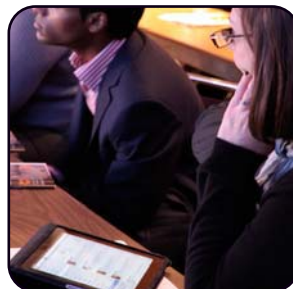
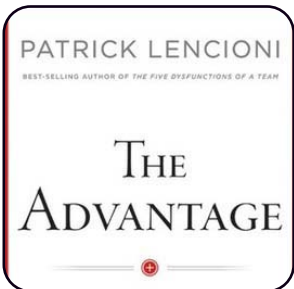
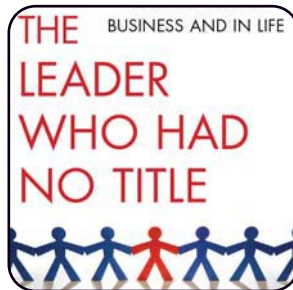
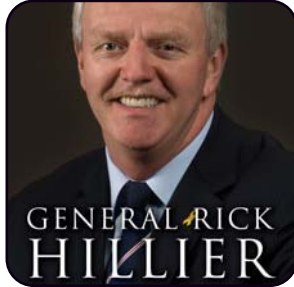
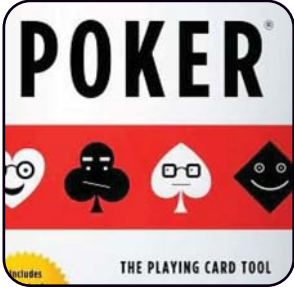
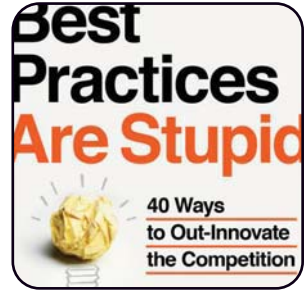
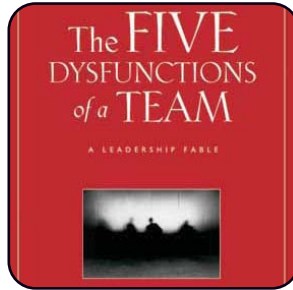


theart of...  
**Leadership**  
 presented by  **Knightsbridge**  
human capital solutions

Canada's **Leadership & Innovation** Conference

March 29, 2012 | 8:45AM - 4:45PM  
 The Fairmont Hotel Vancouver, BC Ballroom



## ABOUT...

Created due to overwhelming demand, this one day conference features six 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?

March 29, 2012  
8:45AM - 4:45PM

## WHERE?

The Fairmont Hotel Vancouver, BC Ballroom  
900 West Georgia Street, Vancouver, BC  
Canada V6C 2W6  
604.684.3131  
[www.fairmont.com](http://www.fairmont.com)



## AGENDA...

08:15AM	DOORS OPEN
08:45AM – 08:55AM	OPENING REMARKS
08:55AM – 09:55AM	<b>PATRICK LENCIONI</b>
09:55AM – 10:10AM	NETWORKING BREAK
10:10AM – 11:10AM	<b>ROBIN SHARMA</b>
11:10AM – 12:15PM	<b>JEANNE MEISTER</b>
12:15PM – 01:30PM	LUNCH BREAK
01:30PM – 02:30PM	<b>LEONARD BRODY</b>
02:30PM – 03:30PM	<b>STEPHEN SHAPIRO</b>
03:30PM – 03:45PM	NETWORKING BREAK
03:45PM – 04:45PM	<b>GENERAL RICK HILLIER</b>

## Who Should **ATTEND...**

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

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

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

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

## What People Are **SAYING...**

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

- Julie Reid,  
Education Officer, Ministry of Education

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

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

"Excellent day, the speakers expressed similar, consistent leadership priorities for now & in the future. This one day session is enough to gain significant insights on leadership."

- Bernice Parent, Director, Leadership & Organizational Effectiveness, MTS Allstream

Providers "This is just what I needed to be re-committed to building a strong team."

- Mary Butcher,  
Senior Manager, Rogers

"Another amazing session. Always great value & a great way to recharge."

