



Franklin Covey Co. Announces Partnership with World of Business Ideas to Present at World Business Forum Events

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FranklinCovey Thought Leaders and Best-Selling Authors to Present at Seven 2017 Events in Cities Around the Globe

SALT LAKE CITY--(BUSINESS WIRE)--Jun. 5, 2017-- [Franklin Covey Co.](#) (NYSE: FC), a global company specializing in organizational performance improvement, announced today a partnership with [World of Business Ideas](#) (WOBI), to present at five [World Business Forum](#) events, as well as two WOBI on Leadership Events, in 2017. World Business Forum is a two-day event hosted in seven cities across the globe. Each WOBI event focuses on today's most relevant business issues.

"FranklinCovey's content and solutions stand at the forefront of the consulting and training industries, and World Business Forum is the ideal platform to present some of our most respected thought leaders, experts and best-selling authors to thousands of dedicated business professionals looking to make improvements and change in their organizations," said [Scott Miller](#), FranklinCovey Executive Vice President and Chief Marketing Officer. "Our solutions are grounded in timeless principles that drive behavioral change from the inside out. Whether its productivity, leadership, strategy execution or trust, attendees will learn the key concepts, practices and skills they can implement immediately within their organizations. We look forward to engaging with the many business leaders throughout the world at the seven WOBI events."

The partnership between FranklinCovey and WOBI is a combination of two powerful business influencers 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 will present industry leading methods for driving change and shaping organizational culture based on their many best-selling books and immersive work sessions. Event cities and keynote speakers include:

City	Speaker	Event	Date	Topic
Bogota	Kory Kogon	World Business Forum	June 7, 2017	Productivity
Mexico City	Todd Davis	WOBI on Leadership	June 28-29, 2017	Leadership
Madrid	Chris McChesney	World Business Forum	Oct. 3-4, 2017	Strategy Execution
Mexico City	Shawn Moon	World Business Forum	Oct. 25-26, 2017	Leadership
Milan	Chris McChesney	World Business Forum	Nov. 7-8, 2017	Strategy Execution
New York City	Stephen M. R. Covey	World Business Forum	Nov. 16-17, 2017	Trust
Medellin	Todd Davis	WOBI on Leadership	Dec. 5-6, 2017	Leadership

FranklinCovey thought leaders will present to business leaders and decision makers who will also hear from other experts like Sir Richard Branson, international business magnate, investor and philanthropist; Seth Godin, bestselling author, entrepreneur and marketer; Abigail Posner, Google's Head of Strategic Planning; Jonah Berger, Wharton School of Business professor; and Olympic Champion Michael Phelps.

FranklinCovey and WOBI have also created an exclusive, pre-conference event to be held November 15, 2017, the day before the New York City conference. [Stephen M. R. Covey](#), author of *The New York Times* and No. 1 *Wall Street Journal* best-seller [The Speed of Trust: The One Thing That Changes Everything](#), will be leading a five-hour work session on the competency of trust. Covey asserts that trust is more than a social virtue — it's a measurable, strategic advantage driven by specific learned behaviors.

To learn more about FranklinCovey's performance improvement solutions, please visit <https://www.franklincovey.com>.

For more information on this year's WOBI events, please visit <http://www.wobi.com>.

ABOUT FRANKLIN COVEY CO.

[Franklin Covey Co.](#) (NYSE: FC) is a global, public company specializing in 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. Franklin Covey 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. Franklin Covey has more than 100 direct and partner offices providing professional services in over 150 countries and territories.

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