

GROW CONFERENCE

Life-changing access to the best minds in the world focused on purpose and mental health

8-10 Oct 2024
Virtual Conference

www.why-stories.com/conference

Isabelle Freidheim

Claude Silver

Dr. Caroline Leaf

Noor Sweid

Andrew Waitman

Samia Melhem

Donna Benton

Mona Ataya

Chris Yeh

Jamie Savage

Tolorunlogo Akinrinola

Dr. Sat Dharam Kaur, (ND)

Leena Khalil

Sonya Shorey

Stephanie Lunn

Nadine Rizk

Lubna Forziy

Claudia Krywiak

Sophie Grégoire Trudeau

Dr. Gabor Maté

The GROW Virtual Conference will bring together celebrities, investors, VCs, CEOs, authors & the world's best minds. The conference will feature four dynamic growth topics; each designed to inspire attendees with the tools to grow their organizations and wealth, while prioritizing mental health and purpose.

Day	Name of Speaker	Time (EST)	Time (PST)	Time (GST/UAET)
Day one 8 October 2024	Dr. Gabor Maté: Renowned Speaker and Best Selling Author Keynote: Trauma, Illness & Healing in a Toxic Work Culture	1:00 PM - 1:45PM	10:00 AM - 10:45 AM	9:00 PM - 9:45 PM
	Sophie Grégoire Trudeau: Best Selling Author and Mental Health Advocate Keynote: Closer Together: The Power of Community	1:30 PM - 2:15 PM	10:30 AM - 11:15 AM	9:30 PM - 10:15 PM
	Dr. Caroline Leaf: Communication Pathologist, Clinical and Research Neuroscientist Fireside Chat: Grow through Purpose	2:15 PM - 2:45 PM	11:15 AM - 11:45 AM	10:15 PM - 10:45 PM
Day Two 9 October 2024	Noor Sweid: Founder & Managing Partner – Global Ventures Fireside Chat: Grow through Purpose	8:30 AM - 9:00 AM	5:30 AM - 6:00 AM	4:30 PM - 5:00 PM
	Andrew Waitman: CEO – Assent Fireside Chat: Grow your Wealth	9:00 AM - 9:30 AM	6:00 AM - 6:30 AM	5:00 PM - 5:30 PM
	Donna Benton: Founder and CEO - The Entertainer, Caha Capo and The Benton Fireside Chat: Grow your Business	9:30 AM - 10:00 AM	6:30 AM - 7:00 AM	5:30 PM - 6:00 PM
	Isabelle Freidheim: Founder & Managing Partner – Athena Capita Fireside Chat: Grow your Wealth	10:00 AM - 10:30 AM	7:00 AM - 7:30 AM	6:00 PM - 6:30 PM
	Tolorunlogo Akinrinola: Mindtrust Leaders Participant – Bsc. Psychology & Neuroscience & Master of Education Fireside Chat: Grow through Purpose	10:30 AM - 10:45 AM	7:30 AM - 7:45 AM	6:30 PM - 6:45 PM
	Jamie Savage: Interim CEO of Startup Canada and the Founder of The Leadership Agency Fireside Chat: Grow your Business	10:45 AM - 11:15 AM	7:45 AM - 8:15 AM	6:45 PM - 7:15 PM
	Dr. Claudia Krywiak: President & CEO at Ontario Centre of Innovation Fireside Chat: Grow Your Business	11:15 AM - 11:45 AM	8:15 AM - 8:45 AM	7:15 PM - 7:45 PM
Day Three 10 October 2024	Sonya Shorey: President and CEO – Invest Ottawa Fireside Chat: Grow your Business	11:00 AM - 11:30 AM	8:00 AM - 8:30 AM	7:00 PM - 7:30 PM
	Dr. Sat Dharam Kaur, ND: Co-Director & CEO – Compassionate Inquiry Fireside Chat: Grow your Workforce	11:30 AM - 12:00 PM	8:30 AM - 9:00 AM	7:30 PM - 8:00 PM
	Claude Silver: Chief Heart Officer – VaynerX Fireside Chat: Grow your Workforce	12:00 PM - 12:30 PM	9:00 AM - 9:30 AM	8:00 PM - 8:30 PM
	Chris Yeh: Investor, Author & Entrepreneur Fireside Chat: Blitzscaling with Mental Health	12:30 PM - 1:00 PM	9:30 AM - 10:00 AM	8:30 PM - 9:00 PM
	Stephanie Lunn: Global People & Culture Director – Guinness World Records Fireside Chat: Grow your Workforce	1:00 PM - 1:30 PM	10:00 AM - 10:30 AM	9:00 PM - 9:30 PM
	Mona Ataya: Founder Mumzworld, Co-founder Bayt. Digital Advisor & Board Member Fireside Chat: Grow through Purpose	1:30 PM - 2:00 PM	10:30 AM - 11:00 AM	9:30 PM - 10:00 PM
Samia Melhem: Lead Policy Specialist on Digital Development – The World Bank & Board Member – LIFE Fireside Chat: AI & Mental Health	2:00 PM - 2:30 PM	11:00 AM - 11:30 AM	10:00 PM - 10:30 PM	



