



**WORLD FLOOR COVERING
ASSOCIATION**

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WFCA Announces Next Cohort for SEAL Leadership Academy: Limited Spots Available

May 13, 2024—Dalton, GA—The World Floor Covering Association (WFCA) is excited to announce the upcoming session of its highly acclaimed SEAL (Seeking Excellence As Leaders) Leadership Development and Certification Program, starting June 3. This transformative journey equips participants with essential leadership tools and mindsets for success in their professional and personal lives.

Here's a recap of key program features:

- **Flexible Learning Journey:** A four-month program designed to fit busy schedules, promoting learning and growth.
- **Interactive Curriculum:** Over 50 modules with weekly text interactions and monthly personal coaching sessions via Zoom.
- **Expert Guidance:** Benefit from the expertise of industry leaders at Lead Every Day for an enriching learning experience.
- **Leadership Certification:** Earn a professional leadership certification signifying your commitment to excellence.

Enrollment is capped at 40 individuals, so we urge professionals eager to hone their leadership skills to secure their spots promptly. Scott Humphrey, WFCA's CEO, will spearhead this journey, whose seasoned experience and visionary leadership will guide participants toward growth and excellence.

"The SEAL Leadership Academy underscores our commitment to fostering leaders who thrive in their fields and positively impact their surroundings," says Scott Humphrey. "It's a privilege to guide this group and witness their growth firsthand."

Charles Taulbee, a participant from the inaugural group, shared, "I'm deeply grateful for the invaluable insights gained from the SEAL Academy. As someone well-versed in executive leadership and pursuing a PhD in Strategic Leadership, I can attest to the program's caliber, which rivals, if not exceeds, graduate-level material. Thank you for your dedication and expertise. The SEAL Academy has been a transformative journey I'll carry throughout my career."

Individual enrollment is priced at \$299 annually or \$29 monthly, while companies can enroll up to ten employees for \$999 annually. WFCA Premium Plus members enjoy a 10% discount.

Limited spots are filling fast. Take advantage of this opportunity to unlock your leadership potential. Enroll now to secure your spot! For further details and enrollment, visit [SEAL Leadership Academy](#). Join us as we pave the way to leadership excellence.

About WFCA

The World Floor Covering Association (WFCA), the official sponsor of The International Surface Event (TISE), is the floor covering industry's largest advocacy organization, representing floor covering retailers, contractors, and allied service providers throughout North America.

The WFCA is a recognized leader in marketing research and industry programs for flooring professionals. In addition, it publishes the only retailer-oriented trade periodical, *Premier Flooring Retailer*. As part of its mission to enhance the business environment for the independent flooring retailer, the WFCA acquired the Certified Flooring Installers Association (CFI) to resolve the industry's largest issue - the shortage of qualified

installers. The WFCA runs fcB2B, a program committed to helping businesses in the industry transition to an e-commerce platform for all business transactions. The WFCA also influences public policy affecting the floor covering industry and consumers. For more information about the WFCA, visit WFCA.org.

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