



## FranklinCovey Thought Leaders and Best-Selling Authors Set to Speak at 2018 World of Business Ideas Events

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### Speakers will be Featured at Five Events Around the Globe

SALT LAKE CITY--(BUSINESS WIRE)--Oct. 2, 2018-- [FranklinCovey Co.](#) (NYSE: FC), a global firm specializing in organizational performance improvement, announced today the inclusion of four of its thought leaders and best-selling authors in the fall 2018 lineup of [World of Business Ideas](#) (WOBI) events. This is the third consecutive year that FranklinCovey has provided its thought leadership to WOBI events.

FranklinCovey will participate in a total of five WOBI events this fall, in cities across the globe, including Madrid, Mexico City, Milan, New York City, and Medellin, Colombia. WOBI organizes and curates business and leadership events each year in cities across the Americas, Europe and Asia.

FranklinCovey will be participating in two different WOBI events, WOBI World Business Forum and WOBI World Leadership Forum. Both events bring together passionate business leaders from all industries who are seeking to develop transformative leadership qualities needed to bring positive change in their organizations.

"WOBI has been an extraordinary partner and an ideal platform on which to feature our thought leaders on a global scale, and we're excited that this developing tradition will continue throughout 2018 and beyond," said Scott Miller, FranklinCovey Executive Vice President, Thought Leadership. "FranklinCovey is world renowned for our ability to not simply change people's paradigms but in fact change their behavior which delivers unprecedented results. Our thought leaders and best-selling authors are experts in their field, with decades of experience and insight into the most current and important issues relating to business and leadership. WOBI attendees will engage with compelling content that will provide them with knowledge they can apply in their organizations to help them achieve their key business objectives."

WOBI event cities featuring FranklinCovey speakers include:

City	Date	Speaker	Event
<a href="#">Madrid</a> , Spain	October 9-10, 2018	<a href="#">Kory Kogon</a>	World Business Forum
<a href="#">Mexico City</a> , Mexico	October 24-25, 2018	<a href="#">Sandy Rogers</a>	World Business Forum
<a href="#">Milan</a> , Italy	October 30-31, 2018	<a href="#">Todd Davis</a>	World Business Forum
<a href="#">New York City</a> , United States	November 14-15, 2018	Todd Davis	World Business Forum
<a href="#">Medellin</a> , Colombia	December 5-6, 2018	<a href="#">Leena Rinne</a>	World Leadership Forum

Sandy Rogers and Leena Rinne will join FranklinCovey's rotation of WOBI contributors in 2018. Rogers and Rinne are two of the co-authors on FranklinCovey's upcoming book, [Fierce Loyalty: Cracking the Code to Customer Devotion](#), which provides the framework for any organization to earn customer devotion. Leena Rinne previously co-authored the best-selling book, *The 5 Choices: The Pathway to Extraordinary Productivity*. Sandy Rogers is FranklinCovey's preeminent thought leader on customer loyalty and will be a featured FranklinCovey author for the first time with the upcoming *Fierce Loyalty* title.

Other thought leaders scheduled to present at upcoming 2018 WOBI events include; best-selling author, Seth Godin, best-selling author and entrepreneur Arianna Huffington, best-selling author Malcolm Gladwell, former CEO of the Ford Motor Company, Alan Mullaly, and former CEO of GE, Jeff Immelt, among many other respected thinkers and leaders. FranklinCovey is scheduled to participate in several 2019 WOBI events with best-selling authors Stephen M. R. Covey and Todd Davis slated to speak at events across the globe. More speakers and details will be announced as the 2019 events get closer.

To see a full list upcoming WOBI events, visit <https://www.wobi.com/events/>

To learn more about FranklinCovey's thought leaders, visit <https://www.franklincovey.com/speakers-bureau.html>

### **ABOUT FRANKLIN COVEY CO.**

[FranklinCovey Co.](#) (NYSE: FC) is a global, public company specializing in organizational performance improvement. We help organizations and individuals achieve results that require a change in human behavior. Our expertise is in seven areas: leadership, execution, productivity, trust, sales performance, customer loyalty and education. FranklinCovey clients have included 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small and mid-sized businesses, as well as numerous government entities and educational institutions. FranklinCovey has more than 100 direct and partner offices providing professional services in over 160 countries and territories.

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