



FranklinCovey Partners with World of Business Ideas to Have Renowned Thought Leaders and Bestselling Authors Present at 2024 World Business Forum Events

September 10, 2024

Stephen M. R. Covey, Bestselling Author of *The Speed of Trust* and *Trust & Inspire*, and Anne H. Chow, Former CEO of AT&T Business and Author of the New Book, *Lead Bigger*, to Present in Cities Around the Globe

SALT LAKE CITY--(BUSINESS WIRE)--Sep. 10, 2024-- [FranklinCovey \(NYSE: FC\)](#), one of the most trusted leadership companies in the world, announced today a partnership with [World of Business Ideas \(WOBI\)](#). FranklinCovey renowned thought leaders and authors, [Stephen M. R. Covey](#) and [Anne H. Chow](#), will present at the [2024 World Business Forum events](#) in five cities across the globe – [New York](#), [Bogota](#), [Mexico City](#), [Madrid](#) and [Sydney](#). Each two-day WOBI event will focus on today’s most relevant organizational business issues.

Covey is a *New York Times* and #1 *Wall Street Journal* bestselling author of [The Speed of Trust: The One Thing That Changes Everything](#) and [Trust & Inspire: How Truly Great Leaders Unleash Greatness in Others](#). He is a global authority on trust, leadership and culture and will present practical insights and tools from his latest work on how leaders can transcend the prevailing command and control approach to people and performance, and instead inspire and build high-trust cultures of performance. Trust is a complete non-negotiable—and the ability to inspire, on purpose, and as a matter of course, is a differentiator and a competitive advantage today like nothing else.

Chow, former CEO of AT&T Business and FranklinCovey Lead Director, will share her leadership lessons on creating high performing teams. Many of these insights are captured in her new book, [LEAD BIGGER: The Transformative Power of Inclusion](#) (On sale: September 10), which offers a new framework for prioritizing the leadership imperative of inclusion that is essential for the success of any organization and society at large. It's not just about thinking more expansively - it's about *leading* that way too. Chow leverages her extensive industry experience to showcase her growth-oriented, human-centric leadership approach. Her insights are grounded in over three decades of management roles including her tenure leading a \$35 billion global business with 35,000 employees, where she adeptly steered the organization through the pandemic and beyond.

“WOBI is the world’s premiere business event for showcasing our most respected thought leaders, experts and authors, as they speak to thousands of dedicated business professionals who are looking to implement change in their organizations,” said FranklinCovey CEO, [Paul Walker](#). “Covey and Chow will present key principles, practices, and skills that attendees can implement immediately within their organizations to drive collective action, results, and growth. We look forward to engaging with business leaders globally who attend WOBI events.”

Chris Stanley, WOBI’s Global Content Director, said, “We’re honored to partner with FranklinCovey and so look forward to having Covey and Chow on stage this year and to learning from them. Our attendees absorb wisdom from these distinguished business experts through a curated program that tackles today’s most pressing leadership challenges head-on. They walk away with transformative ideas and the inspiration to turn them into reality, as well as networking with thousands of decision makers, innovators, and industry leaders.”

The partnership between FranklinCovey and WOBI is a combination of two powerful organizations focused on improving and accelerating business results and growth. The global reach of both organizations puts their valuable business and performance acumen in the hands of businesses operating on an international stage, a crucial advantage in today’s global economy.

FranklinCovey keynote speakers will present at WOBI events as follows:

City	Date	Speakers	Topic
New York	October 24	Stephen M. R. Covey	Talent
		Anne H. Chow	High Performing Teams
Bogota	October 30	Anne H. Chow	Talent
	October 31	Stephen M. R. Covey	Leadership
Mexico City	November 5	Stephen M. R. Covey	Leadership
	November 6	Anne H. Chow	Talent
Madrid	November 13	Stephen M. R. Covey	Leadership
	November 13	Anne H. Chow	Leadership

Business leaders and decision makers will also hear from other experts, including: Francis Ford Coppola, renowned award-winning director, General David Petraeus, Former Director of the CIA and United States Army General, Amy Edmonson, authority on Psychological Safety at Harvard Business School, and Gary Hamel, world-renowned business thinker and management innovator.

To learn more about FranklinCovey’s solutions, such as [Fundamental Beliefs of Trust & Inspire Leaders](#)™, [Leading at The Speed of Trust](#)®, and [Working at the Speed of Trust](#)®, please visit [www.franklincovey.com](#).

ABOUT FRANKLIN COVEY CO.

[FranklinCovey \(NYSE: FC\)](#) is one of the largest and most trusted leadership companies in the world, with directly owned and licensee partner offices providing professional services in over 160 countries and territories. The Company transforms organizations by partnering with clients to build leaders, teams, and cultures that get breakthrough results through collective action, which leads to a more engaging work experience for their people. Available

through the [FranklinCovey All Access Pass](#), FranklinCovey's best-in-class content, solutions, experts, technology, and metrics seamlessly integrate to ensure lasting behavior change at scale. Solutions are available in multiple delivery modalities in more than 20 languages.

This approach to leadership and organizational change has been tested and refined by working with tens of thousands of teams and organizations over the past 30 years. Clients have included organizations in the *Fortune 100*, *Fortune 500* and thousands of small and mid-sized businesses, numerous government entities, and educational institutions. To learn more, visit www.franklincovey.com and enjoy exclusive content across FranklinCovey's social media channels at: [LinkedIn](#), [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

ABOUT WORLD OF BUSINESS IDEAS (WOBI)

[WOBI](#) is a leading global business content hub. Our goal is to produce and distribute the best management media content to help companies and their top executives improve the way they manage their organizations. We strongly believe that knowledge is the main competitive advantage in today's business world, and we create transformational experiences to inspire people and organizations with actionable ideas.

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