**Subject: You're Invited! 24th Annual CTLF CEO Forum on October 3**

Hello (first name)

As a partner for the 24th Annual CTLF CEO Forum, I invite you to join me at this unique thought leadership opportunity. It's the premier local business event for CEOs and this year we have a phenomenal keynote with Jamie Kern Lima, *Billion Dollar Belief: Unleashing Authenticity & Resilience for Impact & Growth*.

**Why should you attend?**

There isn't a CEO out there who doesn't need to periodically pause and refocus on their deeper *why* and how belief in their mission informs their company's growth and impact.

Here's what you'll get:

* Insights on **the power of your *why* to interrogate**, to question, to explore, and to test the motives and beliefs behind your actions.
* Keys to how your own perseverance can **unleash authenticity and cultivate resilience in your people**, so they can contribute to your growth in ways you never imagined.
* **Inspiration**to build upon what's working for your company and reconsider the possibilities around what isn't working.

Space is limited so [reserve your complimentary ticket today](https://ctlf.org/24th-annual-ceo-forum/ctlf-ceo-forum-guest-registration/) for a morning of compelling content and connection with other CEOs!