THE ART OF LEADERSHIP *for* WOMEN

Presented By Microsoft

TORONTO | MAY 29, 2014 | 8:45AM - 5:00PM

MARTHA STEWART HAYLEY WICKENHEISER KATTY KAY ERICA ARIEL FOX LIANE DAVEY WENDY MESLEY

"We cannot change what we are not aware of, and once we are aware, we cannot help but change."

- Sheryl Sandberg
COO of Facebook

ABOUT THE ART OF LEADERSHIP *for* WOMEN

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METRO TORONTO CONVENTION CENTRE
South Building – Hall G
222 Bremner Blvd, Toronto, ON M5V 2T6
www.mtccc.com

WHAT TO EXPECT

This one day conference features six internationally renowned bestselling authors and thought leaders, 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 1,500 of Canada's most influential women.

WHY ATTEND

The Art of Leadership for Women responds to the fundamental changes in today's evolving business landscape. From practical tips, to innovative strategies, The Art of Leadership for Women is designed to teach new ways of thinking and will provide essential connections and knowledge that will help you advance and flourish in your career. You will be equipped with directly related, easily applied, and relevant tools and techniques that can be implemented within any corporate culture.

8:15 AM	8:45 AM	9:00 AM	10:00 AM	10:45 AM	11:15 AM	12:15 PM	1:45 PM	2:30 PM	3:30 PM	4:00 PM
Doors Open	Opening Remarks	**Erica Ariel Fox**	**Liane Davey**	Networking Break	**Martha Stewart**	Lunch	**Executive Panel**	**Katty Kay**	Networking Break	**Hayley Wickenheiser**

WHAT YOU WILL LEARN

Martha Stewart

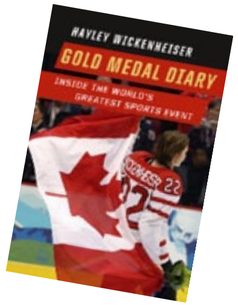
A Conversation on Leadership, Inspiration, Work/Life Balance & More

- In a candid conversation with one of Canada's most recognized and respected broadcast journalists Wendy Mesley, New York Times bestselling author and founder of Martha Stewart Living Omnimedia will discuss her experiences as an innovator and influential leader in the world of business. Together with fellow attendees, Martha Stewart will address the challenges and rewards from her path to success, her career trajectory, the importance of life-long learning, leadership, inspiration, work/life balance, and more.

LEARN MORE ▶

Hayley Wickenheiser

Leadership Lessons from a Four-Time Olympic Gold Medalist

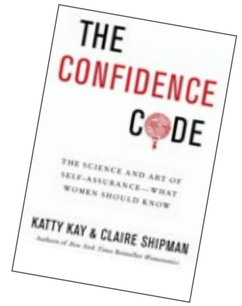


- Wickenheiser explains what it was like to grow up playing with the boys and later playing men's professional hockey overseas.
- What a successful team needs and how Team Canada succeeded on the World Stage.
- Wickenheiser shares with her audience the importance of always looking for improvements and change within your life.
- Why success comes from going above and beyond what others normally do.
- Complacency kills! Wickenheiser offers advice on how to keep the desire alive.

LEARN MORE ▶

Katty Kay

The Confidence Code: The Science and Art of Self-Assurance—What Women Should Know



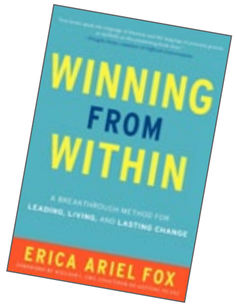
- Working women today are better educated and more well qualified than ever before. Yet men still predominate in the corporate world. Learn why Katty Kay believes the reason for this is confidence.
- Combining cutting-edge research in genetics, gender, behaviour, and cognition – with examples from their own lives and those of other successful women in politics, media, and business – Kay goes beyond admonishing women to "lean in." Instead, she offers the inspiration and practical advice women need to close the gap to achieve the careers they want and deserve.
- Kay marshals evidence from employers large and small to show how possible it is to satisfy the demands of family and career.

