



LEADERCAST

VOICES OF CHANGE 06.05.2011.



**SETH
GODIN**

Entrepreneur, marketing expert, and best-selling author of 12 books including *Linchpin*



**ROBIN
ROBERTS**

Anchor of ABC's Emmy-award winning show, *Good Morning America*



**DAVE
RAMSEY**

Personal money-management expert, national radio personality, and best-selling author of *The Total Money Makeover*



**JOHN C.
MAXWELL**

Leadership expert and best-selling author of the *21 Irrefutable Laws of Leadership*



**SUZY
WELCH**

Best-selling author, television commentator, and noted business journalist



**DAN
CATHY**

President & COO of Chick-fil-A, Inc.



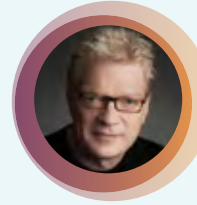
**FRANS
JOHANSSON**

Best-selling author of *The Medici Effect*



**MACK
BROWN**

Head Coach of the Texas Longhorns, 2009 Big 12 Coach of the Year



**SIR KEN
ROBINSON**

Best-selling author and leader in the development of creativity, innovation and human resources



**ERIN
GRUWELL**

Founder and president of The Freedom Writers Foundation



**MUHTAR
KENT**

Chairman of the Board and Chief Executive Officer of The Coca-Cola Company

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Chick-fil-A Leadercast Curriculum

Event Date: May 6, 2011

Speaking Topics

Robin Roberts – 25 min

Anchor of ABC's Emmy-Award Winning Show, "Good Morning America"

Education: B.A. at Southeastern Louisiana State University

Professional Qualifications: Personal history of overcoming obstacles in pursuit of excellence. Led the Good Morning America broadcast to three consecutive Emmy Awards, has worked in broadcasting for more than 20 years.

Topics to be Presented:

- How to achieve goals through dreams, focus and persistence
- Leading and accomplishing goals without making excuses
- Venturing outside of your comfort zone
- Focusing on the solution, not the problem

Dave Ramsey – 35 min

Best-selling author and nationally-syndicated radio personality, helping millions of people get out of debt.

Education: B.S. from the University of Tennessee

Professional Qualifications: Personal story of achieving financial responsibility and helping others live healthy lifestyles as relates to finances and leadership.

Topics to be Presented:

- Service in life and business

Suzy Welch – 20 min

Best-selling author, television commentator, and noted business journalist

Education: BA from Harvard University in 1981, Baker Scholar at Harvard Business School

Professional Qualifications: Extensive research and writing on work-life balance, leadership, change, organizational behavior and management. Launched an MBA program through Chancellor University.

Topics to be Presented:

- Dealing with pressure and the demands of the moment
- Regaining control of choices and lives.

Seth Godin – 35 min

World renowned blogger and marketing expert, best-selling author of “Linchpin”

Education: MBA from Stanford

Professional Qualifications: Author of twelve books that have been bestsellers around the world and changed the way people think about marketing, change and work. Has personal leadership experience as the founder and CEO of multiple companies and a VIP at Yahoo!

Topics to be Presented:

- How to be indispensable to your organization
- How to become an artist at work by producing competitive, unique and valuable results

Erin Gruwell – 20 min

Founder & President of Freedom Writers Foundation, object of the Paramount Pictures Film, Freedom Writers.

Education: Master’s Degree and teaching credentials from California State University

Professional Qualifications: Proven change agent in inner-city schools, now leading a nonprofit organization dedicated to educational reform.

Topics to be Presented:

- How even small events can fuel transformational change
- How to develop an environment of trust and communication
- Ways that individuals can become catalysts for change in their own lives
- How to harness your own personal power and determination to accomplish success that others may not think is possible

Mack Brown – 25 min

Head Coach of the Texas Longhorns, 2009 Big 12 Coach of the Year, National Championship winner

Education: Undergraduate degree from Florida State University and graduate degree from The University of Southern Mississippi

Professional Qualifications: Experience coaching teams to success and teaching relationship building skills; has successfully lead teams to win major championships.

Topics to be Presented:

- Living and leading other with purpose

Dan Cathy - 25 min

President & COO of Chick-fil-A, Inc.

Education: B.S. from Georgia Southern University

Professional Qualifications: Leader of a 1,480-plus unit chain with a staff of 75,000-plus employees. Under his leadership, Chick-fil-A has won numerous renowned customer service awards.

Topics to be Presented:

- How to provide exceptional customer service and create a culture of servanthood

Muhtar Kent - 25 min

Chairman of the Board and Chief Executive Officer, The Coca-Cola Company

Education: B.S. from Hull University, England, and M.S. from London City University

Professional Qualifications: Experience in strategy and planning across the organization, leading international business and leadership efforts.

Topics to be Presented:

- Creating a culture of service and innovation

Sir Ken Robinson - 20 min

Best-selling author & leader in the development of creativity, innovation & human resources

Education: PhD from the University of London

Professional Qualifications: Consultant in creativity, education and culture for many Fortune 500 companies and government agencies. Received knighthood from Queen Elizabeth II for his services to the arts. Focuses on creative challenges facing business and education in the new global economies.

Topics to be Presented:

- The keys to finding your passion and unlocking creativity in your workplace
- Way to incorporate innovation in your organization

Frans Johansson – 20 min

Best-selling author of The Medici Effect

Education: BS at Brown University and MBA at Harvard Business School

Professional Qualifications: Specializes in creating teams with diverse cultures, with practical experience as the founder of a software company.

Topics to be Presented:

- How to use diversity to ignite new innovations, yield greater margins, and set yourself apart from competition
- Creating a strategy and process to manage diverse teams.

John Maxwell - 30 min

Leadership Expert & Best-Selling Author of The 21 Irrefutable Laws of Leadership

Education: Masters at Azusa Pacific University and PhD at Fuller Seminary

Professional Qualifications: Extensive consultation experience in many large organizations and has developed and published leadership development plans and methods for increasing influence as an individual.

Topics to be Presented:

- How to lead based on respect and relationship rather than rights and position
- The difference between dynamic leadership and mediocre management

Total Speaking Time: 280 minutes

Other Educational Programming (Videos, Lunch Speakers, Experiential Breaks, Etc): 170 minutes