL ATTENDEE NAMES

## EMAIL

- |          |       |
|----------|-------|
| 1. _____ | _____ |
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## PRICING

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

**General** Pass(es) \$449 ea \_\_\_\_\_  Pass(es) = \_\_\_\_\_ Subtotal = \_\_\_\_\_

**VIP** Pass(es) \$649 ea \_\_\_\_\_  Pass(es) = \_\_\_\_\_ HST (13%) = \_\_\_\_\_

**Platinum** Pass(es) \$849 ea \_\_\_\_\_  Pass(es) = \_\_\_\_\_ Total = \_\_\_\_\_

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

## PAYMENT OPTIONS

Cheque\* or Money Order\*  Mastercard  VISA  American Express

Creditcard Number \_\_\_\_\_ CVV \_\_\_\_\_ Expiry \_\_\_\_\_

Cardholders Name \_\_\_\_\_ Signature \_\_\_\_\_

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