

The Governor General's **CANADIAN LEADERSHIP CONFERENCE**

May 22 - June 5, 2015



The Governor General's Canadian Leadership Conference 2015, La Conférence canadienne du Gouverneur général sur le leadership



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The Right Honourable David Johnston
Governor General of Canada

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A LEADERSHIP DEVELOPMENT EXPERIENCE LIKE NO OTHER

The Governor General's Canadian Leadership Conference (GGCLC) brings together Canada's emerging leaders from business, labour, government and the community sector for a unique two-week experience aimed at broadening their perspectives on work, leadership, their communities, and their country. Conference members come from different regions, different perspectives and different careers.

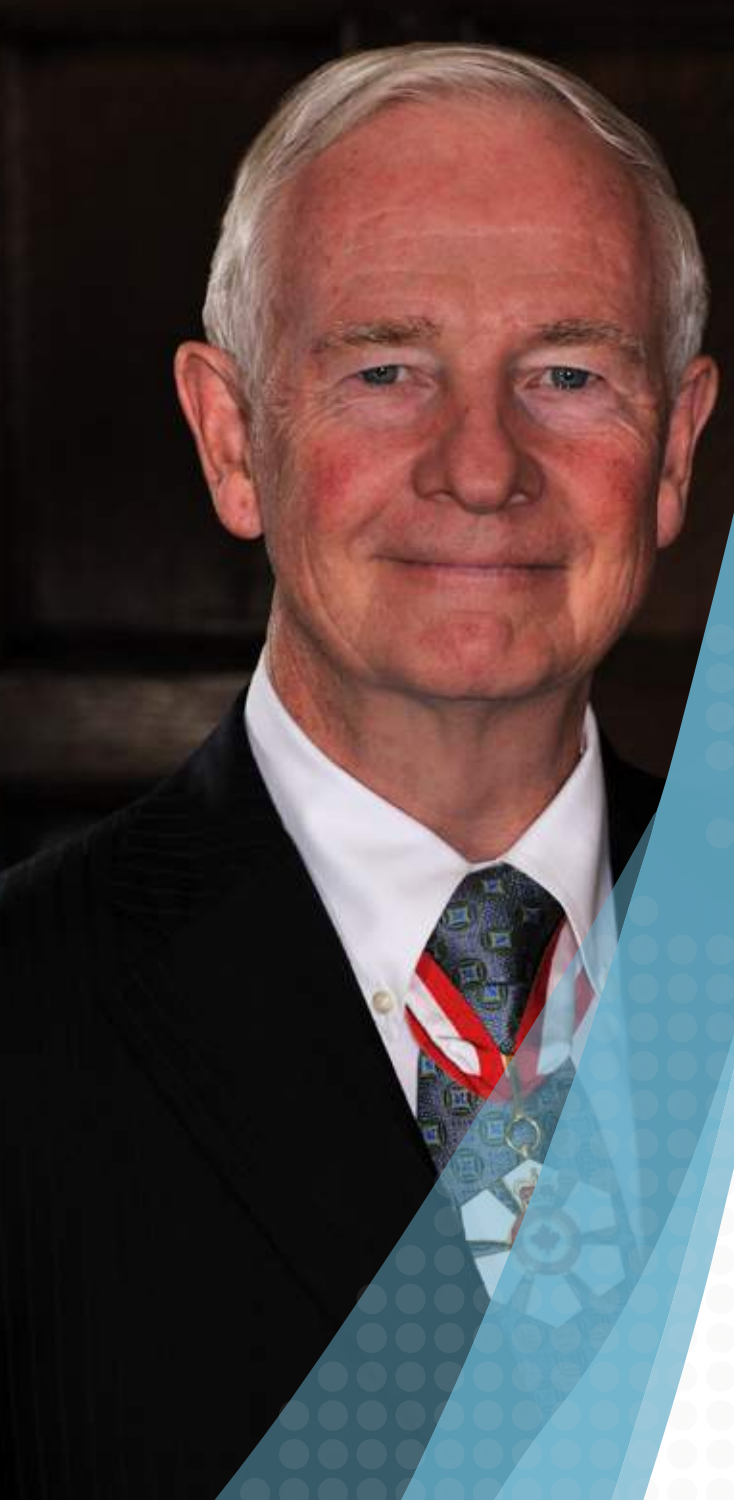
All members share one thing in common: they are high potential individuals expected to achieve senior leadership positions in their organizations and communities within 10 years. 240 Canadians will be selected for the 2015 Conference.