LEARN MORE ▶

WHAT YOU WILL LEARN

Erica Ariel Fox

Personal Performance: Fulfilling your Destiny

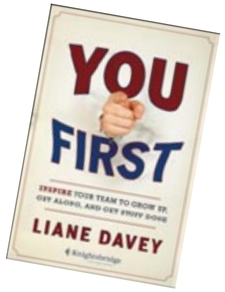


- An inspirational and practical approach for women to find and strengthen their authentic leadership presence and executive voice.
- A seven step method for widening your leadership range and closing what she coins your “performance gap” – the distance between your intrinsic skills and your actual behavior in high stakes situations.
- How the Winning from Within™ method helps women leaders negotiate more effectively, raise their aspiration levels, build stronger networks, take bolder risks and have more meaningful lives both professionally and personally.

LEARN MORE ▶

Liane Davey

You First: Make a Bigger Impact on Your Team



- The costly mistakes women make when working in teams.
- What you need to say “no” to, so that you can say “yes” to the things that matter.
- Why you have to shed outdated notions of lady-like behaviour and learn to embrace productive conflict.
- How you can take it off cruise control, add more value, and be recognized for your contribution.

LEARN MORE ▶

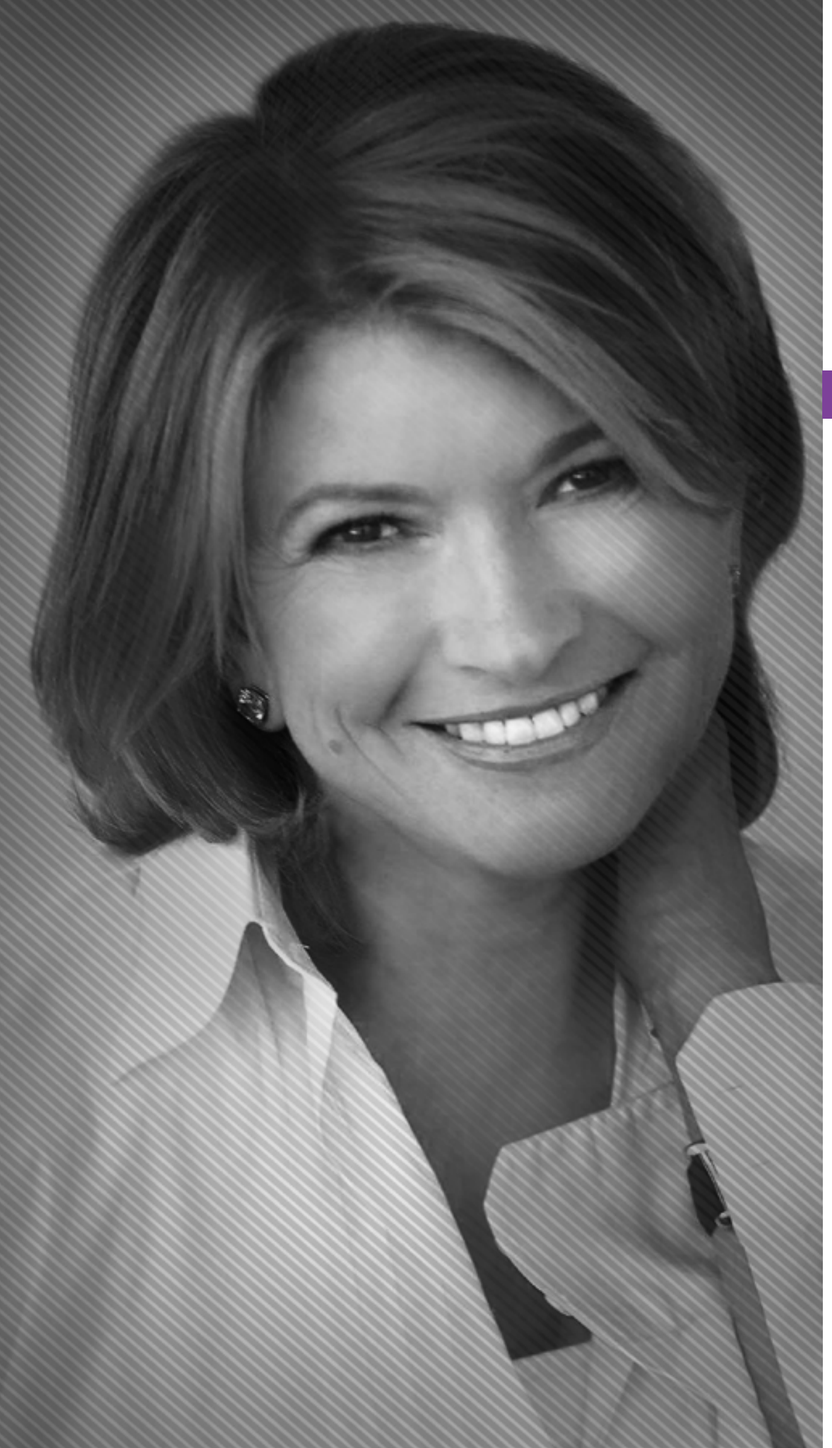
Wendy Mesley

Host & Award Winning Broadcast Journalist

CBC

- As the host of The Art of Leadership for Women, Wendy Mesley will play an essential role in facilitating the flow and progression of the conference. As one of Canada’s most recognized and respected broadcast journalists, Wendy will also moderate the executive panel and our conversation with Martha Stewart, while adding some leadership lessons of her own.

LEARN MORE ▶



MARTHA STEWART

Founder of Martha Stewart Living Omnimedia & New York Times Bestselling Author

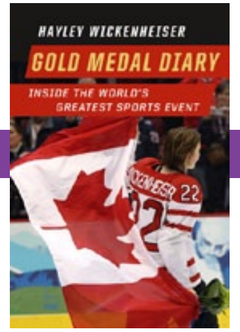
From her award-winning magazine, Martha Stewart Living, to her bestselling product lines, Martha Stewart shares the creative principles and practical ideas that have made her America's most trusted guide to stylish living. Millions of consumers rely on Martha Stewart as their arbiter of style and taste and their guide to all aspects of everyday living – from cooking and entertaining to decorating and gardening, and much more.

Martha's unique business sense and creative vision is the framework for Martha Stewart Living Omnimedia, and the expansive multimedia portfolio that encompasses award-winning media and merchandise, including Martha Stewart Living and Everyday Food magazines, the marthastewart.com website, the Emmy Award-winning television show, The Martha Stewart Show on Hallmark Channel, the Martha Stewart Living line of home-improvement products at The Home Depot, the Martha Stewart Collection of home products exclusively at Macy's, Martha Stewart Pets products at PetSmart, Martha Stewart Crafts, and more.

