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# LEADERCAST

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**VOICES OF CHANGE** 06.05.2011.

Hotel Regent Esplanade Zagreb  
Smaragdna dvorana

**SETH GODIN**

**ROBIN ROBERTS**

**JOHN MAXWELL**

**DAVE RAMSEY**

**SIR KEN ROBINSON**

**DAN CATHY**

**MUHTAR KENT**

**SUZY WELCH**

**MACK BROWN**

**ERIN GRUWELL**

**FRANS JOHANSSON**

**ILBA**

Innovation and Leadership Business Academy



**BRINGING  
TOGETHER  
THE VOICES  
OF 75,000  
LEADERS**



# MAY 6, 2011 LIVE FROM ATLANTA

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Each day we have an opportunity to change the culture of our workplaces, communities, and families. Is it possible to use our voice in such a way that we can make ourselves, our teams and even our cities better?

Chick-fil-A® Leadercast is the can't-miss one-day leadership event on May 6, 2011, broadcast LIVE from Atlanta, GA, direct to 75,000 leaders across the world.

Learn from the world's most influential voices about using your passion to create positive change.

[www.chick-fil-a-leadercast.com](http://www.chick-fil-a-leadercast.com)





# VOICES OF CHANGE

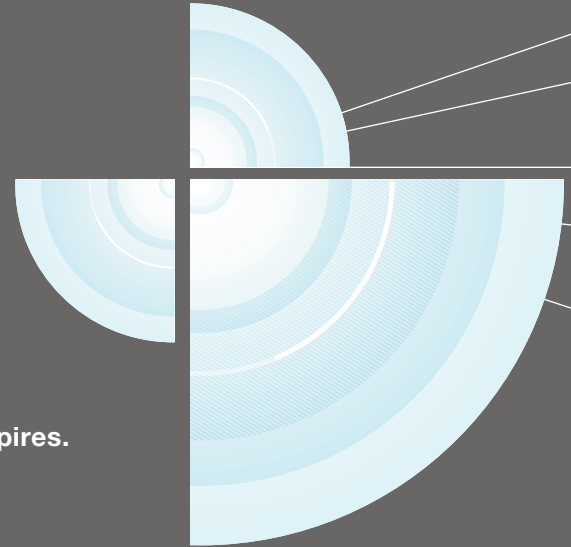
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As leaders, we want to grow our voice. When our voice joins other leaders, we can create a chorus of thousands that can influence tomorrow ... forever. Chick-fil-A® Leadercast is a powerful way to unite with other leaders to learn new insights that will ignite change—which could be as simple as one thing you do differently on Monday, a new perspective at work, or one person you influence. When we join together, even the small changes become a powerful collective.

[www.chick-fil-a-leadercast.com](http://www.chick-fil-a-leadercast.com)

# YOUR VOICE OF CHANGE

Every leader has a unique voice. One offers direction, while another inspires.  
Some voices impact lives without uttering a single word.  
Do you know your voice? These are some of the voices that we  
believe Chick-fil-A® Leadercast Leaders embody:



## **INFLUENCE**

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CAN ALTER OPINIONS AND SWAY PERSPECTIVES. RATHER THAN RELYING ON THEIR POWER, THEY ARE HUMBLER BY THEIR RESPONSIBILITIES AND INTENTIONALLY USE THEIR GIFTS TO EMPOWER AND DEVELOP FELLOW LEADERS.

## **INNOVATION**

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NEVER QUITE SATISFIED WITH THE STATUS QUO. THEY ARE PIONEERS, ALWAYS PLANNING FOR THE FUTURE AND GENTLY NUDGING THOSE AROUND THEM TO DO THE SAME.

## **SERVICE**

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SEEK TO LIFT THE HUMAN SPIRIT THROUGH GIFTS OF TIME AND TALENT. THEY GLADLY FOCUS ON OTHERS FIRST AS THEY QUIETLY PLUG AWAY BEHIND THE SCENES.

## **PURPOSE**

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AREN'T EASILY DISTRACTED FROM THE INTENDED PATH. THEIR DRIVE AND DETERMINATION FUEL THEIR AMBITIONS, NOT FOR THEMSELVES, BUT FOR THOSE THEY LEAD.

## **HOPE**

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BELIEVE THAT A BETTER OUTCOME IS ALWAYS WITHIN REACH. THEY ARE THE ULTIMATE INSPIRERS, AND THEIR LIGHT SHINES BRIGHTEST DURING THE DARKEST OF HOURS.

# WORLD RENOWNED THOUGHT LEADERS

The thought leaders at Chick-fil-A® Leadercast not only represent the world's experts in leadership, business and creativity, but they also represent each of the five voices that define a Chick-fil-A Leadercast leader. Coming from diverse backgrounds, industries, and experiences, the speakers at Chick-fil-A Leadercast offer remarkably candid teachings and highly practical ways to grow professionally and personally.







