

**October 18, 2005**

Metro Toronto Convention Centre  
North Building - 255 Front Street W.,  
8:30AM to 5:30PM



The **Power Within**<sup>TM</sup>  
*A Passion For Life*

Experience The Power Within. **EXCEPTIONAL LEADERS** who will transform your **BUSINESS, PROFESSIONAL** and **PERSONAL PERFORMANCE**.

The Honorable

## **William Jefferson Clinton**

42nd President of the United States

### **LEADERSHIP**

William Jefferson Clinton was elected President of the United States in 1992, and again in 1996—the first Democratic President to be awarded a second term in six decades. President Clinton's core values of building community, creating opportunity, and demanding responsibility resulted in unprecedented progress for America.

After leaving the White House, President Clinton established the William J. Clinton Foundation. The mission of the Clinton Foundation is to strengthen the capacity of people in the United States and throughout the world to meet the challenges of global interdependence. The foundation is focused on four critical areas: health security, with an emphasis on HIV/AIDS; economic empowerment; citizen service; and racial, ethnic and religious reconciliation.

In addition, President Clinton serves as Co-Chair of the Families of Freedom Fund with Senator Bob Dole, which has raised \$100 million in scholarship money for families of those killed on 9/11. Most recently, President Clinton accepted the role of UN Special Envoy for Tsunami Relief.



**INTERNATIONAL BEST SELLING AUTHORS, ALL LIVE AND IN PERSON, IN ONE DAY THAT WILL CHANGE YOUR LIFE FOREVER!**



## **Herb Cohen**

You Can Negotiate Anything

### **NEGOTIATION**

Considered the world's greatest dealmaker, Herb Cohen has been a practicing negotiator for the past four decades, intimately involved in some of the world's headline dramas, from hostile corporate takeovers to hostage negotiations. As a result of his extensive experience and unique presentation style, Cohen is internationally renowned as someone who can articulate and explain the complexities of selling and negotiations. His book was on The New York Times best-seller list for 39 weeks, was translated into twenty-one languages and sold 2.5 million copies.



## **Steven D. Levitt**

Freakonomics

### **ECONOMICS**

When mild-mannered economist Steven D. Levitt published a paper linking a rise in abortion to a drop in crime, it set off a firestorm of controversy and had both the conservatives and liberals up in arms. But Levitt has no political agenda and is the last person to be called a moralist. He is a brilliant but uncomplicated man who uses simple questions to reach startling conclusions. Levitt has an enormous curiosity and is set on course by personal experiences and the incongruities he sees in everyday life. He is an intuitionist. He sifts through a pile of data to find a story that no one else has found and has shown other economists just how well their tools can make sense of the real world.



## **Homer Hickam**

Rocket Boys

### **MOTIVATION**

Homer Hickam was catapulted to fame in 1998 by his #1 New York Times best-selling memoir Rocket Boys which was adapted into the hit movie October Sky. Rocket Boys has since become a classic, studied in hundreds of schools and colleges across the country as an important literary work, translated into eight languages.

Besides being a great writer, Homer is a wonderful story-teller in the tradition of the people of the Appalachian mountains where he was raised. His stories lead fluidly into lessons that can help anyone defeat fear, find purpose in life, and see possibilities rather than obstacles. His is a triumphant message of hope and perseverance that enthralls all who hear him speak.



## **Seth Godin**

Survival Is Not Enough: How to Thrive in Chaos

### **MARKETING**

Business Week's "Ultimate Entrepreneur for the Information Age," Seth Godin is a best-selling author, entrepreneur and agent of change. He is the author of Permission Marketing, a New York Times best seller that revolutionizes the way corporations approach consumers. In 2002, he published Survival Is Not Enough, a breakthrough book about how to thrive on the chaos of the business world. Purple Cow was the #1 best-selling marketing book on Amazon in 2003 and taught marketers the value of standing out from the herd. In his enlightening presentation, Godin reveals the benefits of using creative, remarkable thinking to transform business ideas and practices.



## **Judy Carter**

Stand-Up Comedy: The Book

### **STRESS MANAGEMENT**

Life and work are stressful - from the demands of an impatient boss and unrealistic deadlines, to coming home to teenagers with pierced noses and navels, Judy illustrates the power of humor - showing how to turn problems into punchlines and resolve conflict. Her "Don't get mad, get funny" philosophy inspires people to deal with issues such as downsizing and layoffs - not to mention that overflowing inbox - with a sense of humor, rather than a sense of desperation.



## **Mark & Craig Kielburger**

One Person and One Organization Can Make A Difference

Craig and Marc Keilburger, bestselling authors of Me to We are world renowned international child rights activists and the driving force behind Free the Children, the Me to We Organization and Leaders Today. Craig & Marc have established a track record of success, with three nominations for the Nobel Peace Prize and partnerships with the United Nations, leading business organizations, Government, Educators and Oprah's Angel Network.

[www.powerwithin.com](http://www.powerwithin.com)



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## Leadership Development

- Identify and develop leadership qualities from within
- Importance of placing visionary people in positions of responsibility
- Anticipate and embrace global change – a view into the future
- Best practices for effective leadership

## Interpersonal Communication & Negotiation Skills

- Keys to being an effective negotiator
- Identifying the needs of others in order to create “win, win” relationships
- How to overcome resistance and move beyond obstacles
- Develop the art of listening and communicating with purpose

## Marketing & Business Development

- Learn the keys to becoming a “Remarkable” organization in the eyes of key stakeholders
- Increase market share by developing the tools to thrive in a rapidly changing business environment
- How to brand yourself and employees in order to maintain a competitive edge
- Tap into internal creativity and excel in business and client relationship development

## Performance Achievement: Create An Empowering Work Culture

- Maximize employee effectiveness through internal motivation and drive
- How to use humor to diffuse stressful situations
- Managing an inclusive workforce – understand and respect differences
- Team building

## Personal & Life Success

- Living a healthy life while balancing a demanding career
- Tap into your internal power and strength
- Maintain consistency of performance by developing successful habits
- Inspiration, inspiration

## You Will Experience The Following Benefits!

- Leadership Development Skills
- Improved Interpersonal Communication Skills
- Team Building
- Stress Reduction & Increased Productivity
- Energy & Enthusiasm
- Confidence & Certainty About The Future
- Networking With Like-Minded People

## Who Should Attend

- CEOs
- Sales Professionals
- Public Affairs
- Educational Professionals
- Administrative Professionals
- Health & Wellness Practitioners
- Public Relations
- Entrepreneurs
- Managers & Team
- Human Resources
- Civil Servants
- Leaders



## What People Are Saying...

“In technology terms, I have been re-engineered - thank you!”  
Peggy Moore, The Co-operators

“The Power Within Seminar has put the Bounce in the springboard that I have been standing at the edge of!”  
Suzanne Christie, MCC Toronto

“This was by far the most invigorating, fun-filled, mind stimulating event I have ever attended! I truly feel blessed today and empowered to make the changes I need to make in my life. Can't thank you enough for making this happen!”  
Pauline O'Leary - Andre Filion & Associates

“WOW!! What an energizing, wonderful, inspiring day!! Thank you so much!”  
Marcia Bamber

“What I experienced today surpassed my greatest expectations!”  
Diana Rubino, AIM Trimark Investments



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ENGINEERS

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