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?
Thursday, September 27, 2012
8:45AM - 4:30PM

WHERE?
EPCOR CENTRE for the Performing Arts
– Jack Singer Concert Hall
205 8 Avenue S.E.
Calgary, AB T2G 0K9
403.294.7455
www.epcorcentre.org

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   SUSAN CAIN
11:30AM – 1:00PM   LUNCH BREAK
1:00PM – 2:00PM   JIM KOUZES
2:00PM – 3:00PM   MITCH JOEL
3:00PM – 3:25PM   NETWORKING BREAK
3:25PM – 4:30PM   MARCUS BUCKINGHAM
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 company’s 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

Who Should ATTEND...

What People Are SAYING...

- 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...

3M
Aon
BMW
Canwest
Chanel
Ernst & Young
Hilton
HP
IBM
McCain
Microsoft
NBA
Panasonic
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RBC
Rogers
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Sony

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Once you’ve broken all the rules and launched your career by writing an instant classic management book, what do you do for an encore? If you’re Marcus Buckingham, you dedicate yourself to understanding what makes world-class managers tick, bottling it, and sharing it with the world.

Marcus first conquered the bestseller lists in 1999 with First, Break All the Rules. While the title may imply an iconoclastic streak, his continuing plea for managers to break with tradition has nothing to do with rebellion; instead, he argues, rules must be broken and discarded because they stifle the originality and uniqueness — the strengths — that can enable all of us to achieve our highest performance.

Following up on his highly successful debut book, Marcus continued to drive the message that people’s unique personal strengths are the key to unlocking their potential. As a co-author of Now, Discover Your Strengths, he helped create StrengthsFinder, the personal assessment tool that gave millions of individuals a new vocabulary to positively describe their ingrained talents, adding the phrase “Top 5” to the lexicon of managers and business people around the world. (Marcus’s Top 5, for the record: Futuristic, Context, Focus, Ideation, Intellection).

In addition to refining and reinforcing his message in subsequent books (The One Thing You Need to Know; Go Put Your Strengths to Work; The Truth About You; Find Your Strongest Life) and keynote addresses worldwide, he founded The Marcus Buckingham Company (TMBC — catchy name, that) in 2007 to create tools and training that would help managers and organizations access the untapped potential of their people’s strengths.

His latest project, StandOut, is a book and strengths assessment combination that uses a new research methodology to reveal your top two “strength Roles” — your areas of comparative advantage. StandOut goes beyond description to give people practical innovations that fit their strengths, and provide managers with quick insights on how to get the best from each member of their team.

TMBC’s strengths programs are a gift to each individual who commits to the journey. I have heard from numerous hotel managers and employees that applying the strengths philosophy to uncover what makes them feel strong and what makes them feel weak has had a major impact on their lives—both personally and professionally.

- Gina Valenti,
Vice President of Owner Services, Hilton International
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.
Leadership Fundamentals

WHAT YOU WILL LEARN...

- Respond to the two most important questions followers want their leaders to answer.
- Define the quality that forms the foundation of all leadership—and without which no one can lead.
- Clarify what they value and believe in.
- Commit to ways they can set the example for others.
- Name the one attribute that differentiates leaders from individual contributors—and what they can do to improve their capacity to execute on it.
- Identify the conditions that are most associated with personal best leadership.
- Name the factor that determines the amount of influence leaders will have—and one sure way to improve on it.
- Sustain hope and positivity, especially in times of adversity.
- Describe the quantitative difference exemplary leaders make in human performance.
- Tell others the secret to success in life – seriously.
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

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.
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.


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
**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.

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**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.

**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 at Teatro Ristorante
- Express VIP entrance
- Reserved premier seating in the first five rows
- An eco-friendly tote bag and personal notebook
- Copies of featured bestselling books:
  - Vijay Govindarajan – *Reverse Innovation*
  - Susan Cain – *Quiet*
  - Jim Kouzes – *The Leadership Challenge*

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**PER ATTENDEE | GROUP OFFER**

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

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

**EPCOR CENTRE for the Performing Arts – Jack Singer Concert Hall**

- **September 27, 2012 | 8:45AM – 4:30PM**

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**HOW DID YOU HEAR ABOUT US?**

### PAYMENT OPTIONS

- **CHEQUE** or **MONEY ORDER**
- **MASTERCARD**
- **VISA**
- **AMERICAN EXPRESS**

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

### PRICING

- **VIP Pass(es)**: $599 ea x [ ] Pass(es) = [ ]
- **General Pass(es)**: $399 ea x [ ] Pass(es) = [ ]

**Subtotal** = [ ]

**GST (5%)** = [ ]

**TOTAL** = [ ]

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

**Additional Attendee Names**

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**CANCELLATION POLICY**: Tickets are non-refundable. If you are unable to attend, tickets may be transferred to another person or to a future event. **PRIVACY POLICY**: The Art of Productions Inc. is committed to protecting your privacy. Personal information collected will be used to fulfill ticket orders, provide information on our future events and publicize the names of client companies. The Art of Productions Inc. does not trade, rent or sell any personal information to third parties. If you wish to be removed from our database, please call 416-479-9701. For our full Privacy Policy and further information on the event please visit our website at www.theartof.com. Event details may change without prior notice. Copyright ©2012 The Art of Productions Inc. All rights reserved. All names, logos and imagery copyright of their respective owners.

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### ONLINE:

Visit us at TheArtOf.com