Management & Innovation in a New Era

TOM PETERS in Search of Excellence & Re-Imagine!
MARCUS BUCKINGHAM First, Break All The Rules & Now, Discover your Strengths
DAVID ALLEN Getting Things Done & Making It All Work
JEFF JARVIS What Would Google Do?
Fortune called Tom Peters the “Ur-guru” of management (he doesn’t know what that means either, but admits “it sounds pretty good”), and compares him to Ralph Waldo Emerson, Henry David Thoreau, Walt Whitman, and H.L. Mencken. The Economist tagged him the “Uber-guru”—and BusinessWeek’s take on his “unconventional views” led them to label him “business’s best friend and worst nightmare.”

Leadership guru Warren Bennis, the only person close to both Tom and the late Peter Drucker, told a journalist, “If Peter Drucker invented modern management, Tom Peters repainted it in Technicolor.” Among Tom’s newer campaigns are: Women-as-Leaders especially suited for these times; gaining advantage in the enormous, underserved market represented by Women (controllers of three-fourths of the world’s wealth) and the burgeoning, absurdly financially potent and absurdly underserved Boomer-Geezer population in the likes of North America, Europe, and Japan.

He is a civil engineering graduate of Cornell (B.C.E., M.C.E.) and earned an MBA and Ph.D. at Stanford; he holds honorary doctorates from institutions that range from the University of San Francisco to the State University of Management in Moscow. In the U.S. Navy from 1966–1970, he made two deployments to Vietnam (as a combat engineer in the Navy Seabees) and “survived a tour in the Pentagon.” He was a White House drug-abuse advisor in 1973–74, and then worked at McKinsey & Co. from 1974–1981, becoming a Partner and co-founder of the now gargantuan Organization Effectiveness practice in 1979.

Tom, who is widely credited with almost single-handedly “inventing” the “management guru industry,” now billions of dollars in size, writes, reflects, and then presents about 50 seminars each year, well over half outside the U.S. (In a recent four-week period, he spoke in Korea, Mexico, Turkey, Argentina, and Croatia.) Tom estimates that since 1978, when the work on Search began, he’s given well over 2,500 speeches, flown 5,000,000+ miles, spoken before 2,000,000 to 3,000,000 people and presented in 48 states and 63 countries.

“In no small part, what corporations have become is what Peters has encouraged them to be.”

- The New Yorker

WHAT YOU WILL LEARN...

- Building an innovation machine
- Reinvention in times of uncertainty: The keys to setting a new direction
- Excellence in a new era: Management basics, the new and eternal rules for implementation and execution
- Talent management: Why the right people are more important than ever: how to identify and retain the talent to reinvent the business of the future
- The definition of leadership
- Creating a competitive advantage in your marketplace
In a world where efficiency and competency rule the workplace, where do personal strengths fit in?

It’s a complex question, one that intrigued Cambridge educated Marcus Buckingham so greatly, he set out to answer it by challenging years of social theory and utilizing his nearly two decades of research experience as a Sr. Researcher at Gallup Organization to break through the preconceptions about achievements and get to the core of what drives success.

According to Marcus Buckingham (who spent years interviewing thousands of employees at every career stage and who is widely considered one of the world’s leading authorities on employee productivity and the practices of leading and managing), companies that focus on cultivating employees’ strengths rather than simply improving their weaknesses stand to dramatically increase efficiency while allowing for maximum personal growth and success.

If such a theory sounds revolutionary, that’s because it is. Marcus Buckingham calls it the “strengths revolution.” Buckingham touts this strengths revolution as the key to finding the most effective route to personal success and the missing link to the efficiency, competency, and success.

An invaluable resource for leaders, managers, and educators, Buckingham challenges conventional wisdom and shows the link between engaged employees and productivity, profit, customer satisfaction, and the rate of turnover.

WHAT YOU WILL LEARN...

- The three emotions which create high performance teams:
  The two talents you need to excel at each
- What separates the great manager from great leaders:
  The three skills you need to excel at each
- The power of engaged employees
- Improving company performance by engaging your people and harnessing their skills and strengths
- Isolating high performance factors
- Focus on strengths to find the right fit for each individual
- Stop looking to the outside - solutions to your problems exist inside your company
- Select staff for talent, not just knowledge and skills
David Allen is an international author, lecturer, and founder and President of the David Allen Company, a management consulting, coaching, and training company.

In the last twenty years he has developed and implemented productivity improvement programs for over a half million professionals in hundreds of organizations worldwide, including many Fortune 500 corporations and U.S. Government agencies. He delivers public and in-house seminars, executive workflow coaching, and consulting programs that address interactive and organizational productivity and alignment issues.

Having logged thousands of hours working with individual executives and senior professionals, David has developed a revolutionary, unique and highly practical system for improving personal and organizational productivity.

He is the author of two books - the international best-selling book, Getting Things Done: the Art of Stress-Free Productivity and Ready for Anything: 52 Productivity Principles for Work and Life. He has published numerous essays and articles in professional journals and periodicals on the topic of personal effectiveness. More than 150 of his original essays have been featured in his e-newsletter, “David Allen’s Productivity Principles,” with a global readership of more than 120,000 people. He is a popular keynote speaker on the topics of time and stress management, individual and team productivity, and high performance work practices.

