



**WORLD FLOOR COVERING
ASSOCIATION**

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WFCA Unveils SEAL Academy: A Groundbreaking Journey to Leadership Excellence

March 27, 2024 – Dalton, GA – The World Floor Covering Association (WFCA) is proud to launch the SEAL (Seeking Excellence As Leaders) Leadership Development and Certification Program, a groundbreaking initiative set to begin on April 8. This program is the first of its kind in the flooring industry, embodying WFCA's commitment to fostering leadership excellence that benefits both professional ambitions and personal growth.

In an exciting collaboration with Lead Every Day, an organization celebrated for its thirty years of cultivating influential leaders, the SEAL Academy is designed to arm professionals with the skills, mindset, and certification needed to lead with integrity and navigate the complexities of today's business world.

Program Highlights:

Four-Month, Self-Paced Educational Journey: A structured yet flexible learning experience designed to accommodate the busy schedules of professionals, promoting deep learning and significant personal growth.

Engaging Curriculum with Personal Coaching: Over 50 carefully curated modules, enhanced by weekly text interactions and monthly personal coaching sessions via Zoom, facilitate a hands-on learning environment under the guidance of experienced leaders.

Expert-Led Curriculum: Learn from the profound insights and experiences of Randy Gravitt and Mark Miller, whose backgrounds guarantee a rich, impactful learning experience.

Leadership Certification: Participants have the opportunity to earn an industry-wide recognized leadership certification, symbolizing their commitment and achievement in leadership excellence.

Accessible Pricing: Open to individuals at \$299 annually or \$29 monthly, and companies can engage up to ten employees for \$999 annually, ensuring leadership development is within reach for all scales of the flooring industry.

Special Offer for Premium Plus Members: Enjoy a 10% discount on this transformative SEAL program, highlighting WFCA's ongoing effort to add value and foster the professional growth of its members.

Scott Humphrey, CEO of WFCA, shares his vision: "In today's ever-evolving world, leadership extends beyond the confines of the workplace. The SEAL Academy, powered by the visionary minds of Randy Gravitt and Mark Miller, is our commitment to nurturing a holistic approach to leadership. This program is about crafting a legacy of leaders who inspire, innovate, and influence both within the industry and in their communities."

Participants from our pilot program have heralded the SEAL Leadership Development and Certification as a transformative educational experience, emphasizing its

comprehensive approach to developing a leadership mindset, sharpening communication skills, and strengthening team dynamics.

For an in-depth understanding of the program's potential and a personal invitation from Scott Humphrey, watch this [special message](#).

Given the overwhelming demand and the rapid filling of initial spots, WFCA encourages interested professionals to act quickly to secure their participation in future sessions. This program isn't just a learning opportunity—it's a journey of transformation promising both personal growth and professional advancement. For more information and to enroll, visit [SEAL Academy](#). Seize this chance to join the ranks of leadership excellence in the flooring industry.

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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