

10 YEAR ANNIVERSARY
2018
 LEADERS FORUM

Agenda

8-9 a.m.

Event registration, continental breakfast and book signing

9-11 a.m.

Keynote speech by Jon Gordon, featuring a Q&A session

11 a.m.

Program adjourns

Dates and locations

Tuesday, April 24, 2018

Marriott Minneapolis City Center
 30 South 7th Street
 Minneapolis, Minnesota

Wednesday, April 25, 2018

KI Convention Center
 333 Main Street
 Green Bay, Wisconsin

Register today to reserve your seat.

Sign up online at AssociatedBRC.com/LeadersForum or call us at **800-258-3190**.

Join area leaders for a presentation designed to inspire and empower you.

Inspire, encourage and empower. Lead your business to success.

Lift your organization to the top with a powerful new leadership approach. Jon Gordon has crafted the fables that inspire great leadership, and now he will gather his best insights to discuss the definitive approach to positive leadership. Great leaders understand that people drive the numbers, not the other way around; to win, you must win with people. Jon will show you how. It all begins with your decision to become a positive leader, and the understanding that leadership is not just about what you can do, but what you can inspire, encourage and empower others to do.

Meet our keynote speaker

You might recall Jon Gordon's dynamic storytelling style from our 2013 Leaders Forum when he talked about his book "The Energy Bus," which helped participants tap into their true leadership potential. This year, Jon will discuss how positive leadership can empower you and others in your organization to be more creative, productive and successful. His best-selling books and talks have inspired readers and audiences around the world, and his principles have been put to the test by numerous NFL, NBA and college coaches and teams, Fortune 500 companies, school districts, hospitals, and nonprofits.



Jon Gordon



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