

LIVE2>>LEAD

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West Des Moines Selected as Host Site for L2L: LIVE2LEAD

A leadership event intended to breathe new life into organizations through world-class speakers.

WEST DES MOINES, IA – #1 New York Times bestselling author, coach, and speaker John C. Maxwell has selected West Des Moines as a host site for the live simulcast, L2L: LIVE2LEAD on Oct. 7, 2016. The half-day event is here to breathe new life into your leadership, empowering you as you learn and lead others to follow. During early bird registration through Sept. 9, tickets are \$89/person.

Featured guests include Maxwell, Simon Sinek, Dan Cathy and Liz Wiseman. Through the partnership of the Valley Community Center and Executive Leadership Coach Monte Wyatt, West Des Moines was selected to host the event for the third year in a row.

“This half day will be powerful for CEO’s, business owners, leadership teams and anyone who wants to improve in their leadership skills,” Wyatt said. “Our goal is to help the greater Des Moines business community become stronger leaders at home, in their daily vocations and in their local communities.”

John C. Maxwell is a #1 New York Times bestselling author, coach, and speaker who has sold more than 24 million books. Identified as the #1 leader in business by the American Management Association and the world’s most influential leadership expert by *Inc.* He is the founder of The John Maxwell Company, The John Maxwell Team, and EQUIP, a non-profit organization that has trained more than 5 million leaders in 180 countries. Each year he speaks to Fortune 500 companies, presidents of nations, and many of the world’s top business leaders.

Simon Sinek, optimist, author and leadership authority. Simon teaches leaders and organizations how to inspire people. A trained ethnographer, he is the author of two books: the bestselling *Start With Why: How Great Leaders Inspire Everyone to Take Action* and *Leaders Eat Last: Why Some Teams Pull Together and Others Don’t*. He is best known for popularizing the concept of Why and for the talk he gave on the subject on TED.com.

Dan Cathy, Chairman, President and CEO of Chick-fil-A, one of North America’s largest family-owned businesses. As head of the quick-service chicken restaurant, Dan has taken an unconventional, yet personally and professionally rewarding approach to Chick-fil-A leadership. Spending the majority of his time traveling to the Atlanta-based chain’s restaurants, he believes working in the field enables him to personally convey his servant spirit to the company’s 70,000 plus employees.

Liz Wiseman, researcher, executive advisor, speaker, and President of The Wiseman Group, a leadership research and development firm headquartered in Silicon Valley. Liz Wiseman teaches leadership to executives and emerging leaders around the world. She is the author of three bestselling books: *Rookie Smarts: Why Learning Beats Knowing in the New Game of Work*, *Multipliers: How the Best Leaders Make Everyone Smarter* and *The Multiplier Effect: Tapping the Genius Inside Our Schools*. A former executive at Oracle Corporation, she worked over the course of 17 years as the Vice President of Oracle University and as the global leader for Human Resource Development.

To learn more about L2L visit <http://montewyatt.com/l2l-live-2-lead>. For individual and group tickets visit www.L2LDesMoines.eventbrite.com.