

February 26, 2008

Halifax Metro Centre  
Halifax, NS  
8:30AM to 5:30PM



The Power Within™  
A Passion For Life

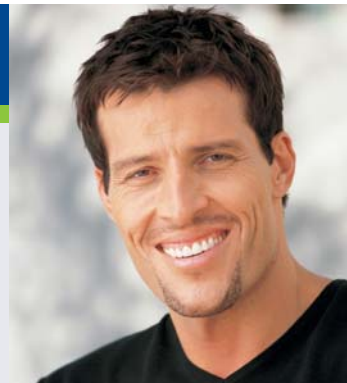
Experience The Power Within. EXCEPTIONAL LEADERS who will transform your BUSINESS, PROFESSIONAL and PERSONAL PERFORMANCE.

## Anthony Robbins

World Authority on Leadership Psychology

PEAK PERFORMANCE

Since fathering the life coaching industry three decades ago, Anthony Robbins has directly impacted the lives of more than 50 million people from 80 nations with his work in leadership psychology, organizational turnaround, and peak performance. He has advised leaders from every walk of life—from political leaders, Fortune 500 CEOs, and world-class athletes and entertainers to teachers, parents, and inner-city youth. Robbins has addressed such distinguished audiences as the World Economic Forum, British Parliament, and the Harvard Business School. He has been honored by American Express as one of the Top Six Business Leaders in the World to coach its entrepreneurial clients and Accenture as one of the Top 50 Business Intellectuals in the World.



ALL LIVE AND IN PERSON. INTERNATIONAL BEST SELLING AUTHORS, IN ONE DAY THAT WILL GIVE YOU THE COMPETITIVE ADVANTAGE IN YOUR PERSONAL AND PROFESSIONAL LIFE



## Phil Town

Successful Investing

INVESTMENTS

With the exception of his brilliant trading successes in the stock market, you'll be hard pressed to find anything "Wall Street" about investment pro Phil Town. After saving the lives of a group of trustees from Outward Bound on the Colorado River rapids, one grateful client returned the favour by offering to guide Phil to investment success in the stock market. Phil then learned Warren Buffett's cardinal rule of trading - don't lose money. With an initial investment of 1000 dollars, Phil employed his mentor's lessons and built a multi-million dollar stock portfolio. Coupled with his New York Times best seller, "Rule #1", Phil Town has become America's freshest and most exciting authority on self-directed investing.



## Mike Lipkin

The Power to Persuade

SALES/MARKETING

Mike Lipkin is President of EnviroNics / Lipkin, the motivation and sales empowerment practice of EnviroNics Research Group. He has worked with over a million people in 22 countries. Mike specialises in helping people leverage the Social Values to boost their personal productivity and build strong teams around themselves. Drawing on two decades of EnviroNics Social Values Research in both Canada and the United States, Mike will immerse you in the values and strategies of those individuals who are thriving on revolution and transition. Distilled into "The 12 Personal Best Practices" you will learn to master your environment, amplify your personal impact, and more.



## Loretta LaRoche

Life Is Short - Wear Your Party Pants!

STRESS MANAGEMENT

In her own lighthearted and enlightening workshop, Loretta will show us how we become crazed and humourless. Then she shows us how to lighten up and let go by reframing our thoughts, celebrating life and learning to use irreverence rather than irritability to get through life. We explore why we behave the way we often do, and how to increase our sense of optimism, joy and humour. Loretta's wit, wisdom and humor are a common-sense view of life that leave audiences inspired, motivated and roaring with laughter. Loretta shows how humor can benefit the health of an organization and its employees, and improve productivity in the workplace.



## The Murray Twins

Two for the Money: The Sensible Plan for Making It All Work

KEYS TO SUCCESS

Twenty-year veterans of the investment management business, and authors of Two for the Money: The Sensible Plan for Making It All Work, this twin-duo offers fun and factual advice on everything from managing your day-to-day finances to securing a rock solid retirement. They have made frequent appearances on NBC's Today Show and CNBC and are seen regularly on MSNBC and Fox News, and now they are sharing their compounded experience across the nation with audiences of all ages - because when it comes to money, you are never too young or too old to take control of your future.



## Mitch Joel

The Power of Conversation

PERSONAL BRANDING

When Google wanted to explain online marketing to the top retailers in the United States (including Wal-Mart, Costco, Sears and Sephora), they brought Mitch Joel to the Googleplex in Mountain View, California. Marketing Magazine dubbed him the, "Rock Star of Digital Marketing" and in 2006 he was named one of the most influential authorities on Blog Marketing in the world. Mitch Joel is President of Twist Image - an award-winning Digital Marketing agency based in Montreal, Quebec. He is a marketing and communications visionary, interactive expert, community leader, Blogger, Podcaster and believer in doing the impossible. He is also a passionate entrepreneur and speaker who connects with people worldwide by sharing his marketing insights on digital marketing and personal branding.

"Awesome, Powerful!"

D. Chung, Royal Bank

"The Power Within provides a meaningful and indelible glimpse at people of influence."

Lorne Silver, Promotions & Creative Director Toronto Star

www.powerwithin.com



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Advance Rate \$169<sup>+GST</sup>  
General Seating Registration \$329 SAVE \$160

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Ask for Ext. 224

## 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, 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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