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a **TONY BLAIR** 2009

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b **BEN CARSON** 2010

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c **LINDA KAPLAN THALER** 2009

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d **JIM COLLINS** 2010

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e **JOHN MAXWELL** 2000-2011

# 2011 VOICES

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## ROBIN ROBERTS

Anchor of Emmy-winning show,  
“Good Morning America”  
[www.abcnews.go.com/GMA](http://www.abcnews.go.com/GMA)



HOPE



PURPOSE

## MACK BROWN

Head coach of the 2005 National Champion Texas Longhorns & 2009 Big 12 Coach of the Year  
[www.mackbrown-texasfootball.com](http://www.mackbrown-texasfootball.com)

INNOVATION



## JOHN MAXWELL

Leadership expert & best-selling author of *The 21 Irrefutable Laws of Leadership*  
[www.johnmaxwell.com](http://www.johnmaxwell.com)



INFLUENCE

## SUZY WELCH

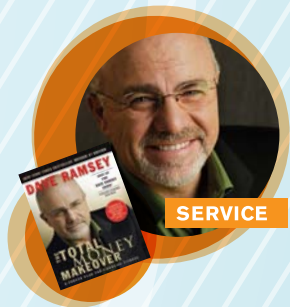
Best-selling author, television commentator & business journalist  
[www.suzywelch101010.com](http://www.suzywelch101010.com)



PURPOSE

## SIR KEN ROBINSON

Best-selling author & leader in creativity, innovation & human resources  
[www.sirkenrobinson.com](http://www.sirkenrobinson.com)



**SERVICE**

### DAVE RAMSEY

Best-selling author & nationally-syndicated radio personality

[www.daveramsey.com](http://www.daveramsey.com)



**INFLUENCE**

### SETH GODIN

World-renowned blogger & marketing expert, best-selling author of *Linchpin*

[www.sethgodin.com](http://www.sethgodin.com)

### DAN CATHY

President & COO of Chick-fil-A®, Inc.

[www.dantcathy.com](http://www.dantcathy.com)

**SERVICE**



**HOPE**

### ERIN GRUWELL

Founder of Freedom Writers Foundation & subject of the film, "Freedom Writers"

[www.freedomwritersfoundation.org](http://www.freedomwritersfoundation.org)

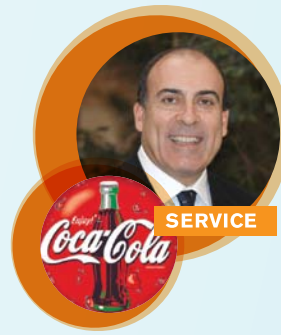


**INNOVATION**

### FRANS JOHANSSON

Best-selling author of *The Medici Effect*

[www.themedicieffect.com](http://www.themedicieffect.com)



**SERVICE**

### MUHTAR KENT

Chairman of the board & CEO of

The Coca-Cola Company

[www.thecoca-colacompany.com](http://www.thecoca-colacompany.com)

[www.chick-fil-a-leadercast.com](http://www.chick-fil-a-leadercast.com)

# CHANGE BEGINS WITH YOU



Imagine your organization or team as the voice of marketplace transformation. Imagine pioneering a shift in the hearts and minds of your community leaders and business professionals. Imagine linking with hundreds of other locations throughout North America with a single vision: inspiring change.

There are two easy ways for you to participate in Chick-fil-A® Leadercast:

**1**

## **HOST THE EVENT FOR YOUR COMMUNITY, ORGANIZATION, OR TEAM.**

Build relationships, provide cost-effective training, and generate revenue without leaving your city.

**2**

## **ATTEND THE EVENT AT A LOCATION NEAR YOU.**

Experience Chick-fil-A Leadercast for yourself by attending the in-person event or by finding a location in your area.





# HOST THE EVENT FOR YOUR COMMUNITY, ORGANIZATION OR TEAM

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You have a chance to influence local leaders with an unprecedented day of leadership training. Start valuable conversations with your business community, add value to your current relationships, become a vehicle of impact, and generate alternative revenue – all for an exceptionally low cost and easy coordination.

You can bring Chick-fil-A® Leadercast to your community as either a public event or a private day of training within your organization.

Visit [www.chick-fil-a-leadercast.com](http://www.chick-fil-a-leadercast.com) to find out more.



## ATTEND THE EVENT

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The message of Chick-fil-A® Leadercast is about living a life of authentic leadership, and the focus is on encouraging leaders to use their leadership voice to give strength, guidance, vision and hope to those around them. You can learn these concepts from the world's best leaders by attending Chick-fil-A Leadercast in Atlanta or at one of our locations around the country.

