



FranklinCovey

Global FranklinCovey Impact Conference to Feature Mel Robbins, Author of The Let Them Theory, James Patterson and Patrick Leddin, Co-Authors of Disrupt Everything and Win, Stephen M. R. Covey, Author of Trust & Inspire, and an Expert AI Panel

October 28, 2025

The Virtual, Complimentary Conference, “Where Are All the Great Leaders” Will Explore The Call to Lead in An Age of Disruption and Crisis of Trust

SALT LAKE CITY--(BUSINESS WIRE)--Oct. 28, 2025-- [FranklinCovey \(NYSE: FC\)](#) today announced that its global [FranklinCovey Impact Conference](#) to be held **November 4-7 from 9 a.m. to 10:30 a.m. (MST) daily**, will feature bestselling authors, including [Mel Robbins](#), author of [The Let Them Theory](#), [James Patterson](#) and [Patrick Leddin](#), PhD, co-authors of [Disrupt Everything and Win](#), [Stephen M. R. Covey](#), author of [Trust & Inspire](#), as well as an expert AI panel from Google, ThoughtLinks and The Josh Bersin Company.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20251028158772/en/>



Register now for the complimentary FranklinCovey Impact Conference November 4-7 from 9 am to 10:30 am (MST) daily at impact.franklincovey.com.

[FranklinCovey Impact Conference](#).

Broken trust, relentless disruption, and hollow leadership. Across every industry, people-first leadership is being drowned out by short-termism and fear-based decisions. AI is accelerating the rush toward tech-first solutions, which can come with human trust costs. And so we ask, [Where are all the great leaders? Maybe closer than you think. It's about identifying them, equipping them, and giving them the courage to lead when it matters most.](#) At the FranklinCovey Impact Conference, we'll explore how to uncover, enable, and empower the leaders already among us.

[Paul Walker, FranklinCovey CEO](#), said, “If you're a senior business leader seeking to create lasting performance, an HR or L&D leader building leadership depth, an executive or manager ready to rise to the moment, or a future leader eager to grow your career, this conference is for you. You should also attend if you're a PK-12 educator or higher ed leader driving student success. You'll rediscover what it means to be a great leader and be guided toward making meaningful lasting changes in behavior to generate transformative outcomes.”

DAY 1: Tuesday, November 4 – [James Patterson](#), The world's bestselling author and storyteller and [Patrick Leddin](#), PhD, FranklinCovey Senior Advisor on Culture and Leadership and New York Times bestselling author, co-authors of [Disrupt Everything and Win](#): Great leaders see disruption not as danger, but as their greatest advantage. The co-authors will reveal how great leaders transform disruption into innovation, growth, and unprecedented success with insights from their newly released book.

DAY 2: Wednesday, November 5 – [Stephen M. R. Covey](#), New York Times and #1 Wall Street Journal bestselling author of [Trust & Inspire](#) and [The Speed of Trust](#) (With Special Guest, [Colleen Wegman](#), President and CEO of [Wegmans](#)): Great leaders don't Command & Control—they Trust & Inspire. Stephen M. R. Covey will share why Trust & Inspire leadership is essential for the future of work. Learn how to unleash greatness in others, spark innovation, and build high-trust cultures where teams consistently volunteer their best efforts.

DAY 3: Thursday, November 6 – Expert AI Panel: [Amanda Brophy](#), Director, [Grow with Google](#), [Sumeet Chabria](#), Founder and CEO of [ThoughtLinks](#), former Global COO for Technology and Operations at Bank of America, [Kathi Enderes](#), Senior Vice President of Research, [The Josh Bersin Company](#): Great leaders use AI to amplify human potential, not replace it. Leading AI experts from across industries will participate in a dynamic panel conversation on how AI is reshaping leadership and how leaders can adapt in real time, accelerate learning, and drive performance.

DAY 4: Friday, November 7 – [Mel Robbins](#), creator and host of the award-winning [The Mel Robbins Podcast](#) and #1 New York Times bestselling author of [The Let Them Theory](#): Great leaders cut through doubt, act boldly, and unlock potential in themselves and others. Join world-renowned speaker Mel Robbins for a powerful conversation on what great leadership looks like today.

Who Should Attend the FranklinCovey Impact Conference?

- If you're tired of shallow quick fixes and want to build real leadership capability...
- If you're navigating disruption, disengagement, or breakdowns in trust...
- If you know your culture, performance, and future-readiness are only as strong as your leaders...

Then you should attend.

About FranklinCovey

[Franklin Covey Co. \(NYSE: FC\)](#) is the premier organizational performance partner, with directly owned and licensee partner offices providing professional services in over 160 countries and territories. With its Enterprise and Education Divisions, the Company transforms organizations by

The virtual, complimentary conference entitled, “Where Are All the Great Leaders?”, will explore the call to [lead in an age of disruption](#) and [crisis of trust](#). Attendees from more than 125 countries have registered. **TO REGISTER VISIT: [The](#)**

partnering with clients to build leaders, teams, and cultures that get breakthrough results through collective action. Available through the **FranklinCovey All Access Pass** and **Leader in Me** membership, **FranklinCovey's** best-in-class content, solutions, experts, technology, and metrics seamlessly integrate to produce 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, thousands of small and mid-sized businesses, and numerous educational institutions and government entities. **To learn more, call 1-888-868-1776 or visit www.franklincovey.com and enjoy exclusive content across FranklinCovey's social media channels at: [LinkedIn](#), [Facebook](#), [X](#), [Instagram](#), and [YouTube](#).**

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