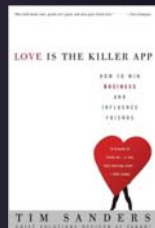
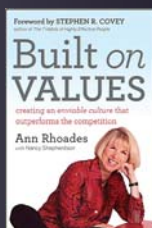
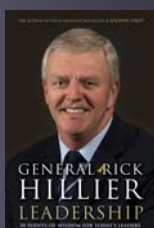
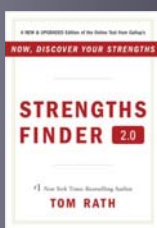
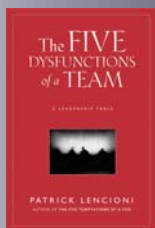




This program has been approved for **8.25 recertification points** under Section A3 of the Recertification Log of the Human Resource Professionals Association (HRPA).

Canada's Leadership & Innovation Conference

June 6th, 2011 | 9:00AM – 4:45PM
 Metro Toronto Convention Centre



Patrick Lencioni
 Teamwork & Organizational Development

Tom Rath
 Employee Engagement
 & Strengths Based Leadership

General Rick Hillier
 Leading Change & People Development

Ann Rhoades
 Corporate Culture & Employee Retention

Tim Sanders
 Talent Management
 & Future Trends in the Workplace

ABOUT...

Created due to overwhelming demand, this inaugural 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 1,000 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?

Monday, June 6th, 2011
9:00AM – 4:45PM

WHERE?

Metro Toronto Convention Centre
North Building – John Bassett Theatre
255 Front Street West
Toronto, Ontario M5V 2W6
416-585-8000
www.mtccc.com



AGENDA...

08:30AM	DOORS OPEN
09:00AM – 09:15AM	OPENING REMARKS
09:15AM – 10:25AM	PATRICK LENCIONI
10:25AM – 10:45AM	NETWORKING BREAK
10:45AM – 11:45AM	ANN RHOADES
11:45AM – 01:00PM	LUNCH
01:00PM – 02:00PM	GENERAL RICK HILLIER
02:00PM – 02:20PM	NETWORKING BREAK
02:20PM – 03:20PM	TIM SANDERS
03:20PM – 03:40PM	NETWORKING BREAK
03:40PM – 04:45PM	TOM RATH

Who Should **ATTEND...**

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...**

"Awesome & Informative! Opened my eyes to new trends, ideas and most importantly how to implement them. THANK YOU!!!"
 - Ike Janacek, AGM, Sutton Place Hotel

"Insightful, relevant and interesting learning's from the change leaders and thought makers. Great selection of speakers and cultural observers!"
 - Elizabeth Wetzel, Director Advertising Sales, Lavalife

"Very useful and productive day. Found it far superior to 'Power Within'. Great speakers with excellent insights for businesses."
 - Natalya Nicholson, President, Barker Wealth

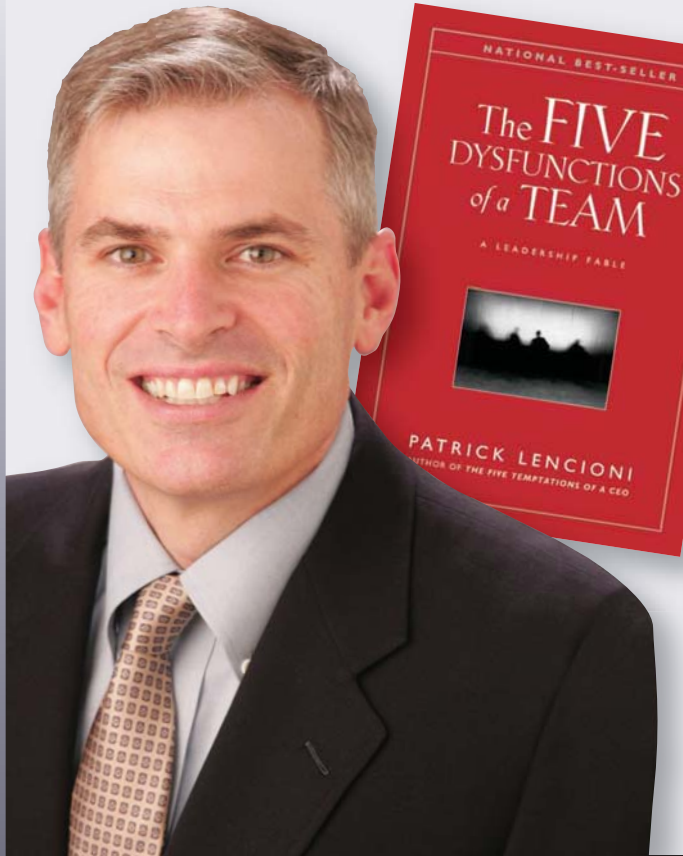
"One of the most valuable days I've spent in a long time!"
 - Bob Weeks, Editor, ScoreGolf

