

20

November 22nd

CALGARY

BMO CENTRE - STAMPEDE PARK

13



Presented By



Gen. Colin **Powell**

John **Mackey**

Chester **Elton**

Amy **Edmondson**

Christine **Comaford**



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 2,000 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? Friday, November 22nd, 2013 | 8:45AM – 5:00PM

Where?

BMO Centre - Stampede Park
1410 Olympic Way SE,
Calgary, AB
T2G 2W1
calgarystampede.com

Agenda

	8:15AM	Doors Open
8:45AM	– 9:00AM	Opening Remarks
9:00AM	– 9:45AM	JOHN MACKEY
9:45AM	– 10:45AM	CHRISTINE COMAFORD
10:45AM	– 11:15AM	Networking Break
11:15AM	– 12:15PM	CHESTER ELTON
12:15PM	– 1:30PM	Lunch
1:30PM	– 2:30PM	EXECUTIVE PANEL
2:30PM	– 3:30PM	AMY EDMONDSON
3:30PM	– 4:00PM	Networking Break
4:00PM	– 5:00PM	GEN. COLIN POWELL

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**

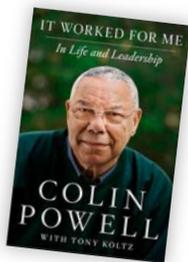


what **YOU** will learn



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.



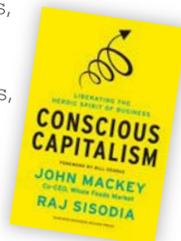
What an incredible hero - even those in our group who came from all over the world could immediately recognize that. The power and passion of Gen. Colin Powell's leadership was apparent in his discussion and his presence was an inspiring highlight of our meeting!"

-Dow Chemical



John Mackey **Conscious Leadership**

- How to create and evolve your company's organizational culture so that it is both productive and highly innovative.
- How leaders can personally grow and evolve.
- How to build strong businesses and help advance capitalism.
- Learn how organizations like Whole Foods Market use 4 specific tenets: higher purpose, stakeholder integration, conscious leadership and conscious culture.
- How to create value for all stakeholders, including customers, employees, suppliers, investors, society and the environment.



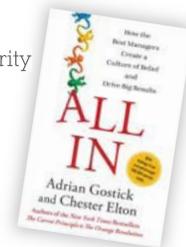
I have long believed that companies have a responsibility to balance profitability with a social conscience, yet few leaders have an inherent understanding of just how to do it. In Conscious Capitalism, John Mackey and Raj Sisodia provide a timely, realistic framework so companies can better serve a variety of stakeholders. I highly recommend listening to what they have to say."

- Howard Schultz, Chairman, President and CEO, Starbucks



Chester Elton **Creating a Culture of Buy-In & Belief**

- The 3 research based characteristics from the world's most profitable and productive organizational team cultures.
- The 7 steps today's most successful managers use to generate buy-in.
- How managers at any level can build a productive workgroup culture.
- How successful managers provide their employees with frequent and effective recognition.
- How to conquer barriers, exceed expectations, and overcome mediocrity through brilliant collaboration.



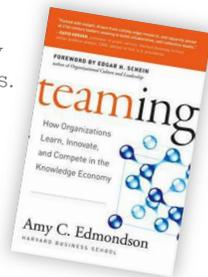
At Cigna ... our success is dependent on our employees being passionate about the opportunity and responsibility to make a difference. In All In, Gostick and Elton provide a roadmap for every manager to help build a culture of possibility that drives bottom-line results for customers and companies."

- David Cordani, President and CEO, Cigna Corporation



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.



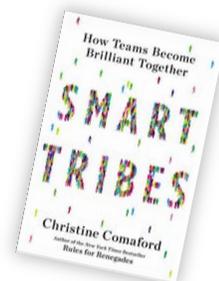
Edmondson's insights that teams are verbs rather than nouns, and that leaders who focus on 'teaming' animate a more adaptive work environment, are a major advance in our grasp of leading, organizing, and learning. This is the work of a gifted, hands-on scholar at her best!"

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



Christine Comaford
The Neuroscience of Compelling Leadership

- How we use our attention, presence and intention (or lack of), and the impact that has on our company and people.
- What is accountability really, and how can we cause an increase in intrinsic motivation.
- The power of clarity in communication, influence and trust.
- How to quickly shift "energetic posturing" as a leader to discover other powerful avenues of relatedness to our colleagues, direct reports and employees.
- Key components to designing a sustainable interaction, company and/or individual.



