

# *Become a Master Leader Keynote*

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## **Discover How:**

- Louise Arbour, as the Chief Prosecutor for the War Crimes Tribunal in the former Yugoslavia and Rwanda, set precedents that changed the world.
- Peter Robinson combined sustainability and profitability to help Mountain Equipment Co-Op become the world's largest cooperative.
- Annette Verschuren took Home Depot into China the world's most competitive market.
- Hazel McCallion, as mayor for over 30 years, turned Mississauga from a bedroom community into one of Canada's most efficient and prosperous cities.
- Phil Fontaine worked tirelessly to overcome the problems associated with First Nations poverty and heal the trauma associated with residential schools abuse.

*This well researched and insightful keynote will help you:*

1. Learn the difference between real and counterfeit leaders
2. Help prioritize and accomplish those activities that make a real difference
3. Learn how Master Leaders motivate themselves and their organization to levels beyond their highest expectations
4. Learn how to live as well as leave a legacy

Your presentation, **Become a Master Leader**, was without a doubt the most inspirational keynote at the conference, and I thoroughly enjoyed the way you engaged us all with your spirit of thoughtful dialogue. — Andrew Donald, Medavie Blue Cross | Croix Bleue Médavie

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Dr. Brad McRae, CSP, is the Director of the Atlantic Leadership Development Institute and has helped organization and individuals achieve peak performance for the past 25 years. He is also the author of eight books including *The Seven Strategies of Master Negotiators*, *The Seven Strategies of Master Presenters*, *Are You Managing Your Career or Is Your Career Managing You* and has sold over 100,000 books in North America, Australia, Europe, Asia and the Caribbean. He is also a graduate of Harvard Business School's Leadership Best Practices Program.

Brad@BradMcRae.com

www.BradMcRae.com