



FranklinCovey's Chris McChesney, #1 Wall Street Journal Bestselling Author of *The 4 Disciplines of Execution*, to Keynote the 2016 World Business Forum in New York City

November 14, 2016

The 4 Disciplines of Execution Author to Lead Exclusive Pre-Conference Work Session and Deliver a Keynote Address on Strategy Execution at the World Business Forum

SALT LAKE CITY--(BUSINESS WIRE)--Nov. 14, 2016-- [Franklin Covey Co.](#), a leader in organizational performance improvement, today announced that [Chris McChesney](#), the #1 *Wall Street Journal* bestselling author of [The 4 Disciplines of Execution](#) (4DX), will present at the 2016 [World Business Forum](#) in New York City.

McChesney will also lead an exclusive pre-conference work session on Wednesday, November 16, 2016 from 1-6 p.m. and will deliver his keynote address on strategy execution on Friday, November 18, 2016 at 1:40 p.m. Both events will be held at the Lincoln Center.

In a world of information overload, the annual [WOBI](#) conference focuses on the issues most relevant to today's business people, stimulating new thinking and inspiring action. Attendees come to learn from and be inspired by some of the world's most renowned figures from business and beyond – a blend of content composed by CEOs, entrepreneurs, innovators, thinkers, artists and sportspeople.

"I am thrilled with the opportunity to interact with the business leaders and management teams at this year's World Business Forum," said Chris McChesney, [FranklinCovey's Global Practice Leader of Execution](#). "This in-depth, pre-conference work session will immerse attendees in defining and executing on actionable strategies that will mitigate the challenges which arise when trying to accomplish team or company goals. The number one driver of morale and engagement is whether or not the team feels like they are winning. And, our 4DX work session includes the principles and disciplines required to help teams win more often."

McChesney was key in the development of FranklinCovey's world-renowned offering, [The 4 Disciplines of Execution](#), which has been implemented by Fortune 100 and 500 companies. This pre-conference session provides participants with a rare opportunity to interact with a leading authority on strategy execution. During the five-hour pre-conference work session, attendees will participate in a 4DX work session and be highly engaged in:

- Understanding the foundational principles necessary to execute with excellence
- Defining a strategy in a way that creates simplicity and transparency
- Drafting key strategic bets

McChesney's keynote presentation will address two conclusions FranklinCovey has developed over the last 30 years, working with thousands of organizations. First, the principles necessary to execute strategy are universal and are rooted in human tendencies. Second, these principles of execution are the exact same principles that drive morale and engagement. Alongside the New York City event, FranklinCovey also partnered with WOBI to bring [Kory Kogon](#), co-author of the *Wall Street Journal* bestseller, [The 5 Choices: The Path to Extraordinary Productivity](#), to the WOBI event in Mexico City, where she presented a keynote address on productivity on October 27, 2016.

FranklinCovey and WOBI will also partner together in 2017, to bring additional FranklinCovey thought leaders and content experts to deliver keynote addresses at WOBI events in New York, Bogota, Mexico City, Milan, Madrid and Sydney.

For more information about the cost of registration and to register for the New York City event, please visit <http://bebeta.wobi.com/nyc/workshop-mcchesney/>

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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Franklin Covey Co.
Debra Lund, 801-244-4474
Global Director, Public Relations
debra.lund@franklincovey.com
or
Travis Rust, 801-817-5378
Public Relations Manager

travis.rust@franklinovey.com