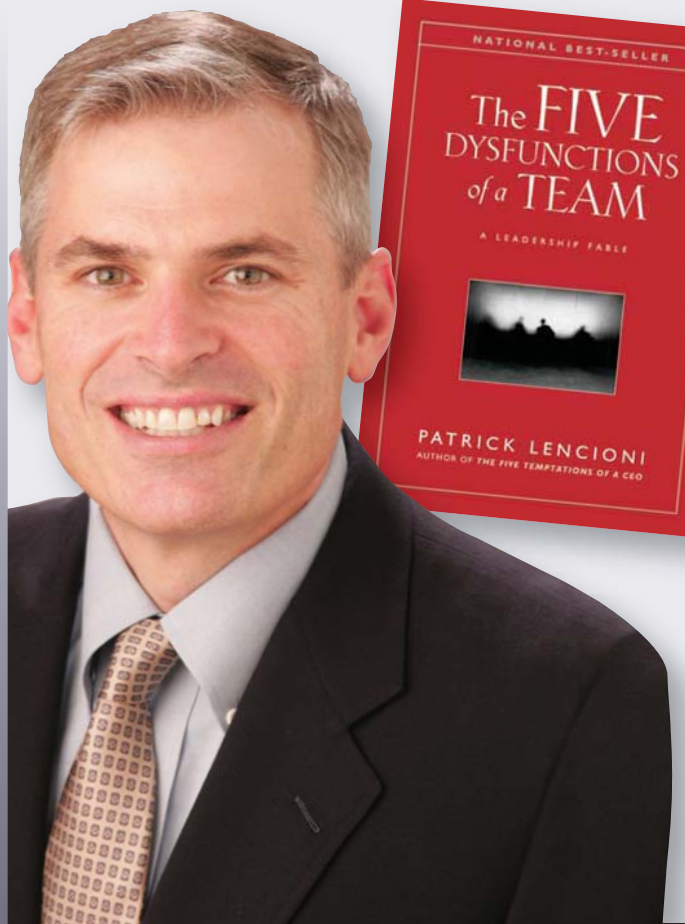
- Glain Roberts-McCabe,  
President, The Executive Roundtable"

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

- Alexandra Margulescu,  
Concordia University

## Featured **CLIENTS...**





## Teamwork & Organizational Development

### WHAT YOU WILL LEARN...

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

# Patrick Lencioni

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

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

Lencioni's passion for organizations and teams is reflected in his writing, speaking and consulting. He is the author of several 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.

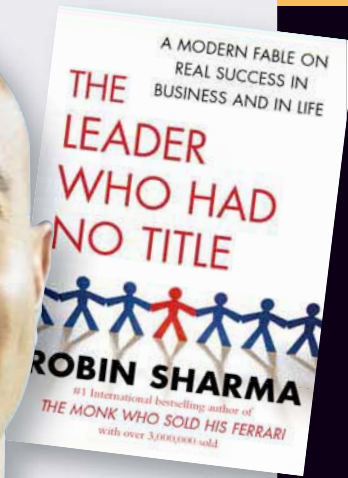
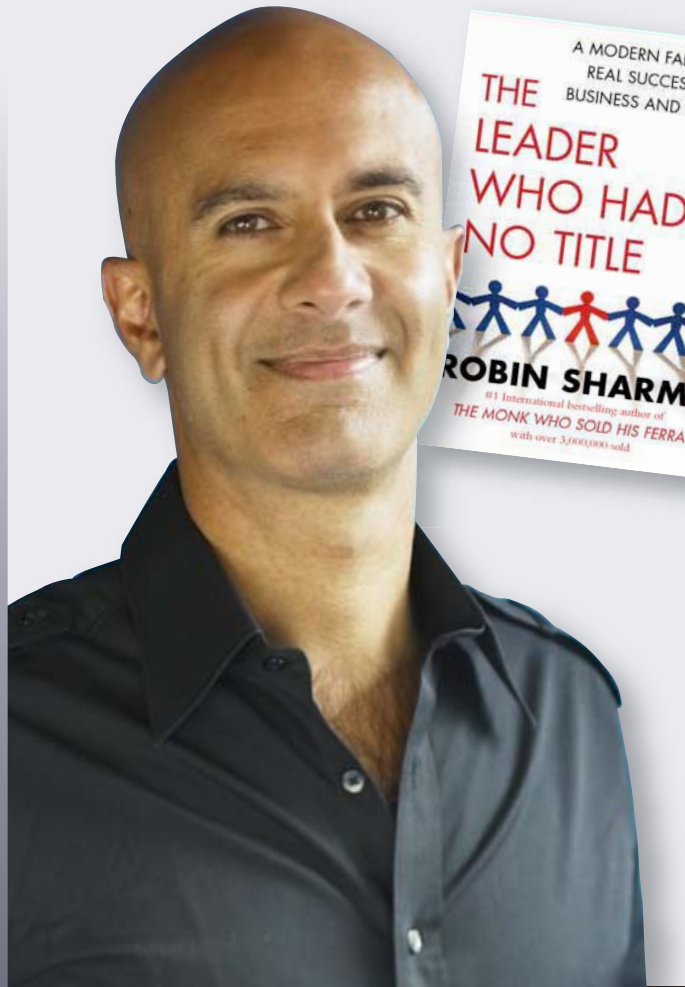
When Pat is not writing, he consults to CEOs and their executive teams, helping them to become more cohesive within the context of their business strategy. The wide-spread appeal of Lencioni's leadership models have yielded a diverse base of clients, including a mix of Fortune 500 companies, professional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



