

# Shawn D. Moon



## HIGHLIGHTS

Responsible for FranklinCovey's global sales and delivery for many years

Married for 30 years with 4 children and 5 amazing grandchildren

Author or co-author of 6 books

Loves the outdoors, music, theater, reading, tennis, golf and fishing

Books published in multiple languages across the world

For over thirty years, Shawn Moon has worked with clients across the globe, from Fortune 500 to governmental organizations, bringing his first-hand experience in leadership and management, sales and marketing, and consulting services to help them achieve remarkable results. His deep knowledge and robust experience inspire others to become leaders through personal effectiveness and execution.

As the Executive Vice President at FranklinCovey, Shawn had responsibility for FranklinCovey's worldwide Direct Offices, as well as the company's Speed of Trust Practice, Execution practice, Sales Performance practice, and Customer Loyalty practice. He founded FranklinCovey's Government Services division, and for several years led the company's efforts with local, state and federal agencies—including military, civilian and law enforcement agencies.

Shawn is an experienced executive and *Wall Street Journal* best-selling author. He has been featured in *Forbes* and *Inc Magazine* and is the author or co-author of several books including:

- *Leading Loyalty: Cracking the Code to Customer Devotion*
- *Talent Unleashed—3 Leadership Conversations to Ignite the Unlimited Potential in People*
- *The Ultimate Competitive Advantage: Why Your People Make All the Difference and the 6 Practices You Need to Engage Them*
- *Building a Winning Culture in Government: A Blueprint for Delivering Success in the Public Sector*

His books have been published in multiple languages across the world.

Shawn has been on faculty for instructing senior leaders at FranklinCovey's Executive Leadership Week. He is a highly sought-after speaker, having addressed leaders across the world and has shared the stage with notables such as leadership expert and best-selling author Seth Godin, Olympic Gold Medalist Michael Phelps, and Apple Co-Founder Steve Wozniak.

He was previously a Principal with Mellon Financial Corporation where he was responsible for business development for their Human Resources outsourcing services. Shawn also coordinated activities within the consulting and advisory community for Mellon Human Resources and Investor Solutions.