Christine Comaford spent 90 minutes with our team talking about her life experiences and how we could use her learnings to re-energize, beat bureaucracy and put excitement back into the job. We're a tough group ... but it was transformational. She's the best!"

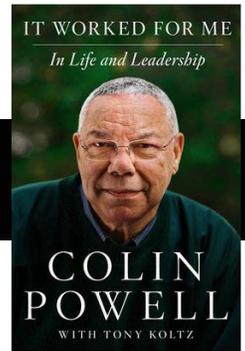
--Gregg Brandyberry VP Procurement, Global Systems and Operations, GlaxoSmithKline



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.

John Mackey

Co-Founder & Chief Executive Officer of
Whole Foods Market & Author of
Conscious Capitalism

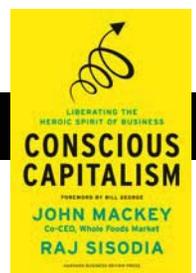


John P. Mackey, co-founder of Whole Foods Market, has served as Chief Executive Officer since 1980. Mr. Mackey also served as President from June 2001 to October 2004, and as Chairman of the Board from 1978 to December 2009. As the company's visionary, he has led the development of many innovative programs such as the \$10 million in low-interest loans to local farmers and food producers to help them expand their businesses, the Whole Planet Foundation whose mission is to help end poverty in developing nations with micro credit, a welfare rating system that improves the welfare of food animals, and a labeling system that creates transparency of seafood sustainability. Mr. Mackey's most recent focus is re-invigorating Whole Foods Market's emphasis on healthy eating and lifestyle choices. An active promoter of a new business paradigm termed "Conscious Capitalism," he is also co-founder of a non-profit organization of that name.

In John's book, *Conscious Capitalism*, he and co-author professor Raj Sisodia show how companies are creating a movement that's transforming business. They present the fundamental principles and practices of their bold new vision of conscious capitalism: businesses operating from a sense of higher purpose and prospering financially while also generating other critical forms of value - emotional, social, intellectual, ecological, financial, and spiritual. These are businesses built on love and care instead of fear and stress.

From the lectern, audiences will hear about John's revolutionary, mission-driven business model that unifies profitability with integrity, compassion, and global responsibility. John will explore the stakeholder philosophy, how a company can benefit share-holders, employees, vendors, customers, and the environment without compromising its financial viability. He tackles the most controversial questions about his principles: finding a place for philanthropy, passion, idealism, and compassion in a competitive economy. With vision and purpose, the architect of one of the most inspiring stories in modern business invites listeners to join him in reclaiming capitalism to change it from a system of avarice to a force for good.

Conscious Leadership



Chester Elton

New York Times Bestselling Author,
The Carrot Principle & All In

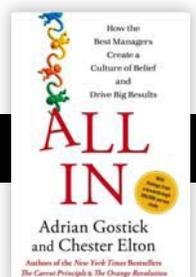
Called the "apostle of appreciation," by the Globe and Mail, Canada's largest newspaper, and "creative and refreshing" by the New York Times, Chester Elton is the co-author of several successful leadership books and is an in-demand speaker the world over.

Elton's books have been translated into over 20 languages and have sold more than a million copies worldwide. *The Carrot Principle* has been a regular on the New York Times and Wall Street Journal bestsellers list, and *24-Carrot Manager* has been called a "must read for modern-day managers" by Larry King of CNN. *The Orange Revolution* was the number one selling business book in the United States according to the Wall Street Journal.

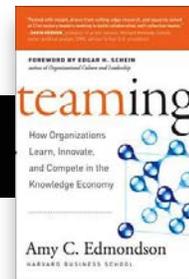
As a motivational expert, Chester has been featured in *The Financial Times*, *Washington Post*, *Fast Company* and the *New York Times*. He has also appeared on *60 Minutes*, *CNN*, *ABC's Money Matters*, *MSNBC* and *National Public Radio*.

Chester has spoken to delighted audiences from Seattle to Singapore and from Toronto to Istanbul. He holds the acclaim of being the highest rated speaker at the National Society for Human Resource Management annual conference (Bill Cosby was the number-two rated speaker). He serves as an employee engagement consultant to firms such as Pepsi, American Express, Madison Square Garden, Avis Budget Group and Texas Roadhouse.

Creating a Culture of Buy-In & Belief



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.



Christine Comaford

New York Times Bestselling Author,
Rules for Renegades & Smart Tribes

Bill Gates calls her "super high bandwidth."