# Robin Sharma

International Bestselling Author of 11 Books Including, *The Monk Who Sold His Ferrari & The Leader Who Had No Title*

A former lawyer, he quit his job and self-published a book at a Kinko's copy shop (his mother edited it). Stored 2000 copies in his kitchen. His second book *The Monk Who Sold His Ferrari* was also originally self-published until former HarperCollins president Ed Carson discovered Robin in a bookstore. The book, and the series that followed, have become one of the world's most successful publishing franchises.

Robin Sharma is the globally celebrated author of 11 international bestselling books on leadership including *The Leader Who Had No Title*, the phenomenal #1 blockbuster that is inspiring a movement around the idea that "Now, anyone - in any organization - can show Leadership". His work has been published in over 60 countries and in nearly 70 languages, making him one of the most widely read authors in the world. He shot to fame with *The Monk Who Sold His Ferrari*, which has topped international bestseller lists and sold millions of copies. Robin is the founder of Sharma Leadership International Inc., a global consultancy that helps people in organizations Lead Without a Title. Clients comprise of many of the FORTUNE 500 including Microsoft, GE, NIKE, FedEx and IBM. Organizations such as NASA, IMD Business School, Yale University and The Young President's Organization are also SLI clients. Robin is a former litigation lawyer who holds two law degrees including a Masters of Law (Dalhousie Law School).

Sharma Leadership International Inc. (SLI) is a global leadership consultancy with a single focus: we help people in organizations Lead Without a Title. Founded nearly 15 years ago by Robin Sharma who has been recognized as one of the Top 5 Leadership Experts in the world in an independent survey of 22,000 business people by leadershipgurus.net. SLI is on the forefront of a massive 50+ country movement that is redefining what it means to be a leader and causing the democratization of leadership. Now, anyone within an organization can show leadership within their work. And have influence + impact. SLI's clients are many of the planets top organizations including: FedEx, Nike, IBM, The Royal Bank of Scotland, GE, Unilever, RIM, Castrol, Microsoft, Ritz-Carlton Hotels, Panasonic, NASA, Yale University and The Young Presidents Organization.

