

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.



**Lance Armstrong**  
 Seven Time TOUR DE FRANCE Winner

**MOTIVATION**

National and world champion cyclist, two time Olympian, renowned humanitarian, role model, cancer survivor, and now 7-time winner of the Tour De France, Lance Armstrong is clearly one of the most celebrated and charismatic contributors to the sport of cycling. He not only made world headlines in Paris on July 25, 1999 with the most stunning comeback ever in the history of sport. To say that he is an emotional athlete is an understatement. To say that he is a passionate and fearless competitor is evident. However, what may not be so readily apparent is the depth of character and generosity of spirit that is so much a part of the psychological blueprint of this modest and straightforward hero.



**ALL LIVE AND IN PERSON!**

INTERNATIONAL BEST SELLING AUTHORS, IN ONE DAY THAT WILL CHANGE YOUR LIFE FOREVER!



**Chuck Martin**  
 Tough Management

**MANAGEMENT**

Chuck Martin is a New York Times Business Best-Selling Author, Researcher, Speaker, and Business Strategist. A former vice president of IBM responsible for a global division, Martin has helped identify successful corporate business strategies for some of the leading companies in the world. Prior to joining IBM, he was the founding publisher and Chief Operating Officer of Interactive Age, the magazine credited with helping to define the interactive marketplace and the first publication to launch simultaneously in print and on the World Wide Web. Martin is the author of several books, including most recently, Tough Management and the business fable Coffee at Luna's.



**Peter Guber**

**ENTREPRENEURSHIP**

Founder & Chairman of Mandalay Entertainment and former CEO of Sony Entertainment

Founder and Chairman of the visionary multimedia venture, Mandalay Entertainment, Peter Guber is perhaps the most successful executive in the entertainment industry. As a producer, his films, including Rain Man, The Color Purple and Batman, have earned over three billion dollars worldwide and garnered more than 50 Oscar nominations. Former Chairman and CEO of Sony Pictures Entertainment, he revitalized the troubled company and more than doubled its market share and annual revenue.



**Stephen J. Dubner**  
 Freakonomics

**ECONOMICS**

In Freakonomics, Steven D. Levitt and Stephen J. Dubner set out to explore the hidden side of ... well, everything. The inner workings of a crack gang. The truth about real-estate agents. The myths of campaign finance and the telltale marks of a cheating schoolteacher. From 1994 to 1999, Dubner was a writer and editor for The New York Times Magazine. Before coming to The Times, Dubner wrote for New York Magazine, covering crime, politics, the arts and New York City's urban oddities.



**Mary Lou Quinlan**

**MARKETING**

How To Market To Women

Mary Lou Quinlan breaks down the myths and exposes actionable ways to build business with women that will affect your bottom line in a fun and irreverent style. Her personal interviews with more than 5,000 women reveal how they judge brands and advertising, how they make buying decisions, their love/hate affair with technology, the effect of stress on their consumer behavior and their increasing demands for service. Included in her speeches are case studies about major companies who get it and those that don't. She also shares excerpts from her TV talk show research with revealing insights from North America's most important customers: WOMEN.



**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.

Simultaneous French translation available.

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

See page two for rates.

*"The Power Within Event...  
 is the Olympics of Motivational Events"*  
 Ottawa Citizen

*"Extraordinary Experience!"*  
 L. Jacques Menard - Chairman of BMO Nesbitt Burns

## 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



The Power Within™  
A Passion For Life

Advance Rate \$300  
General Seating Regular \$199  
At \$66

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Purchase 9 or more & the 10th is Complimentary! (Limited time offer)

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