

Plan of Action

Randy Linville with Nancy Lovell

THE BOOK

Most people live with no plan until they come to a day when they question everything. Money, status, power . . . suddenly all pale in comparison to the need for meaning. At that point, getting a plan is everything.

From a front-row seat in the business world, and with spiritual insight that transcends business, readers of *Plan of Action* gain practical wisdom in a refreshing perspective. Linville reveals how a Kansas farmer's son became CEO of a global company, a cynic became a believer, preparing him to navigate transitions with faith and toward a life of meaning and purpose.

THE PLAN

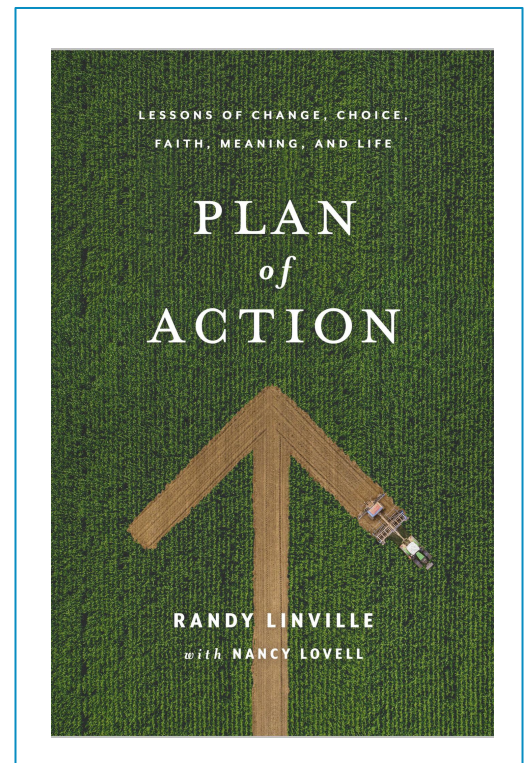
- National Media Campaign Targeted Leadership and Business as well as Faith Market Outlets
- Extensive endorsement and influencer campaign
- Potential high profile endorsements from other CEO in author affinity groups
- Focused social media campaign including LinkedIn marketing
- Coop advertising and promotional support

THE AUTHOR

Randy Linville earned dual bachelor's degrees in agricultural economics and business finance and a master's in agricultural economics from Kansas State University. His thirty-year career includes his tenure as CEO of Scoular, where he diversified and steadied the agriculture supply chain company across the US and in international markets. He has served on several nonprofit boards such as The FarmHouse Foundation and The Halftime Institute. Randy grew up on a farm in Holcomb, Kansas; today he lives with his family in Leawood, Kansas. *Plan of Action* is his first book.

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