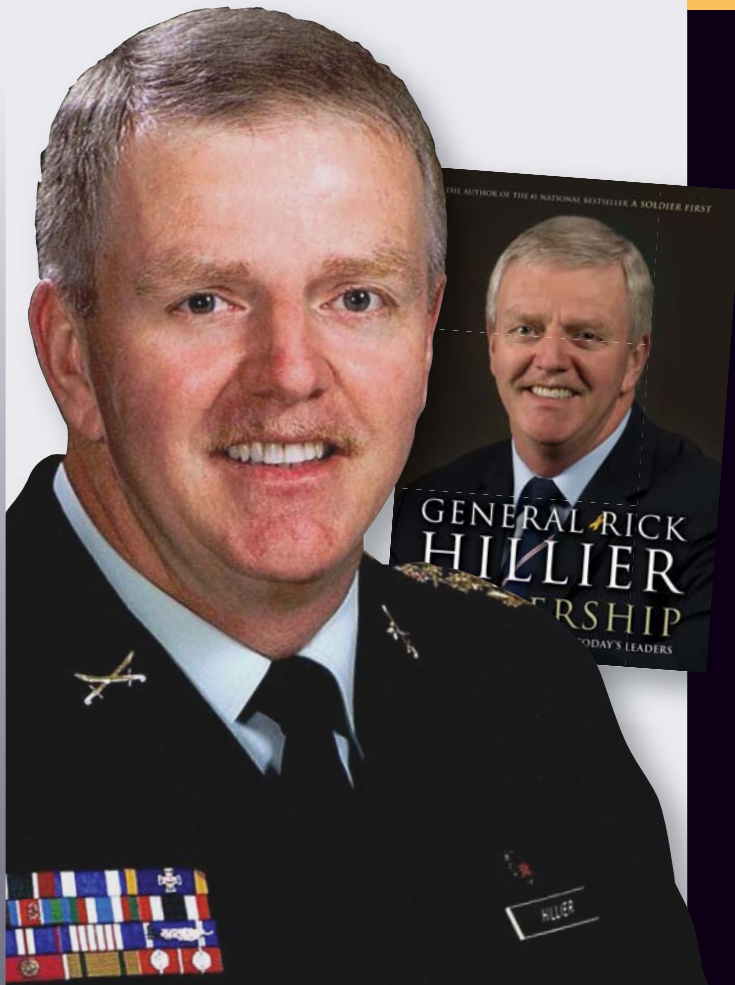
## Lead Without A Title

### WHAT YOU WILL LEARN...

- How to work and influence people like a superstar, regardless of your position
- A method to recognize and then seize opportunities in times of deep change
- What the superrich and wildly successful do in their private moments
- An instant strategy to build a great team as well as become a "merchant of wow" with your customers
- Hard-hitting tactics to become mentally strong and physically tough to lead your field
- Real-world ways to defeat stress, build an unbeatable mindset, unleash energy and balance your personal life
- Tools to shift from victimhood into leadership

“Robin Sharma was inspirational and exceeded the highest expectations of the audience. His words were moving and inspiring to everyone including myself. He truly deserved the standing ovation that everyone gave him.”

- Balakrishnan G. Iyer  
Vice President, Portfolio Analytics, GE



## 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



# Jeanne Meister

Bestselling Author, *The 2020 Workplace*

Jeanne C Meister is an internationally recognized leader in creating innovations in the operation and management of an enterprise learning function. Jeanne's name is synonymous with the establishment and institutionalization of global corporate universities and customer education programs among FORTUNE 1000 firms and agencies of the federal government. Jeanne is skilled working at top executive levels as a leading edge thinker, researcher and author. She has written two books on corporate universities which have helped to accelerate the corporate university movement globally. Most recently, Jeanne was nominated to receive "the top 20 most influential training professional" by Training Industry, she was nominated and selected by her peers for her exceptional contribution to the growth in the training industry.

She is often called upon to be an executive coach working with Chief Learning Officers and Presidents of for-profit universities in their quest to create high performing learning organizations.

Jeanne has written for such publications as; Chronicle of Higher Education, CLO Magazine, Financial Times, HR Executive and Workforce Magazine.

Jeanne is also a highly sought after keynote speaker at business conferences, corporate university meetings and industry symposia worldwide. Her current passion is speaking on innovations used by corporations and universities to attract, motivate and retain the Net Generation.

“Jeanne has an engaging presentation style, encourages active audience participation and applies relevant research. She is a credible speaker with the knowledge and experience to provide us with practical tips and insights on ways we can continue to lead our organization to win by ensuring we adapt faster to the changing needs of our workforce and customers.

