



# FranklinCovey

## FranklinCovey Hosts Exclusive Webinar With World's Bestselling Author, James Patterson, and FranklinCovey Leadership Expert, Dr. Patrick Leddin, To Preview Their Upcoming Book, *Disrupt Everything!*

February 11, 2025

*Live Webinar Will Focus On Content From Highly Anticipated Upcoming Book, And On "Why Every Organization, Leader, And Team Member Needs To Disrupt To Grow, Change, And Triumph"*

FranklinCovey:

**WHO:** James Patterson, the world's bestselling author and storyteller, and Dr. Patrick Leddin, *Wall Street Journal* bestselling author and FranklinCovey Leadership Expert, co-authors of the upcoming book, [\*Disrupt Everything!\*](#)

**WHEN:** February 12, 2025 – 1:00 to 2:00 p.m. EST

**WHAT:** [Exclusive webinar](#) will offer a preview of the upcoming and highly anticipated new book, [\*Disrupt Everything: Every Leader, Team Member, and Family Needs to Disrupt. Grow. Change. Triumph!\*](#), launching September 29, 2025. The co-authors will focus on "Why Every Organization, Leader, and Team Member Needs to Disrupt to Grow, Change, and Triumph."

**WHERE:** To register for the exclusive live webinar, click [here](#): **\*Special Bonus: The first 1,000 people who register will receive a free copy of *Disrupt Everything!* (U.S. and Canada only).**

**WHY:** The upcoming book tackles one of today's most pressing challenges: Disruption. Imagine a workplace where every leader and team member doesn't just endure disruption—but thrives because of it. *Disrupt Everything!* lays the foundation for creating teams of disruptors and, ultimately, organizations of disruptors who are resilient, innovative, and equipped to navigate the toughest challenges.

Patterson said, "Disruption isn't just coming—it's already here. From AI to economic uncertainty to the way COVID reshaped our world. But here's the truth: Disruption isn't the enemy—it's the opportunity."

Paul Walker, FranklinCovey CEO said, "In an age of unprecedented disruption, we're delighted to offer a webinar with Patterson, who is making his first business book debut with *Disrupt Everything!*, and with Leddin, who has conducted research and interviews with over 350 positive disruptors from around the world. Together, they'll share how you can step up and embrace disruption fearlessly and flawlessly."

**During this live discussion, Patterson and Leddin will:**

- **Reveal Four Fundamental Facts Every Leader Needs to Know About Disruption** —Understand the truths underlying constant change and how to leverage them.
- **Introduce the Groundbreaking Disruptive Loop Framework** —Learn how to turn unexpected challenges into opportunities.
- **Deliver Actionable Insights for Driving Personal and Organizational Impact** —Learn how small changes create powerful, lasting results.
- **Share Relatable Stories and Data from Two-and-a-Half Years of Research** —Leave with real-world examples and practical takeaways.

**Attend this transformative conversation to learn how to lead confidently, respond effectively to unexpected change, and transform disruption into an engine for growth and long-term success.**

### **About James Patterson and Dr. Patrick Leddin**

**James Patterson** is the most popular storyteller of our time. He is the creator of unforgettable characters and series, including Alex Cross, the Women's Murder Club, Jane Smith, and Maximum Ride, and of breathtaking true stories about the Kennedys, John Lennon, and Tiger Woods, as well as our military heroes, police officers, and ER nurses. Patterson has coauthored #1 bestselling novels with Bill Clinton, Dolly Parton, Michael Crichton, and now adds Dr. Patrick Leddin as his latest co-author. He has told the story of his own life in *James Patterson by James Patterson* and received an Edgar Award, ten Emmy Awards, the Literarian Award from the National Book Foundation, and the National Humanities Medal.

**Dr. Patrick Leddin** is the Global Leadership Practice Leader at FranklinCovey and the *Wall Street Journal* bestselling author of *The 5-Week Leadership Challenge*. A 19-year veteran of the firm, he has served as Director of Strategic Partnerships and Senior Delivery Consultant. He was an associate professor and Associate Director of the Practice of Business Studies at Vanderbilt University, where he taught Corporate Strategy, Negotiation, Advanced Marketing, and Crisis Leadership. He led The Disruption Project at the university, where he studied how people ranging from household names to unsung heroes succeed in the face of disruption. As the co-author with James Patterson in the new book, ***Disrupt Everything!***, Leddin uses his research from the project as real world, relatable stories and case studies to move its readers to disrupt. He is also the host of the popular, weekly FranklinCovey podcast, *C-Suite Conversations with Dr. Patrick Leddin*.

## **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](http://www.franklincovey.com) and enjoy exclusive content across FranklinCovey's social media channels at: [LinkedIn](#), [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

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