

# *MEDIA ADVISORY*

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## **Covey, Author and Consultant, Keynotes Annual Shelton Forum**

Noted author and world-renowned motivational speaker Dr. Stephen R. Covey will serve as keynote speaker for the second annual Gen. Henry Hugh Shelton Leadership Forum, which will be held Thursday and Friday, Nov. 13 and 14, at North Carolina State University's Jane S. McKimmon Center. **Covey will present a lunch address at noon on Thursday, Nov. 13, entitled "Leading High-Performance Organizations." The media are invited to attend.**

Gen. Shelton, an NC State alumnus and retired chairman of the Joint Chiefs of Staff for whom the forum is named, will deliver the opening address of this year's event, which will focus on "Leading Organizations That Embrace Change."

The forum is an annual seminar series that focuses attention on the importance of leadership development. It is one of several program offerings of the Gen. Henry Hugh Shelton Leadership Initiative, which is administered by NC State's Office of Extension and Engagement.

Covey leads a high-performance organization, serving as co-chairman of Franklin Covey Co. Throughout his career, he has taught many individuals, families and leaders in education, business and government agencies how to lead others using principles which enhance organizational effectiveness. Chief Executive Magazine named Covey's book, "The 7 Habits of Highly Effective People," the most influential business book of the 20th century. He is also the author of "Principle-Centered Leadership" and "First Things First," two of the best-selling business books of the decade.

The two-day forum will offer four interactive panels for participants to choose from: corporate enterprise risk management; K-12 education; higher education; and sustainable community development.

Leading the respective panels will be Dr. Mark S. Beasley, associate professor of accounting and director of the Enterprise Risk Management Program in the College of Management at NC State; David P. Langford, president of Langford International; Dr. Patricia P. Cormier, president of Longwood University; and Ronald C. Dodson, president and CEO of Audubon International Institute.