"I have personally attended 100's of these events, this one was definitely at the top!"
 - Sebastian Demedeiros, Director Training & Development, Timothy's

"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 best-selling 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 best-seller 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.

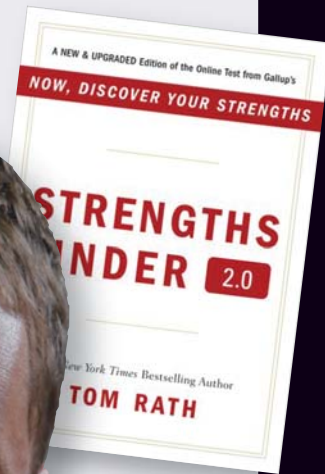
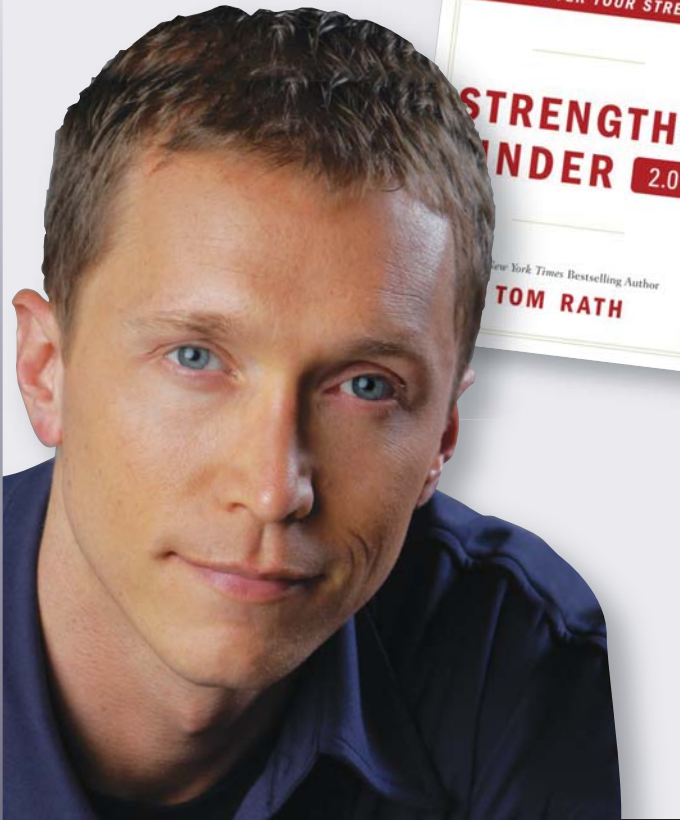
When Pat is not writing, he consults to CEOs and their executive teams, helping them to become more cohesive within the context of their business strategy. The wide-spread appeal of Lencioni's leadership models have yielded a diverse base of clients, including a mix of Fortune 500 companies, professional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



Employee Engagement & Strengths Based Leadership

WHAT YOU WILL LEARN...

- How to focus on doing what you're naturally good at
- Why time spent developing areas of weaknesses is time ill spent
- Why it is important to partner with others who have different strengths that complement yours
- Why diverse teams are more effective
- How to encourage peers and direct reports to focus on utilizing their strengths, not "areas of improvement"
- How to hire for talent and develop for strength
- How to build your activities and schedule around your strengths
- How to intentionally focus on activities that develop your talents into strengths
- Identify areas where you're using more than one personal strength at a time

Tom Rath

Global Practice Leader at Gallup & #1 New York Times Bestselling Author of **StrengthsFinder 2.0 & How Full is Your Bucket?**

Gallup Global Practice Leader Tom Rath has written three bestselling business books in the last decade. His first book, *How Full Is Your Bucket?*, was a #1 New York Times and #1 BusinessWeek bestseller. Rath's 2007 book, *StrengthsFinder 2.0*, is a long-running #1 Wall Street Journal bestseller and was listed by USA Today as the top-selling business book of 2008.