Martha was phenomenal. The event was amazing!"

- National Association of Professional Business Women

HAYLEY WICKENHEISER



Four-time Olympic Gold Medalist of the Canadian Women's Hockey Team, Flag Bearer at the 2014 Olympic Games & Community Leader

Hayley Wickenheiser is regarded as the best female hockey player in the world. With an uncompromised determination and dedication to her sport, Hayley was twice named the most valuable player of the gold medal winning Canadian Women's Hockey Team; is a four-time Olympic gold medalist; and was selected as the Flag Bearer for the 2014 Winter Olympic Games. Not just an athlete, Hayley is also a community leader and an accomplished student and business woman who inspires audiences to give their best in everything they undertake.

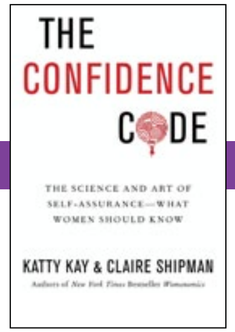
Hayley has led the Canadian Women's squad to six gold medals and one silver medal at the Women's World Hockey Championships. As an Olympian, she earned a silver medal at the 1998 Winter Olympics and four Olympic gold medals in 2002, 2006, 2010, and 2014. Sports Illustrated named her one of the "Top 25 Toughest Athletes in the World", she is a two-time finalist for the Women's Sports Foundation Team Athlete of The Year, and was recently named among The Globe and Mail's "Power 50" influencers in sport. In 2011, she was appointed to the Order of Canada.

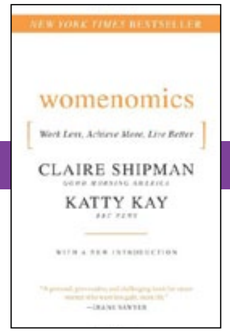
In 2003, Hayley made hockey history when she became the first female hockey player to notch a point in a men's professional game with the Kirkkonummen Salamat of the Finnish second division. She also played in Sweden with the men's professional division-one hockey team for the 2008-2009 season. Along with hockey, Hayley is an elite softball player. She participated in the 2000 Summer Olympics as a member of Team Canada and worked on the CBC's coverage of the 2008 Beijing Summer Olympics.

Hayley' also works with KidSport, Right To Play, Dreams Take Flight, Clean Air Champions, and Spread The Net.

"You rocked it. Feedback has been amazing as people in attendance were completely impressed by your stories and also commented about being inspired and motivated from hearing you speak. I even caught glimpses of a few tears in the room at certain points of your talk."