Since the first Conference in 1983, more than 1,500 young Canadian leaders have participated in this unique process of examination, debate and discovery.

In a 2012 survey of the Conference alumni 90% said the Conference experience helped their development as a leader, 93% said the Conference had a lasting impact on their career, 90% said the Conference had a lasting impact on their life, and 98% said they had recommended the Conference to others.

“I learned so much about a region I didn't know very well, about community action and engagement, and about what binds us together as a nation. I learned so much from my fellow travelers, as well as all the wonderful community people we met. I can't recommend the experience highly enough.

*Naheed Nenshi (2008)
Mayor of Calgary*



A MESSAGE FROM THE GOVERNOR GENERAL

The 2015 Governor General's Canadian Leadership Conference is an opportunity for 240 of this country's emerging leaders to discuss the theme of *Leadership and Innovation*.

The world of tomorrow will be built upon vision and determination. Each of the Conference participants, serving the business, government, labour and community sectors, share a common interest in building the smart and caring nation we all know Canada can be. Canadians have shown remarkable aptitude for fresh thinking and new ideas, and I am confident that this Conference will inspire others with the contributors' creativity and leadership.

I thank all the organizers and volunteers for making this Conference possible. I look forward to participating in this wonderful event.

The Right Honourable David Johnston
Governor General of Canada

“Conference members are going to explore the theme through the experiences of literally thousands of Canadians in communities and workplaces in every part of Canada. They will have their country as a campus.”

A MESSAGE FROM THE CONFERENCE CHAIR

Welcome to the 2015 Governor General's Canadian Leadership Conference, our country's top leadership development experience. I am honoured to serve as Conference Chair, and work with our distinguished Governor General and our remarkable Conference leadership group.

I can state from personal experience that this Conference plays a key role in developing the top quality leaders Canada requires to succeed in a world where our institutions - business, government, labour and community - face increasingly complex and systemic challenges.

Over two weeks starting on May 22, 2015, the Conference will use a unique process of examination, debate, travel and discovery to heighten the leadership skills of the participants. They will explore the Conference theme of *Leadership and Innovation* through an opening plenary filled with leading global speakers, followed by study tours covering every province and territory, and concluding with a report back to the Governor General and our National Executive Committee.

The fortunate participants will undergo a voyage of personal and national discovery that will challenge their preconceptions of work, community and country, and their role within each. With them each step of the process will be their leadership peers from all sectors and regions of Canada.

For those considering a donation, this Conference ranks among the most important investments we can make in Canada's future leadership.

For those considering applying for membership in the Conference, this will be among the most important investments you can make in yourself.

Lorraine Mitchelmore
*Chair, Governor General's
Canadian Leadership Conference*



“Participants will get an experience they will never forget - an experience in self-learning that will open their eyes to their country, their communities and themselves.”

A UNIQUE LEARNING AND NETWORKING EXPERIENCE

The Conference format provides members with the opportunity to freely and openly exchange views and experiences with peers from backgrounds vastly different than their own.

Members begin their exploration with a three-day plenary session where eminent speakers from Canada and around the world provide focus and substance to the Conference theme. The members also begin the process of debate and networking in their study groups, each of which is a microcosm of the overall Conference membership.

Each study group then travels to a region of Canada where, for the next eight days, the members examine issues through the practical experiences of local companies, communities and regional leaders. Multiple site visits are

made daily; the locations are selected for their potential as learning sites. Uninhibited face-to-face discussions at each location are considered essential. The links between communities, the national perspective, and Canada's place in the global community will underpin this examination.

As each study group works together to explore first-hand the complex relationship between leadership and innovation, the individual members will find their own beliefs, values and preconceptions challenged. The multi-sectoral and multi-cultural composition of each study group compels members to widen their perspective.

