



Leadership Conference



The City of Burleson Economic Development Corporation created this event to provide valuable resources for attendees to enhance their current skill set, collaborate with like-minded professionals and become better leaders within their community

Project U is a full-day leadership conference, featuring nationally recognized leaders, authors and business professionals

On July 24, the 4A Board and City Council approved a budget for Project U allowing staff to begin negotiations with proposed speakers for the event

2024 Speaker Lineup

Damon West

- Motivational Speaker, “Change Agent”
- Topic: Keeping a positive mindset

Jess Ekstrom

- Founder and CEO, Headbands for Hope
- Topic: Optimism and activating purpose

Stephen Mackey

- Development Coach
- Topic: Teams overcoming adversity

Carlos Whittaker

- Motivational Speaker, “Hope Dealer”
- Topic: How to Human, best version of yourself

Jon Acuff *Headliner*

- NYT Bestselling Author, Top 100 Leadership Speaker
- Topic: How the best teams overcome overthinking

Ryan Leek *Alternate*

- Transformational Speaker and Executive Coach
- Topic: Self Leadership



Speaking Fees & Travel

The total amount to book and provide travel for all proposed speakers (or Ryan Leaks in lieu of Jon Acuff) will not exceed \$93,000.00

Requested Board Action

- Approve speaking contracts with all speakers for the 2024 Project U Leadership Conference as presented
- Approve speaking contracts with all speakers for the Project U Leadership Conference, with modifications to the 2024 lineup
- Deny speaking contracts with all speakers for the Project U Leadership Conference