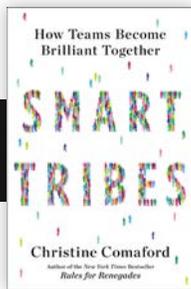
Bill Clinton has thanked her for "fostering American entrepreneurship."

For over 30 years New York Times bestselling author and Leadership and Culture Coach Christine Comaford has been helping leaders navigate growth and change. Christine is sought after for providing proven strategies to shift executive behavior to create more positive outcomes, enroll and align teams in times of change, massively increase sales, product offerings, and company value. Her coaching, consulting and strategies have created hundreds of millions of dollars in new revenue and value for her clients. The potent neuroscience techniques she teaches are easy to learn and immediately applicable to help leaders see into their blind spots, expand their vision, and more effectively influence outcomes.

As an Entrepreneur, Christine has built and sold 5 of her own businesses with an average 700% return on investment, served as a board director or in-the-trenches advisor to 36 startups, and has invested in over 200 startups (including Google) as a venture capitalist or angel investor. Christine has consulted to the White House (Clinton and Bush), 700 of the Fortune 1000, and over 300 small businesses. She has helped over 50 of her clients to exit their businesses for up to \$425 million. Christine has repeatedly identified and championed key trends and technologies years before market acceptance, due in part to her work as a software engineer in the early days of Microsoft, Apple and Adobe.

Christine is a leadership columnist for www.Forbes.com. She has appeared on Good Morning America, The Big Idea with Donny Deutsch, CNN, CNBC, MSNBC, FOX Business Network, PBS, CNET and Stanford Graduate School of Business has done two case studies on her unconventional rise to success as a woman with neither a high school diploma nor college degree. Her two New York Times bestselling business books are *SmartTribes: How Teams Become Brilliant Together* and *Rules for Renegades*.

Christine believes we can do well and do good, using business as a path for personal development, wealth creation, and philanthropy.



The Neuroscience of Compelling Leadership

GENERAL Pass

PER ATTENDEE

\$449 plus GST

This investment will give you access to an unparalleled gathering of leadership gurus with seating available on a first come, first seated basis.

GROUP OFFER*

\$399 plus GST

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

VIP Pass

PER ATTENDEE

\$649 plus GST

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.

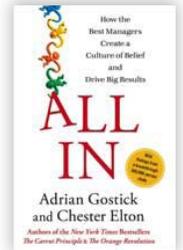
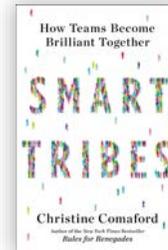
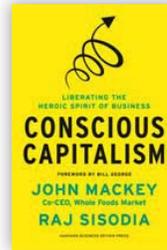
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Purchase 3 or more passes and **SAVE \$50** off the regular price*

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:
 - » **Conscious Capitalism** - John Mackey
 - » **Smart Tribes** - Christine Comaford
 - » **All In** - Adrian Gostick & Chester Elton



PLATINUM Pass

PER ATTENDEE

\$849 plus GST

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.

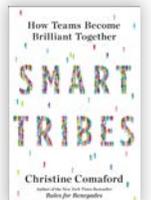
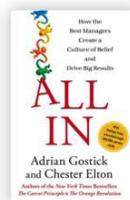
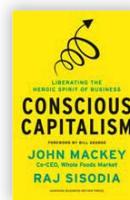
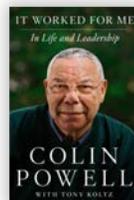
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\$799 plus GST

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

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- Express VIP entrance
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- 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
 - » **Conscious Capitalism** - John Mackey
 - » **All In** - Adrian Gostick & Chester Elton
 - » **Teaming** - Amy Edmondson
 - » **Smart Tribes** - Christine Comaford



Registration Form

November 22nd, 2013 | 8:45AM – 5:00PM

BMO CENTRE - STAMPEDE PARK

Contact Name _____

Title _____ Company _____

Address _____ City _____

Province/State _____ Postal/Zip Code _____ Country _____

Email _____ Telephone _____

ADDITIONAL ATTENDEE NAMES

EMAIL

- | | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |
| 4. _____ | _____ |
| 5. _____ | _____ |

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VIP Pass(es) \$649 ea _____ Pass(es) = _____ GST (5%) = _____

Platinum Pass(es) \$849 ea _____ Pass(es) = _____ **TOTAL** = _____

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PAYMENT OPTIONS

Cheque* or Money Order* Mastercard VISA American Express

Creditcard Number _____ CVV _____ Expiry _____

Cardholders Name _____ Signature _____

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