Rath's latest book, *Strengths Based Leadership*, encompasses decades of research on the topic of leadership. Gallup scientists studied more than 1 million work teams, conducted more than 20,000 in-depth interviews with leaders, and interviewed more than 10,000 followers around the world to ask why they followed the most important leader in their life. Published in January 2009, the book immediately became a New York Times and Wall Street Journal bestseller. In total, Rath's books have made more than 100 appearances on the Wall Street Journal bestseller list.

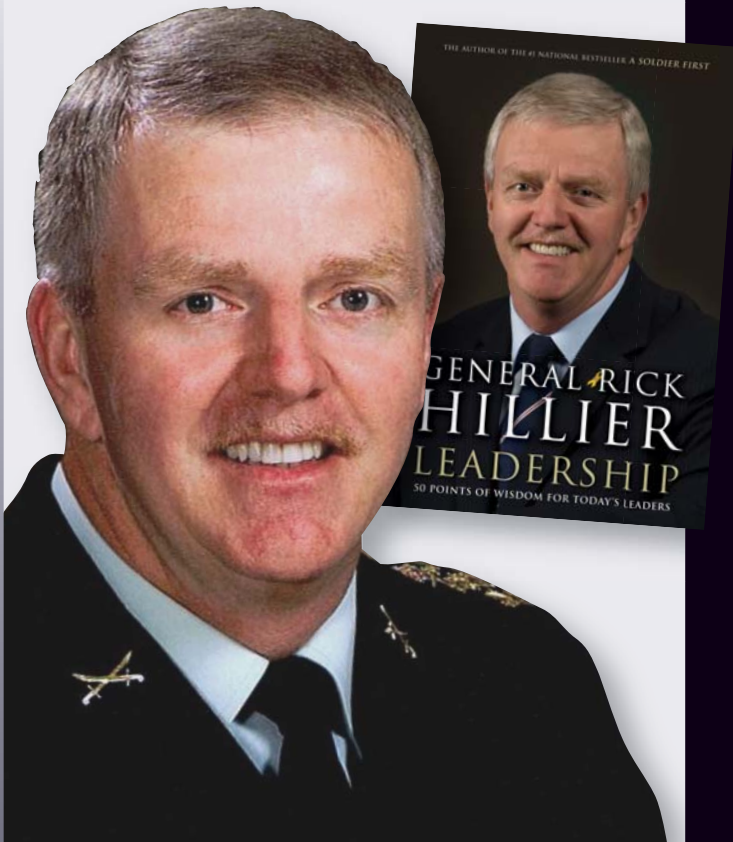
Rath has been with Gallup for 14 years and currently leads Gallup's workplace research and leadership consulting worldwide. In this role, he spends a majority of his time crafting solutions to help organizations increase their growth rates while boosting employee engagement and well-being.

Rath serves on the board of VHL.org, an organization dedicated to cancer research and patient support. He earned degrees from the University of Michigan and the University of Pennsylvania. Tom and his wife, Ashley, and their daughter, Harper, live in Washington, D.C.

"The world would be a better place if EVERYONE read it."

- James C. Wright

Former Speaker of the U.S. House of Representatives



Leading Change & People Development

WHAT YOU WILL LEARN...

