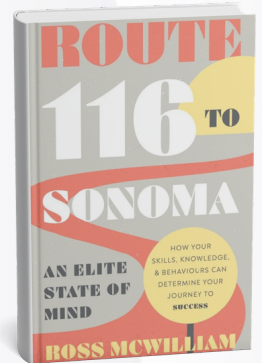


THE SONOMA ROADSHOW 2026

A fireside conversation about life, work and what comes next

Since the publication of **Route 116 to Sonoma** in 2025, the book has been nominated for awards and has struck a chord with people wanting to take stock and review their lives. Beyond this audit, people are wanting to make real change for themselves and others, both in a professional and personal capacity.



Given this groundswell of interest, Ross McWilliam is taking **Route 116 To Sonoma on the road.**

You are invited to be part of the **Sonoma Roadshow 2026.**

Ross will visit your organisation and deliver a powerful, engaging 'fireside chat' experience, where he will:

- Share the story and thinking behind **Route 116 To Sonoma**
- Explore the realities of change in later life and leadership
- Open up honest conversations around mindset, direction and purpose
- Invite questions and discussion for those wanting to know more about improving their own lives and the lives of others

This is a conversation-led experience designed to help people reflect, reset and move forward with clarity and purpose.

Route 116 To Sonoma is a practical guide to navigating life and career, offering insight for those starting out, feeling stuck, or ready for a new direction.

To bring the Sonoma Roadshow 2026 to your organisation contact Ross to book a Zoom or Teams call to explore how this could work for your team or audience.

Or scan the QR codes to learn more about **Route 116 To Sonoma or Ross.**



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