

**For Immediate Release**

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## **Launch of Innovative Leadership Development Initiative to Be Hosted at Rockhurst University's Helzberg School of Management**

*FUEL To Lead Forums based on Ewing Marion Kauffman's Business Principles and the Operational Leadership Practices Which Enabled Dramatic Success*

**KANSAS CITY – January 9, 2023** – FUEL, LLC, today announces the launch of its FUEL To Lead Forums comprised of defined, curriculum-based programming that offers executives a toolset of actionable ways to lead their teams to achieve uncommon success. Rockhurst University's Helzberg School of Management will host the inaugural FUEL To Lead Forums from April to December 2023. Practices and issues discussed will span the continuum from developing winning strategy to its successful execution.

As one of Kansas City's most successful entrepreneurs, Ewing Marion Kauffman ("Mr. K"), achieved unparalleled success in business, established the most successful expansion team in Major League Baseball history and even took an uncommon approach to philanthropy with these principles and practices. FUEL's Co-Founders and program facilitators were both professionally impacted by Mr. K's leadership during their successful tenures with the company he founded. The Co-Founders couple their executive experiences with these timeless business principles and leadership practices to provide Forum participants a unique executive learning experience. The result was a high-performance organization that ranked as one of *Forbes* "Best Places to Work" in the country.

"We had the tremendous opportunity to be associated with Mr. K and experienced an integration of business principles and standardized leadership practices that led to uncommonly successful results," said Dave Pickhardt, FUEL Co-Founder. "We are proud that Rockhurst will host our program which will enable today's executives to replicate Mr. K's success in leading people with timeless principles and practices."

The Forums include a defined, unique curriculum for leaders and will share the formula for leading others that contributed to Mr. K's journey from small company to a multibillion-dollar industry leader. Forum participants will be better able to develop winning strategy, attract and retain top talent, lead their people to meaningful engagement, foster continuous growth of employees' skills and ensure alignment of resources and rewards with clear expectations.

"As a recognized U.S. top ranked Management MBA program, we are excited to host FUEL and offer these unique Forums to our MBA graduates and other interested leaders," said Myles Gartland, Ph.D., Dean of Rockhurst University's Helzberg School of Management. "These forums allow us to offer valuable programs for those who want to continue their leadership development and learn these successful practices while networking with other executives."

FUEL To Lead programming launches in 2023 and is tailored for executives interested in continuing their growth in leadership skill while networking with other top leaders. To learn more or to enroll for a Forum, visit [www.fueltolead.com](http://www.fueltolead.com).

**About FUEL, LLC**

Based in Leawood, Kansas, FUEL is a leadership and business consultancy that offers leadership forums, executive coaching, business consulting and speaking engagements. FUEL is built on Ewing Marion Kauffman's timeless business principles and the leadership practices developed by FUEL Associates. It offers a toolset of actionable ways to replicate uncommon strategy and execution success. For more information, visit [www.fueltolead.com](http://www.fueltolead.com).

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