



## Toronto Chapter ISCEBS

### Leadership Is Only Half the Story Thursday, August 16, 2018

The Toronto Area Chapter of the International Society of Certified Employee Benefit Specialists, in partnership with the Human Resources Professionals Association (HRPA), presents an exciting professional education opportunity on August 16, 5-7 pm.

There is a notion that everyone should be a leader all the time and, if leadership is so game changing, we must need more of it from everyone, all the time. In fact, research shows that it takes both roles – leadership AND followership – to get the best results. They are equally valuable. Leadership is one half of a partnership.

Dr. Marc Hurwitz and Samantha Hurwitz offer a fun, interactive session with a host of new ideas and practical advice from their highly regarded book, *Leadership is Half the Story: A Fresh Look at Followership, Leadership and Collaboration*, (University of Toronto Press, Rotman-UTP Publishing), which presents a radical new approach that will change how you think about leadership.

The program will begin with brief presentations about ISCEBS and HRPA. The location is central and easily accessible by public transit.

**DATE:** Thursday, August 16, 2018

**TIME:** 5:00 – 5:30 pm – Registration & Networking  
5:30 – 7:00 pm – Info Session & Presentation

**LOCATION:** HRPA Headquarters  
150 Bloor Street West,  
Suite 200 Toronto M5S  
2X9

**COST:** \$15 – Toronto Chapter members  
\$25 – Non-Members

**REGISTRATION:** Please click here to register. Your payment options include PayPal, e-transfer to [iscebstorontochapter@gmail.com](mailto:iscebstorontochapter@gmail.com) or cheque payable to Toronto Area Chapter-ISCEBS.

**RSVP:** **By Friday, August 10, 2018**  
No refunds will be made for cancellations after **Friday, August 10, 2018**.

**QUESTIONS:** Contact Linda Bellon, CEBS at (416) 865-0060 x2331, or via email at [linda.bellon@conduent.com](mailto:linda.bellon@conduent.com).

**REGISTER NOW**

## SPEAKERS

**Dr. Marc Hurwitz** is Co-founder and Chief Insight Officer of FliPskills Consulting and FliP University. He holds a PhD in cognitive neuroscience, an MBA, Masters degrees in Physics and Math, and most notably obtained his CEBS certification in 2004! He teaches leadership, followership and entrepreneurship at the University of Waterloo. He has been recognized with numerous awards for teaching, training, academic achievement, speaking, and acting. Marc is known for being engaging, insightful and not a woolly-headed academic!

**Samantha Hurwitz** is Co-Founder and Chief Encouragement Officer of FliPskills Consulting and FliP University. She is a leadership and followership coach, consultant, trainer and writer and draws on her extensive corporate and entrepreneurial experience. Sam enjoys helping people have those "aha" and "ahhh" moments.

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### **About ISCEBS:**

The International Society of Certified Employee Benefit Specialists serves the unique needs of the diverse benefits community. It is an affiliation of an elite group of peers, all of whom have earned the CEBS designation or are current students. They are recognized for their demonstrated benefits knowledge.

### **About HRP:**

The Human Resources Professionals Association protects the public interest by governing and regulating the professional practice of its more than 23,000 member registrants. HRP advances the professionalization of HR and acknowledgment of the profession as a key driver of organizational success.



This program qualifies for 1.5 CEBS continuing professional education (CPE) credits. Note that these credits are only for CEBS designation holders. Visit [www.cebscpe.org](http://www.cebscpe.org) for more information.