- Kevin Morihira, KPMG





KATTY KAY

Lead Anchor, BBC World News America & Bestselling Co-author of The Confidence Code & Womenomics

Katty Kay is the lead anchor for BBC's World News America where she covers the full gamut of American and global affairs – reporting on US elections, the White House, Congress, Wall Street, global economies, and world trouble spots. As a speaker, panel moderator, or interviewer, Kay's global perspective helps audiences cut through complex issues and see them in valuable context.

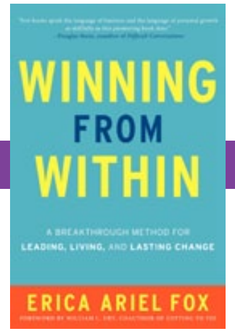
Kay's career with the BBC began in 1990, when she started filing radio reports for BBC World Service radio. Kay then went on to work as a BBC correspondent in London and Tokyo, reporting on stories including the Kobe earthquake and the Japanese economic recession. She joined The Times' Washington bureau before returning to the BBC in 2002. Kay is also a frequent guest commentator on NBC's Meet the Press, The Chris Matthews Show, MSNBC's Morning Joe, and others.

In The New York Times bestseller, Womenomics: Write Your Own Rules for Success, Kay and her co-author, Claire Shipman, explore how women can manage to create a professional life that meets their needs, resulting in more profitable companies with happier employees. Their new book, The Confidence Code: The Science and Art of Self-Assurance–What Women Should Know, offers the inspiration and practical advice women need to close the gender gap to achieve the careers they want and deserve.

> *"Womenomics makes a compelling statement about the financial impact women can have in the workplace and offers valuable ideas for capitalizing on this trend, even in this economic climate."*
>
> **- COO, Facebook**

ERICA ARIEL FOX

New York Times Bestselling Author of Winning From Within & Harvard Law School Negotiation Lecturer



Erica is a respected thought-leader, a senior advisor to Fortune 500 companies, a trusted public sector consultant, a Harvard Law School negotiation lecturer, a global citizen, an acclaimed author, and your guide to Winning from Within™.

Erica Ariel Fox is a long-time lecturer at Harvard Law School's Program on Negotiation (PON) and a founding partner at Mobius Executive Leadership. A highly sought-after advisor, Erica works with her partners at Mobius to develop the capabilities of top teams and emerging leaders around the world in both Fortune 500 companies and public sector organizations. She also serves as a Senior Advisor to McKinsey Leadership Development.

After nearly two decades of experience coaching senior executives and public sector change agents, Erica developed the seminal Winning from Within™ method, teaching people to negotiate effectively with themselves in order to better manage high stakes conversations and derive more from their personal and professional endeavors.

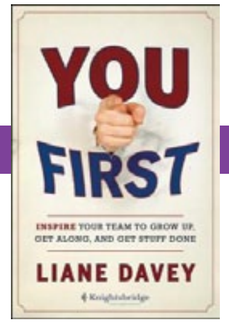
Erica's powerful Winning from Within™ method is now the subject of her first book, Winning from Within: A Breakthrough Method for Leading, Living, and Lasting Change.The book, a New York Times Bestseller, has been met with early critical acclaim for its long-overdue insights, grounded prose, and global relevance.

Today, when she isn't lecturing and consulting, Erica is frequently invited to share her methods and insights with both experienced and up-and-coming leaders via keynote presentations and workshops at conferences. A seasoned speaker, she brings a uniquely down-to-earth style with a generational vision and compelling voice to the conversation about leading wisely and living well.

A member of the Core Faculty for the American Institute of Mediation and a board member of the Harvard Mediation Program, Erica received her undergraduate degree from Princeton University and her law degree from Harvard Law School. She lives in Boston and Amsterdam and enjoys being a global citizen.

"Erica has the magical ability to meet people exactly where they are at any given moment. You simply have to experience her and the unforgettable energy she brings to the room."

- Jodi Hallstrom, US Department of Agriculture



LIANE DAVEY

New York Times Bestselling Author of You First: Inspire Your Team to Grow Up, Get Along, and Get Stuff Done

Liane Davey combines her expertise in strategy with her deep insight into group dynamics to create powerful changes in top teams. As a Vice President of Knightsbridge Leadership Solutions and the Lead Team Effectiveness, she is sought out by executives at some of North America's leading financial services, consumer goods, high tech, and healthcare organizations.