Oct 8th - 10th



An opportunity to hear from the world's best minds



Virtual Conference



CEO's, HR Leaders, Practitioners, Mental Health Advocates

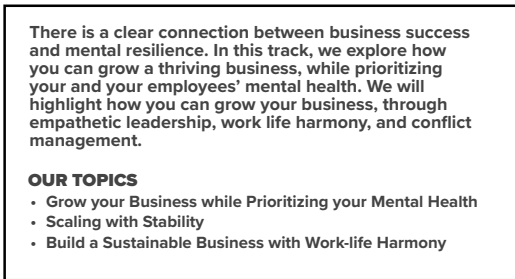


Track 1 Grow through Purpose

Start with your **WHY** and lead with authenticity, clarity, and a profound sense of mission. In this track, we explore how you can grow through purpose and align your goals with meaning. This will leave you feeling fulfilled, aligned and energized.

OUR TOPICS

- Purpose and Profit: The Power Couple
- Clarity in your Next Chapter
- Aligning Goals with Purpose

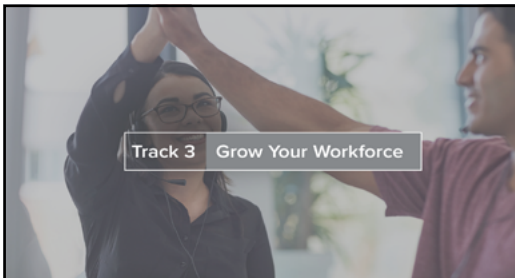


There is a clear connection between business success and mental resilience. In this track, we explore how you can grow a thriving business, while prioritizing your and your employees' mental health. We will highlight how you can grow your business, through empathetic leadership, work life harmony, and conflict management.

OUR TOPICS

- Grow your Business while Prioritizing your Mental Health
- Scaling with Stability
- Build a Sustainable Business with Work-life Harmony

Track 2 Grow Your Business

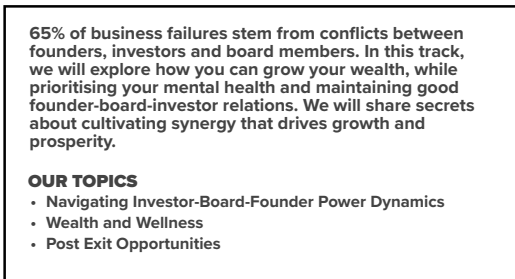


Track 3 Grow Your Workforce

Leading organizations or teams during uncertain times can be an overwhelming task, leaving individuals burnt out, and ineffective. In this track, we will explore how you can grow your workforce and build an engaged culture, with the right mental health support. We will share secrets to sustainable long-term success and productivity.

OUR TOPICS

- Mental Health in the Age of AI
- Unmasking Trauma and Healing in Toxic Workplaces
- Creating a Great Place to Work



65% of business failures stem from conflicts between founders, investors and board members. In this track, we will explore how you can grow your wealth, while prioritising your mental health and maintaining good founder-board-investor relations. We will share secrets about cultivating synergy that drives growth and prosperity.

OUR TOPICS

- Navigating Investor-Board-Founder Power Dynamics
- Wealth and Wellness
- Post Exit Opportunities

Track 4 Grow Your Wealth