- Leadership in tough times based on lessons learned from the school of hard knocks
- How to guide leaders in every part of our society, by absorbing that leadership is all about people
- How team building is about embracing those in your charge and winning over those you need to work with and not about risk aversion or management fads
- Leadership lessons through the stories of the men and women who represent our country around the world, and doing the toughest jobs imaginable
- Leadership principles that will challenge the way you run your business, start a project or take that next step in life
- How leaders think long, and have a vision. Their actions speak, not their words, and how they make their own luck
- How leaders can also act out of moral courage, accept failure, take advantage of crisis and are perpetually optimistic

General Rick Hillier

Former Chief of the Defence Staff of the Canadian Forces
& Bestselling Author of **Leadership**

Born in Newfoundland and Labrador, General Rick Hillier joined the Canadian Forces as soon as he could. Having enrolled in the Canadian Forces in 1973 through the Regular Officer Training Plan program, he graduated from Memorial University of Newfoundland in 1975 with a Bachelor of Science Degree. After completing his armour officer classification training, he joined his first regiment, the 8th Canadian Hussars (Princess Louise's) in Petawawa, Ontario. Subsequently, he served with, and later commanded, the Royal Canadian Dragoons in Canada and Germany.

Throughout his career, General Hillier has had the privilege and pleasure of commanding troops from the platoon to multi-national formation level within Canada, Europe, Asia and the United States. He has worked as a staff officer in several headquarters, first at the Army level in Montreal and later at the strategic level in Ottawa.

In 1998 General Hillier was appointed as the first Canadian Deputy Commanding General of III Corps, US Army in Fort Hood, Texas. In 2000 he took command of NATO's Stabilization Force's (SFOR) Multinational Division (Southwest) in Bosnia-Herzegovina. In May 2003 General Hillier was appointed as Commander of the Army and subsequently, in October 2003, he was selected as the Commander of the NATO-led International Security Assistance Force (ISAF) in Kabul, Afghanistan.

General Hillier was promoted to his present rank and assumed duties as the Chief of the Defence Staff on February 4, 2005. He retired from the Canadian Forces in July 2008. His publication recounting his role and experiences within the Canadian military, *A Soldier First*, was published in October 2009.

General Hillier and his wife have two sons, a daughter-in-law, and a new grandson. General Hillier enjoys most recreational pursuits but, in particular, runs slowly, plays hockey poorly and golfs not well at all.

“Unstoppable. Immensely persuasive. Steeped in Newfoundland charm. Magnetic leader. More impressive than any politician in Ottawa. Ask about a soldier named Rick Hillier and the superlatives never cease.”

- Lawrence Martin, The Globe and Mail



Corporate Culture & Employee Retention

WHAT YOU WILL LEARN...

- How organizations can follow the same path to a work environment that attracts and retains top talent—and delivers quality products with exceptional customer service
- How to build a “Values Blueprint” that identifies the values that are vital to the organization, the specific behaviors that express those values and the strategies for ensuring these values get into every employee’s bloodstream. From hiring practices, recruitment and compensation to leadership, communication and strategy
- How to develop a clear roadmap for accomplishing the culture change that will usher in remarkable business success
- How to create an enviable culture that outperforms the competition

Ann Rhoades

Former Chief People Officer at Southwest Airlines
& Bestselling Author of **Built on Values**

Ann Rhoades is a dynamic and visionary Human Resources Executive with over 25 years experience in a variety of service-based industries. She held the position of vice president of the People Department for Southwest Airlines and executive vice president of Team Services for Promus Hotel Corporation and most recently, the executive vice president of People for JetBlue Airways where she currently remains as a Board Member as well as President of People Ink, her Human Resources consulting company.