“One of the world’s most influential thinkers on productivity.”
- Fast Company Magazine

WHAT YOU WILL LEARN...

- How to get immediate control of “current reality”
- How to keep track of the total inventory of your commitments
- What decisions are critical to make, about what, and when
- Why most “personal management systems” don’t work
- How to evaluate the best tools to use to stay in control
- Why organizational issues are often personal process issues
- Why it’s so challenging to really change the simplest habits, and the secret key to make it easier
- How to use procrastination to your advantage
- How to continually self-consult to get back “on your game”
- How to install simple tricks that create profound results
Highly respected blogger, media commentator and thought leader, Jeff Jarvis is the proprietor of one of the Web’s most popular and respected blogs about media, Buzzmachine.com, and author of What Would Google Do? (Collins). He also writes the new media column for the Guardian in London. He was named one of 100 worldwide media leaders by the World Economic Forum at Davos in 2007 and 2008, and he was the creator and founding editor of Entertainment Weekly magazine. Jarvis has been a consultant and guru to companies that range from The New York Times Company to General Motors, and is a frequent keynote speaker and business leadership speaker for companies and at conferences around the globe, most notably at the World Economic Forum at Davos. He has appeared frequently on TV and radio, including ABC’s 20/20 and World News Tonight, CNN’s Reliable Sources, MSNBC (where he was a regular blog contributor), Fox News, Oprah, PBS’ News Hour, CNBC’s Kudlow & Company and The Big Idea with Donny Deutsch, the BBC, Sky News (where he is a regular contributor), and public radio’s Marketwatch and Morning Edition.

Jarvis underscores how critical it has become to see the world as Google sees it. “The question we ask is about thinking in new ways, solving problems with new solutions, facing new challenges, seeing new opportunities, and understanding a different way to look at the structure of the economy and society and how we relate to each other,” says Jarvis.

Jarvis has unpacked the strategic and operational principles that have underpinned the Google’s phenomenal success and applied them outward. In talks, he provides an indispensable manual for survival and success and asks the most important question today’s leaders, in any industry, can ask themselves: What would Google do?

“Google is not just a company, it is an entirely new way of thinking about understanding who we are and what we want. Jarvis has done something really important: extend that approach to business and culture, revealing just how revolutionary it is.”

- Chris Anderson, Author of The Long Tail

WHAT YOU WILL LEARN...

- How Any Industry Can Survive and Prosper in The Google Age
- Dell’s Hell (And Salvation): How One Company Evolved From Worst to First
- Blogs: What They Are, Their Business Impact, and How to Use Them
- The New Architecture of Media: The Impact of the Internet on Business, Marketing, Media, and Politics
- The Remote-Control Revolution: How Consumer Control Has Changed the Free Market
Who Should Attend ...

C-Level Executives
Managing Directors
Chairmen
Presidents & VPs
General Managers
Human Resource Directors/Managers
Training Managers/Directors

Operations Directors
Business Strategists/
Planners
IT Directors/Managers
Management Consultants
Senior Government
Officials & Academics

What People Are Saying ...

“This series blew me away. The quality and quantity of speakers is unmatched by any other event I have ever seen.”

D. Grieve - Sinclair-Cockburn Financial Group

“Great event with insightful speakers. I’m looking forward to many more “The Art of…” events.”

K. Valiquette - Senior Manager, Grant Thornton

“The best one day seminar I have ever attended…”

B. Humphries - Account Manager, Sierra Systems

“It was a great day, filled with lots of information and invaluable techniques. Well worth it!”

J. Kyte - Sales Broker, McDougall Insurance

“Lots of great info that I will use immediately and over the long term. Great use of my time!”

C. Cheema - Consultant, Investors Group

Featured Clients ...

3M
Bell Canada
BMO
BMW
Cineplex Media
Cisco Systems
Economical Insurance
Expedia
Goodlife Fitness
Hewlett Packard
Hilton Hotels
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Manulife Financial
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Experience The Art of Management to its fullest!
This exclusive investment allows you to fully maximize your experience and extract the most value and content from this once-in-a-lifetime event.

Reserved premier seating in rows 1-5
Access to the exclusive VIP Luncheon
VIP Delegate Bundle including copies of:
  - Tom Peters - Re-Imagine!
  - Marcus Buckingham - Now, Discover Your Strengths
  - David Allen - Getting Things Done
  - Jeff Jarvis - What Would Google Do?
Admission to the exclusive post event VIP Networking reception facilitated by Tom Peters including:
  - Q & A with Tom Peters
  - Book Signing with Tom Peters
  - Gourmet hors d’oeuvres & refreshments

General Admission ...
This investment will give you access to this once-in-a-lifetime gathering of management thinkers with seating available on a first come, first seated basis.

Reserved Seating:
Reserved seating is available for groups of 20 or larger, for further details on seating arrangements and other group assistance please contact your “Art of...” representative today.
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- [ ] General Ticket(s)  $395 ea x _______ Ticket(s) =_______
- [ ] VIP Ticket(s)  $595 ea x _______ Ticket(s) =_______

**Subtotal = ____________**

**GST (5%) = ____________**

**TOTAL = ____________**

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