She works to rehabilitate teams that have become toxic and with healthy teams that want to take their performance to the next level.To meet the needs of a broader audience, Liane has distilled her approach into Knightsbridge's highly successful Vital Teams™ and Team Inoculation™ programs. These programs allow organizations to certify internal resources to deliver the programs Liane designed.

A dynamic keynote speaker, Liane takes her message about vital teams to leaders at conferences and management retreats. In addition, she writes an ongoing blog on Team Effectiveness and is published in trade and academic journals. Liane's first book, Leadership Solutions co-authored with David Weiss and Vince Molinaro was released in Fall 2007. Her new book: YOU FIRST: Inspire Your Team to Grow Up, Get Along, and Get Stuff Done was released in Fall 2013.

Liane has served on the executive of the Canadian Society for Industrial/Organizational Psychology and as an evaluator for the Psychologically Healthy Workplace Awards. She is currently a member of the Board of Trustees of the Psychology Foundation and is Chair of the Foundation's Diversity in Action project promoting mental health in immigrant communities. She holds a Ph.D. in Industrial/Organizational Psychology from the University of Waterloo. Liane is happily married with two young daughters.

> *Liane is a gifted communicator, who has the unique ability to help find the way forward in even the most complicated situations. She can analyze a problem, and situate it in a theoretical framework. What is most impressive though, is her ability to help find the right words to say. Her feedback prepares one to respond effectively in the moment, and also to expand one's ability to communicate in powerful and effective ways."*
>
> **- Linda Mohri, Centre for Addiction and Mental Health**

WENDY MESLEY

Award-Winning Broadcast Journalist

Wendy Mesley is one of Canada's most recognized and respected broadcast journalists. A provocative speaker who addresses the challenging issues of the day with an entertaining and informative presentation style, Mesley is also an outstanding moderator, master of ceremonies and on-stage interviewer.

Since becoming the CBC's first female correspondent assigned to cover a Prime Minister, Mesley has gained many years of first-hand insight and anecdotes about some of the most powerful and influential characters of our times.

Always a political junkie, Mesley also helped to create–and then hosted–CBC's Undercurrents, the ground breaking program examining how media, marketing, and technology were changing the world; and then became the co-host of CBC's Marketplace, the consumer advocacy program.

Currently at The National, Mesley anchors the program on Friday and Sunday nights and is the regular back up anchor for Peter Mansbridge.

She has won three Gemini awards for her work, as well as ACTRA's John Drainie award for her outstanding contribution to journalism.

"Somebody has to ask the tough questions and in this country, that person is usually Wendy Mesley. The news fixture's quizzical nature and tenacious manner have always served her well."

- The Globe and Mail

WHAT PEOPLE ARE SAYING

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

- Julie Reid
Education Officer
MINISTRY OF EDUCATION

"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

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

NOTABLE PAST ATTENDEES

Electrolux
AstraZeneca
LoyaltyOne
RE/MAX
FedEx
Starbucks Coffee
TD
BMW
Bell Media
hp
WestJet
RSA
Microsoft
Rogers
Yokohama

REGISTRATION INFORMATION

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.

$399.00
EACH (+HST)

- General admission seating from row 7

VIP PASS

Attend The Art of Leadership for Women as a VIP guest! Our VIP package takes care of all the details so that you can sit back and enjoy the day.

$599.00
EACH (+HST)

- Express entrance
- Reserved seating in rows 3 to 6
- Exclusive three course lunch
- An eco-friendly tote bag & notebook
- Copies of 3 featured bestselling books:
  - The Confidence Code - **Katty Kay**
  - Winning From Within - **Erica Ariel Fox**
  - You First - **Liane Davey**

PLATINUM PASS

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

$799.00
EACH (+HST)

- **Photo opportunity with Martha Stewart**
- Express entrance
- Reserved premier seating in the first 2 rows
- Exclusive three course lunch
- An eco-friendly tote bag & notebook
- Copies of 5 featured bestselling books:
  - The Confidence Code - **Katty Kay**
  - Winning From Within - **Erica Ariel Fox**
  - You First - **Liane Davey**
  - Womenomics - **Katty Kay**
  - Gold Medal Diary - **Hayley Wickenheiser**

GROUP OFFER

SAVE **$50** PER PASS WHEN YOU **BUY 3 OR MORE!**

Passes must be purchased together to qualify for group pricing.

REGISTER NOW ▶