



FOR IMMEDIATE RELEASE

How can YOU live and lead with purpose?

Half-day conference highlights research, will feature authors Chris Farrell, Doug Lennick and Richard Leider, speaker, Justice Alan C. Page, and leading experts

(MINNEAPOLIS September 27, 2019) – Twin Cities-based and nationally recognized think2perform RESEARCH INSTITUTE (t2pri), in collaboration with the Edina Chamber of Commerce, are teaming up to sponsor its inaugural Living & Leading with Purpose conference to be held at The Westin Edina Galleria.

The **November 7, 2019** half-day event features a stellar lineup of leading experts who will share their experiences of finding their purpose and provide supporting research such as the connection between health and wellness.

Although a first-time initiative for t2pri, organization leaders recognize that the Twin Cities is a region where there is immense curiosity and deep interest in the subject.

“We recognize there are a number of people searching for meaning in their lives.–This conference is an opportunity to delve into the topic and hear from those who have gained an understanding of living and leading with purpose,” says think2perform RESEARCH INSTITUTE Co-Founder, author and conference speaker Doug Lennick. He continues, “We’ve invited some of the best in the field along with recognized leaders to share their stories. Research shows that regardless of your demographic a Millennial, a retiree, or Generation X, having self-awareness and a sense of purpose helps one find happiness and longevity, as well as be a better leader and contributor to society.”

Among the featured speakers is [Purpose and a Paycheck](#) author, economist, radio host, and luncheon keynote [Chris Farrell](#). Joining Farrell on the day’s agenda are:

Doug Lennick, coach, author, Moral Intelligence 2.0

Richard Leider, noted executive coach, author, The Power of Purpose,

Kris Petersen, president & chief operating officer, think2perform

Ruth Tongen, senior vice president, think2perform

Kim Nelson, former General Mills executive

Justice Alan C. Page, cofounder, Page Education Foundation

Becky Roloff, president, St. Catherine’s University

John G. Taft, author, Stewardship and vice chair, Baird

-more-

The afternoon panel, led by Kim Nelson, features distinguished state leaders among them former Minnesota Supreme Court Justice Alan C. Page, St. Catherine's University President Becky Roloff and Vice Chair, Baird and the author of Stewardship, John G. Taft.

To view the complete rundown of sessions and read speaker bios go to:

<https://www.edinachamber.com/events/details/living-leading-with-purpose-435036>.

Living & Leading with Purpose is expected to draw up to 300 attendees and is aimed at diverse career levels and backgrounds – whether one is beginning their professional journey or exploring meaning, living healthier and longer, or wishes to create an enduring legacy.

Attendees will also have an opportunity to engage with authors and speakers and participate in follow-up sessions.

For more information and to register visit: www.path-to-purpose.org.

###

About think2perform RESEARCH INSTITUTE

think2perform RESEARCH INSTITUTE (t2pri) advances moral, purposeful and emotionally intelligent leadership to inspire and engage current and emerging leaders. t2pri's guiding principles include valuing and developing ALL people. The RESEARCH INSTITUTE believes that when people are treated well, they perform more productively and experience greater satisfaction. It conducts research, provides open access to findings, and provides practical applications of those findings. Learn more at t2pri.org.

NOTE TO EDITORS: Advance and day-of media interviews are available with think2perform RESEARCH INSTITUTE Founder Doug Lennick; Board President Kris Petersen; Executive Director Kate Berman; and community volunteers who will share their stories of how they found their purpose.

MEDIA CONTACT:

Marsha Pitts-Phillips

marsha@mrppcomms.com

612-408-7828