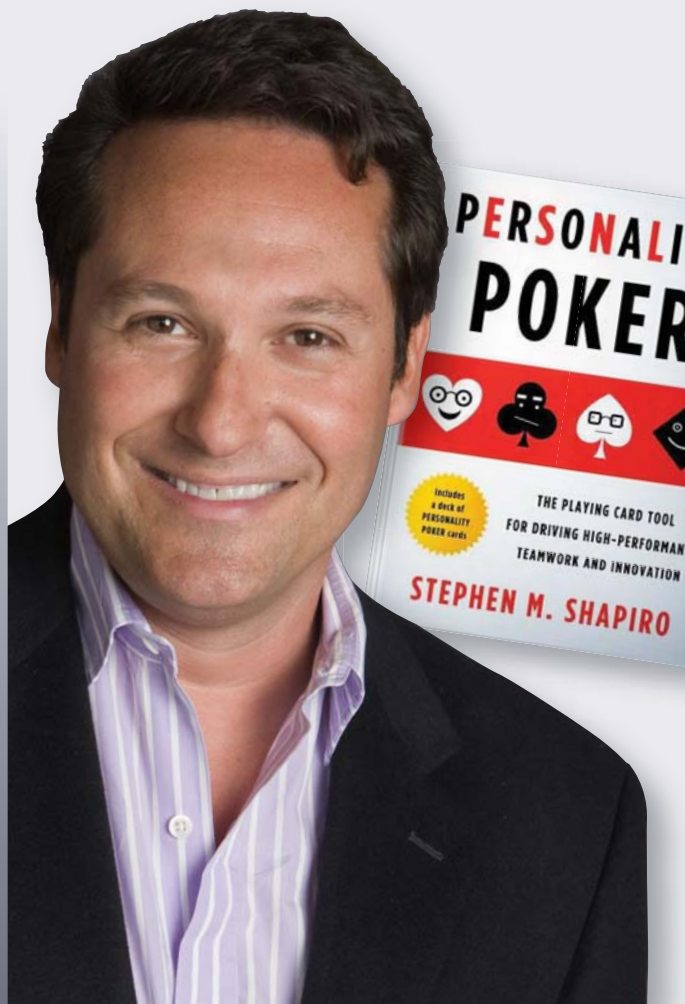
- Diana Thomas

Vice President of Training, Learning and Development  
McDonald's Corporation, USA.

## Innovation & The Future Workplace

### WHAT YOU WILL LEARN...

- Examine the leading trends and implications in the 2020 workplace
- Understand the opportunities, challenges and expectations members of a multi-generation workforce will place on employers
- Review top findings of how best of breed organizations are using new ways to source, attract, develop and engage this workforce
- Predictions for what to expect in the 2020 workplace and how you can prepare yourself, your team and your organization



Leading a Culture of Innovation

# Stephen Shapiro

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

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

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

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

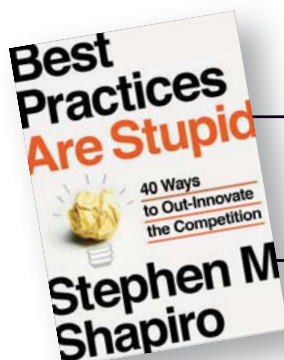
His work has been featured in *Newsweek*, *Investor's Business Daily*, *Entrepreneur Magazine*, *O- The Oprah Magazine*, *The Wall Street Journal*, and *The New York Times*. His clients include Staples, GE, NASA, BP, Johnson & Johnson, The United States Air Force, Fidelity Investments, Pearson Education,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

## WHAT YOU WILL LEARN...

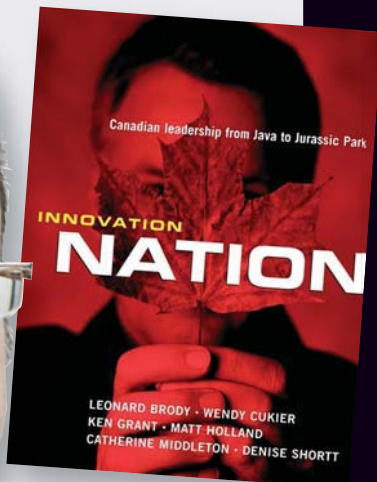
- How each employee contributes to and detracts from your innovation efforts
- Which innovation styles are missing from your team and what to do about it
- Who should lead which steps of the innovation process • How to make innovation a repeatable and predictable process
- How to more effectively motivate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

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

- Julie Meringer,  
Managing Director, Forrester Research Inc



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



# Leonard Brody

Two Time Emmy Nominee and Bestselling Author of,  
*Innovation Nation*

Leonard has been called “a controversial leader of the new world order”. He is a highly respected entrepreneur, venture capitalist, bestselling author and a two time Emmy nominated media visionary. He has helped in raising millions of dollars for startup companies, been through one of the largest internet IPOs in history and has been involved in the building, financing and/or sale of five companies to date.