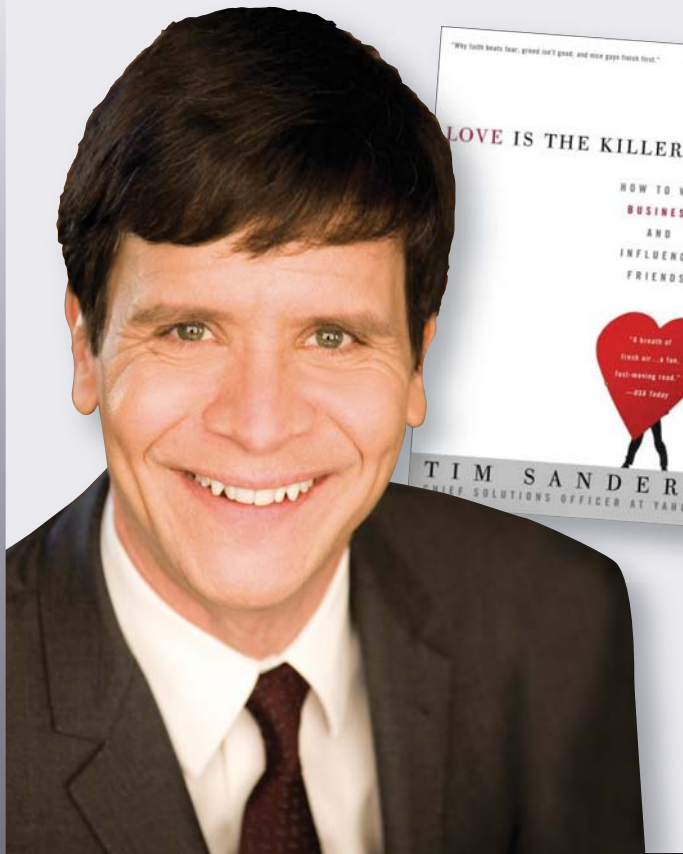
Rhoades has a respected reputation in the industry for her creative approach to creating cultures around fun and for blending cultures in merger situations. During her tenure with Doubletree Hotels, later Promus Hotel Corporation, she built a service culture focused on delivering outstanding service to Guests. During the time Rhoades headed the People Department at Southwest Airlines, she solidified Southwest’s reputation of retaining and hiring the best people in the airline business despite Southwest’s rapid growth during that time. Most recently, Rhoades took responsibility for the creation of JetBlue Airways Corporation’s People Team in New York.

In her role as head of Human Resources, Rhoades has been a key member of the executive team, and is extremely successful in her role as internal counsel to executives in every discipline in the organization.

Rhoades is a popular speaker on the subject of customer service and how to build a strong service culture. She has great passion for certain industries such as healthcare where she is making a great contribution to revitalizing the workforce and culture of our nation’s hospitals. She serves on patient safety and quality task forces with the Texas Medical Institute of Technology involved in setting metrics used in pay-for-performance programs across the country such as the Leapfrog Group. She is co-founder and CEO of CareLeaders Corporation a company dedicated to help US hospitals attain a new level of performance. Her community involvement includes the University of New Mexico-Robert O Anderson School of Business National Advisory Board and former Board of Director, Albuquerque Community Foundation. Rhoades currently serves on JetBlue Airways Corporation, P.F. Chang’s China Bistro, Accion New Mexico, HireVue, Inc., and executive council, Brigham & Women’s Hospital Harvard Medical School Boards and as chairwoman for Safer New Mexico Now. Rhoades has an MBA in Management from the University of New Mexico. Her book, *Built on Values: Creating an Enviable Culture that Outperforms the Competition*, reveals exactly how leaders can create winning environments that allow them to thrive.

“Ann Rhoades energized everyone... setting the learning stage for the remainder of the program. I heard her quoted throughout the conference. Thanks again for delivering a quality speaker.”

- Special Libraries Association



Tim Sanders

Former Chief Solutions Officer at Yahoo! & New York Times
Bestselling Author of **Love is the Killer App**

Tim Sanders is more than a keynote speaker; his real world experience, research savvy and deep understanding of the human condition make him an indispensable consultant to some of the biggest brands in the world. His Los Angeles based company, Deeper Media, conducts research on business trends, new media and human behavior.

A bestselling author, leadership coach, and former Yahoo! executive, Tim Sanders is one of today's most prominent advocates for building business success through sharing your knowledge, network, and compassion with your business partners. His most recent book, *Today We Are Rich – Harnessing the Power of Total Confidence*, shows how Sanders learned The Lovecat Way.

Sanders was at ground zero during the dotcom crash, as Yahoo!'s Chief Solutions Officer. He saw some companies and individuals rise up from the ashes and others wither and fail. The difference, he learned, lies in confidence, trust in team and belief in mission. He should know; these practices catapulted him from sales executive at Mark Cuban's broadcast.com to Chief Solutions Officer at Yahoo! in less than four years. Today Sanders speaks to audiences around the world about how to instill a solutions-oriented, promise-keeping culture of highly confident and innovative people.

In 1996, Sanders went to work at broadcast.com for Mark Cuban, an audacious entrepreneur. After the company was sold to Yahoo!, Sanders created and led the Yahoo! ValueLab, an in-house "think tank" which delivered futuristic insight on technology and human behavior. While working there, he discovered that the company was moving too slowly for the innovation required at the time. Leading by example, he started a movement that inspired their executives to make more and faster decisions and to take calculated risks. Even though he was just a Director, within one year, market analysts and board members recognized him as the leader in the company.