After nine days of travel, observation and debate, the study groups reconvene at the Closing Plenary in Ottawa-Gatineau where reports will be presented to the Governor General of Canada.

I can't imagine any other course or experience will challenge your perspective, elevate your game or inspire you more than the Governor General's Canadian Leadership Conference. Believe me, you will be changed for the better for having participated.

*Susan Doi (2012)
General Counsel and Corporate Secretary
Whistler Blackcomb*





EXPLORING LEADERSHIP AND INNOVATION

Canada's general standard of living ranks among the very top of countries around the world. Increasingly, however, we are challenged by a well-documented decline in our capacity to leverage our knowledge and abilities to produce new goods and services. The OECD has reported how countries more focused on innovation are passing Canada in such key measures as income per capita, social programs and productivity.

The Conference Board of Canada defines innovation as “a process through which economic or social value is extracted from knowledge... to produce new or improved products, services, processes, strategies, or capabilities.”

Business, labour and the public sector all play key roles in sustaining a culture of innovation that can create and maintain quality jobs, a durable social safety net, world-class education and health care, and a cleaner environment. Our capacity to innovate productively in all sectors will largely determine the future quality of life for all Canadians - young and old - as we face increasing competitive pressures from other nations aspiring to raise their own living standards.

The 2015 Governor General's Canadian Leadership Conference will examine the role that leaders play in stimulating, driving, managing and diffusing innovation in their organizations and communities. Conference members will experience situations where organizations embrace innovation as a positive and necessary mindset central to future success. They will experience situations where leadership is working or required to move groups forward on unfamiliar ground. They will learn how human capital is key to an innovative society. They will see first-hand how leaders shape outcomes for their organizations and society as a whole.

Throughout the Conference, members will meet with Canadians from all sectors and walks of life who are dedicated to engaging individuals to build organizations and communities where innovation is understood to be a pre-requisite to current and future prosperity. The links between communities, the national perspective and Canada's place in the global community will underpin this examination.

The Conference is a valued experience for emerging leaders from the labour movement. The networking opportunity is exceptional. The Conference broadens each member's horizon and creates unique situations where people from totally different backgrounds can put their perceptions away and exchange ideas in an atmosphere of open debate and discovery.

*Leo W. Gerard
President
United Steelworkers*

MEMBERSHIP

Membership is open to mid-career Canadian men and women who are expected to advance to senior leadership positions. All potential members will complete an application form and supply an endorsement from their employer or sponsor. The deadline for membership applications is September 30, 2014.

Approximately one-third of Conference members are from business, one-third from labour, and one-third from government, NGOs, and other sectors.

Members participate in the Conference as individuals, not as delegates or representatives of their organizations or sectors. They are expected to dedicate their entire time to Conference activities while the Conference is in session.

All member expenses for travel, food and lodging are covered by the Conference, except the cost of getting to the Opening in St. John's and home from the Closing Plenary in Ottawa-Gatineau.

Members whose applications meet the Conference criteria will be interviewed. Final selection of members for the 2015 Conference will take place in December 2014.

Applications and Sponsor Endorsement forms should be completed online at www.leadershipcanada.ca.

I have never seen such a broad selection of national and world-class talent all brought together for a learning event of leaders from the private sector, NGOs, labour and other governments. It is something that I will never forget.

*Daniel Watson (2004)
Chief Human Resources Officer
Treasury Board of
Canada Secretariat*

The Conference exceeded all of my expectations, and it offered me one of the most unique experiences of my life. The Conference is visionary, innovative, and it challenges its delegates to think outside of the box and push their leadership skills to the limit. It's not a Conference you attend; it's a Conference you experience!

*Xavier M. Milton (2012)
Staff Representative
and Spokesperson
Confédération des
syndicats nationaux (CSN)*



A VALUABLE SPONSORSHIP OPPORTUNITY

By supporting the Governor General's Canadian Leadership Conference, a donor is making a significant contribution to the future of Canada and its next generation of decision-makers.

The Conference is funded entirely by cash and in-kind donations from organizations and individuals. Donors are recognized in Conference publications and on the Conference website.