In Atlanta, Chick-fil-A Leadercast is a sell-out each year. You will have access to exclusive book-signings with the presenters, unique audience experiences, live music, complimentary lunch, and more. Upgrade to the VIP Experience for more incredible opportunities.

Visit [www.chick-fil-a-leadercast.com/finda-](http://www.chick-fil-a-leadercast.com/finda-site)

site.

## WHAT YOU WILL LEARN

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**EACH OF THE FIVE LEADERSHIP VOICES WILL  
BE REPRESENTED IN TOPICS LIKE:**

- Leading based on relationship rather than rights
- How to provide exceptional customer service
- Creating a culture of servanthood
- The keys to finding your passion
- Unlocking creativity in your workplace
- Ways to incorporate innovation in your organization



# ONE DAY THAT IMPACTS LIVES FOREVER

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I was at a simulcast site and felt like I was in Atlanta. The hosts and video made me feel like an integral part of the day.

*Lindsey Hughes*

PEPPERDINE UNIVERSITY

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The quality of the presentations was exceptional. My organization would never have been able to afford sending me to a conference with this caliber of speakers.

*Renee Waterman*

UNITED WAY

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The value of the conference was fantastic! You don't often see the quality of production, caliber of speakers, and level of hospitality for the price.

*Samuel Lufi*

AMERICAN BIBLE SOCIETY

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The dynamic speakers, soft skills focus, and variety of topics made this event one of the best leadership training sessions I have attended in my 17 years of professional experience.

*Tamara Candler*

ELI LILLY AND COMPANY

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This event will give you and your staff a new look on the way business is done and give you the energy to make it happen.

*John Safin*

CARLSBAD DEPARTMENT OF DEVELOPMENT

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When attending events like this you intend to be able to grow from it, to love it as it inspires you. But this one lit a fire deep inside me. Each speaker had something specific to talk to me about.

*Angie Reed*

KANSAS STATE FEDERAL CREDIT UNION

# EXTEND YOUR LEARNING BEYOND MAY 6



Chick-fil-A® Leadercast is more than just an event.  
It is a catalyst for change and provides tools for practical application.

You have the opportunity to experience Chick-fil-A Leadercast in a variety of ways,  
both on May 6, 2011, and throughout the year.

## BEHIND-THE-SCENES FOOTAGE:

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On May 6, we will host Backstage Leadercast, with exclusive interviews with Chick-fil-A Leadercast leaders and other innovators. Visit [www.chick-fil-a-leadercast.com](http://www.chick-fil-a-leadercast.com) as the event approaches to learn more. To see footage from last year's Backstage Interviews, visit [chick-fil-a-leadercast.com/videos](http://chick-fil-a-leadercast.com/videos).

## GET MORE RESOURCES:

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### WEBSITE

[www.chick-fil-a-leadercast.com](http://www.chick-fil-a-leadercast.com)



### TWITTER

[twitter.com/CFALeadercast](https://twitter.com/CFALeadercast)



### FACEBOOK

[facebook.com/ChickfilALeadercast](https://facebook.com/ChickfilALeadercast)



### FLICKR

[flickr.com/photos/leadercast](https://flickr.com/photos/leadercast)



### YOUTUBE

[youtube.com/user/ChickfilALeadercast](https://youtube.com/user/ChickfilALeadercast)



### GIANT IMPACT

[www.giantimpact.com](http://www.giantimpact.com)

Media partners:



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LEADERCAST

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VOICES OF CHANGE 06.05.2011.

 Chick-fil-A® Leadercast is brought to you by GIANT Impact.

# SHARE YOUR VOICE

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**MAY 6, 2011**

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Join us at Chick-fil-A® Leadercast and begin using your voice to create positive change.

### 3 EASY WAYS TO PARTICIPATE:

#### 01 HOST THE EVENT

[chick-fil-a-leadercast.com/request](http://chick-fil-a-leadercast.com/request)

#### 02 ATTEND THE EVENT

In Atlanta - [chick-fil-a-leadercast.com/Atlanta](http://chick-fil-a-leadercast.com/Atlanta)  
Near You - [chick-fil-a-leadercast.com/findasite](http://chick-fil-a-leadercast.com/findasite)

#### 03 SPONSOR THE EVENT

[chick-fil-a-leadercast.com/event/sponsoring](http://chick-fil-a-leadercast.com/event/sponsoring)

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**Visit** [www.chick-fil-a-leadercast.com/request](http://www.chick-fil-a-leadercast.com/request)

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**Email** [info@chick-fil-a-leadercast.com](mailto:info@chick-fil-a-leadercast.com)

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**Call** (877) 225-3311

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