In 2002, Sanders was named Chief Solutions Officer at Yahoo!, at a time when the Internet industry was going through significant change and pressure from the stock market. He was charged with responding to multi-million dollar critical situations and empowered to make decisions in the field. From this experience, he learned that leadership is a personal decision, not just the function of a title.

Tim attended Loyola Marymount University and studied in the graduate school of communications at the University of Arizona.

Talent Management & Future Trends in the Workplace

WHAT YOU WILL LEARN...

- **Do Well By Doing Good:** If you grow everyone in your business life by sharing knowledge or networking, you will enjoy success over the long haul. Why? People reciprocate and pay it forward. If companies help employees prosper, retention is high and recruiting costs are low. When they find synergistic ways to assist local communities in need, they generate local goodwill and employee satisfaction. Done right, going green is good for the bottom line, and critical to winning the war for talent.
- **Business runs on relationships:** company to employee, brand to customer and partner to partner. During the last few years, emotions are frayed throughout a company's value chain, creating a business opportunity for people centric companies. The key to building and keeping relationships is emotional talent: confidence, friendliness, empathy and authenticity.
- **One person, regardless of role or rank, can change the world.** Business history is filled with stories of staffers, sales reps, mid level managers and even factory workers that created change inside their company – which solved problems, created opportunities and inspired entire industries

“You were beyond fantastic. In one hour you propelled this group years ahead in our quest to instill the notions which you expound.”

- Rick Kimball
Senior VP, Colliers International USA

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

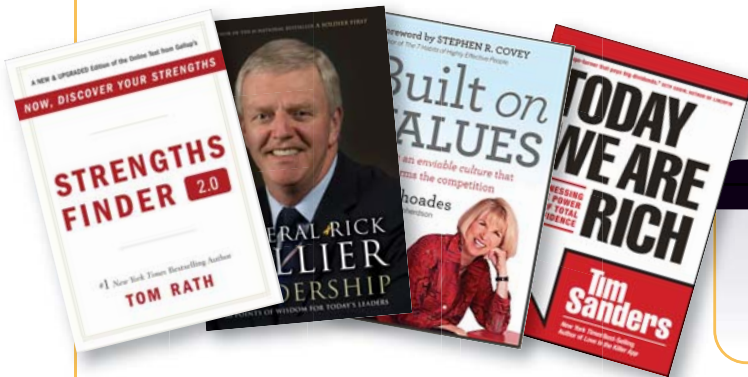
VIP Pass...

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 lunch featuring Queen's School of Business professor Dr. Bill Blake on "**Leadership**: What you don't know can hurt you"
- Express VIP entrance
- Reserved premier seating in the first five rows
- An eco-friendly tote bag and personal spiral bound notebook
- Copies of featured best-selling books:

- ▶ Tom Rath – **StrengthsFinder 2.0**
- ▶ General Rick Hillier – **Leadership**
- ▶ Ann Rhoades – **Built on Values**
- ▶ Tim Sanders – **Today We Are Rich**



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

GROUPS...

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 your "Art of..." representative today.



*Tickets must be purchased together to qualify for group pricing.

REGISTRATION FORM

June 6th, 2011 | 9:00AM – 4:45PM
Metro Toronto Convention Centre

CONTACT NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____

PROVINCE/STATE _____

POSTAL/ZIP CODE _____

COUNTRY _____

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HOW DID YOU HEAR ABOUT US? _____

PAYMENT OPTIONS

CHEQUE* or MONEY ORDER

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EXPIRY _____

CARDHOLDERS NAME (PLEASE PRINT) _____

SIGNATURE _____

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

PRICING

VIP Ticket(s) \$599 ea x _____ Ticket(s) = _____

Subtotal = _____

General Ticket(s) \$399 ea x _____ Ticket(s) = _____

HST (13%) = _____

TOTAL = _____

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

ADDITIONAL ATTENDEES Name(s)

Email

2 _____

3 _____

4 _____

5 _____

6 _____

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 905.266.9800. 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.

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