The following sponsorship levels are available:

Governor General's Circle	\$75,000 and over
Chair's Circle	\$50,000 to \$74,999
Platinum Leaders	\$25,000 to \$49,999
Gold Leaders	\$10,000 to \$24,999
Silver Leaders	\$5,000 to \$9,999
Friends	Less than \$5,000

For further information, please contact the Conference Secretariat at:

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Toronto, ON M5C 2K3
Toll-free: 1-877-388-4427
Fax: 416-360-1353
info@leadershipcanada.ca

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In a country where leadership really does make a difference, the Conference ranks among the top opportunities to make an investment that will last, quite literally, a lifetime.

*Paul Desmarais, Jr., O.C.
Chairman and
Co-Chief Executive Officer
Power Corporation of
Canada*

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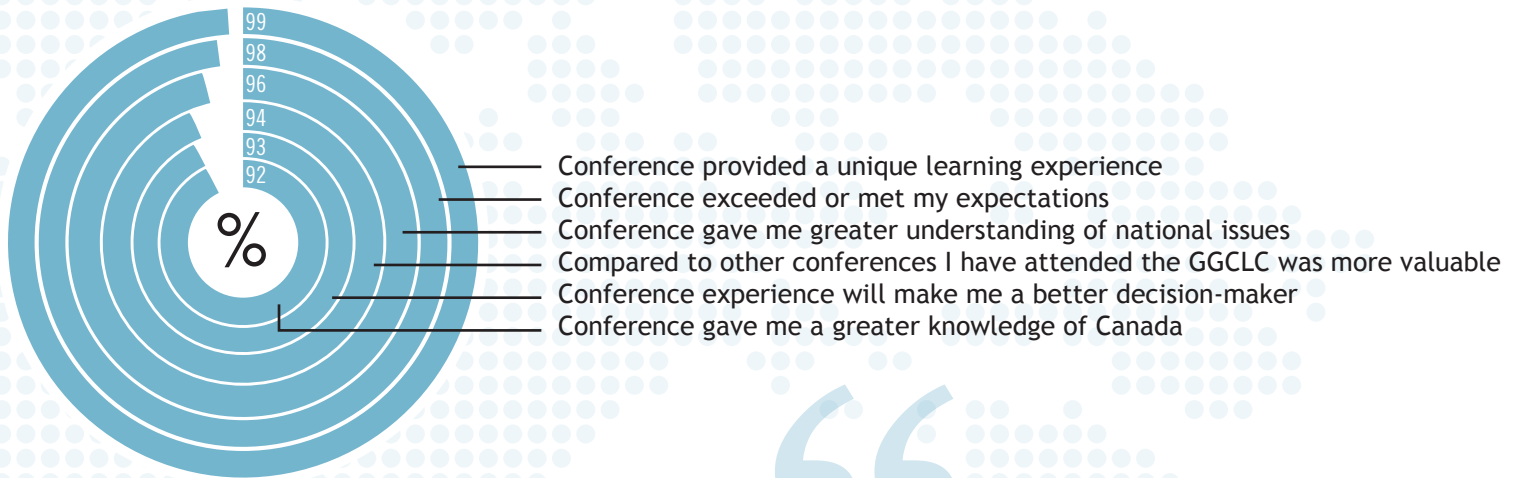
It was an experience that has fundamentally changed the way I look at and engage with Canada.

*Lekan Olawoye (2012)
Executive Director, For
Youth Initiative (FYI) and
Chair, Premier's Council on
Youth Opportunities*



THE LASTING IMPACT OF THE GGCLC

SURVEY OF 2012 CONFERENCE MEMBERS



SURVEY OF ALUMNI FROM 1983 TO 2008



Source: Independent Surveys by The Strategic Counsel, 2011 and 2012

The Conference is not about meetings, agendas, deadlines - it's about listening, learning, disagreeing, understanding. Thank you for the opportunity and for seeing the leader in me that I didn't even know was there - but I am that leader and I will continue to evolve.

*Barbara Cape (2012)
President
Service Employees' International Union - West*

It was an eye-opening experience that connected me with my own potential. Most positive professional experience I have had the opportunity and pleasure to be involved in bar none.

*B.G. (Brad) Brake (2012)
Mayor
Town of Fort Smith, NT*