In 2004, Leonard co-founded, and was CEO of, NowPublic.com which is a pioneer in the field of citizen journalism. The company was named by Time Magazine as one of the top 50 websites in the world, was inducted into the Newseum in Washington and was recently acquired by the Anschutz Corporation. Currently Leonard sits as the President of the Clarity Digital Group responsible for overseeing one of the largest online news conglomerates in the world including Examiner.com and NowPublic, which between them, share over 20 million unique visitors a month and over 200,000 contributors.

Leonard also acts as an advisor to venture capital funds in the US, Europe and Asia. Throughout his career, has also advised several companies including, the Associated Press, Alliance Atlantis, Derby County Football Club, Coventry City Football Club and MTV Enterprises. In addition, he was the Senior Technology Advisor to the Canadian Minister of Foreign Affairs & International Trade. Currently, Leonard is a Senior Advisor to the Canadian Ministry of International Trade and a Director of Canada's largest technology association, CATA.

A highly sought-after public speaker, Leonard has lectured at institutions such as Stanford, the Indian Institute of Technology in Mumbai and the United Nations. His insight has been requested by companies such as Forbes, Warner Music, as well as, the governments of countries such as India, Israel, Ireland and South Africa. He has spoken at conferences throughout the world and his work has been featured in such publications as Fortune, The Wall Street Journal, the BBC and The New York Times. He is co-author of the bestselling books, Innovation Nation: Canadian Leadership from Jurassic Park to Java and Everything I Needed to Know About Business...I Learned from a Canadian both published by John Wiley and Sons.

Leonard Brody gave us the perfect start to our conference - he really set the mood and tone for the rest of the event by giving our delegates a positive and energetic analysis on Canada's performance and reputation. For once a Canadian was being boastful about the country and since our delegates have to market Canada internationally, this was an ideal opening to the conference.

- Rick Kimball  
Senior VP, Colliers International USA

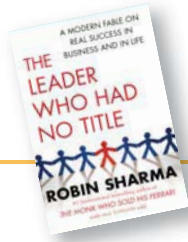
## The Myth of Generations

### WHAT YOU WILL LEARN...

- 730 Days From Now – How your life will change over the next two years & how to prepare for it
- Is this Mic On? – Being heard in the millisecond, 5 billion channel universe
- The Myth of Generations – The new science of understanding how to lead in a world that doesn't want to be led
- You Rising – The best practices guide to picking yourself up, dusting yourself off and thriving off of failure

## GENERAL Pass...

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



**BONUS**

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

Receive a complimentary copy of Robin Sharma's latest book *The Leader Who Had No Title*.

## VIP Pass...

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

### Includes:

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

- ▶ Patrick Lencioni – *The Advantage*
- ▶ Stephen Shapiro - *Best Practices Are Stupid*
- ▶ Jeanne Meister – *The 2020 workplace*
- ▶ **BONUS:** Robin Sharma - *The Leader Who Had No Title*



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

## GROUP Pricing...

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

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



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

# REGISTRATION FORM

March 29, 2012 | 8:45AM – 4:45PM  
The Fairmont Hotel Vancouver, BC Ballroom

CONTACT NAME

TITLE

COMPANY

ADDRESS

CITY

PROVINCE/STATE

POSTAL/ZIP CODE

COUNTRY

EMAIL

TELEPHONE

HOW DID YOU HEAR ABOUT US?

## PAYMENT OPTIONS

CHEQUE\* or MONEY ORDER\*

MASTERCARD

VISA

AMERICAN EXPRESS

CREDITCARD NUMBER

CVV

EXPIRY

CARDHOLDERS NAME (PLEASE PRINT)

SIGNATURE

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

## PRICING

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

Subtotal = \_\_\_\_\_

General Pass(es) \$399 ea x \_\_\_\_\_ Pass(es) = \_\_\_\_\_

HST (12%) = \_\_\_\_\_

**TOTAL = \_\_\_\_\_**

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

Additional Attendee Names

Email

2 \_\_\_\_\_

\_\_\_\_\_

3 \_\_\_\_\_

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4 \_\_\_\_\_

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5 \_\_\_\_\_

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6 \_\_\_\_\_

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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](http://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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