

About Us

The John Maxwell Leadership Foundation (JMLF) grows leaders to transform their world, and we are doing it one community, school and country at a time! With a fervent belief that, "Everything rises and falls on leadership", John C. Maxwell, #1 New York Times bestselling author, coach and speaker, founded JMLF to carry out a vision to grow leaders to transform the world around them. His organizations -- The John Maxwell Company, The John Maxwell Team, EQUIP Leadership, and The John Maxwell Leadership Foundation -- have trained millions of leaders from every nation.

We add value to leaders who multiply value to others and the results are growing leaders who produce transformation. The JMLF marries its influence and resources with the desire and engagement of top tier leaders in the key streams of influence and the results are truly transformational.

Values-based transformation tables are the key essential used to share leadership values, provide opportunities for self-reflection, and drive commitment to measurable action steps. Steps may be small, but as they are taken weekly, consistency compounds and the results snowball.

As individual lives are changed, the companies where those individuals work are changed, the culture of organizations improve, and the results are real and measurable. Imagine the potential as key streams of influence are collectively impacted and we see lasting, positive change at a personal, community and national level.

Strategy

The iLead program was designed by Dr. John C. Maxwell to allow the next generation of leaders to develop their values and leadership skills. Our preferences for experiences, shows the importance of learning materials that engage our senses and not just our minds. In addition to a roundtable discussion format that engages the auditory senses, iLead uses vivid imagery to engage the visual senses and action items to engage students through involvement.

Plan

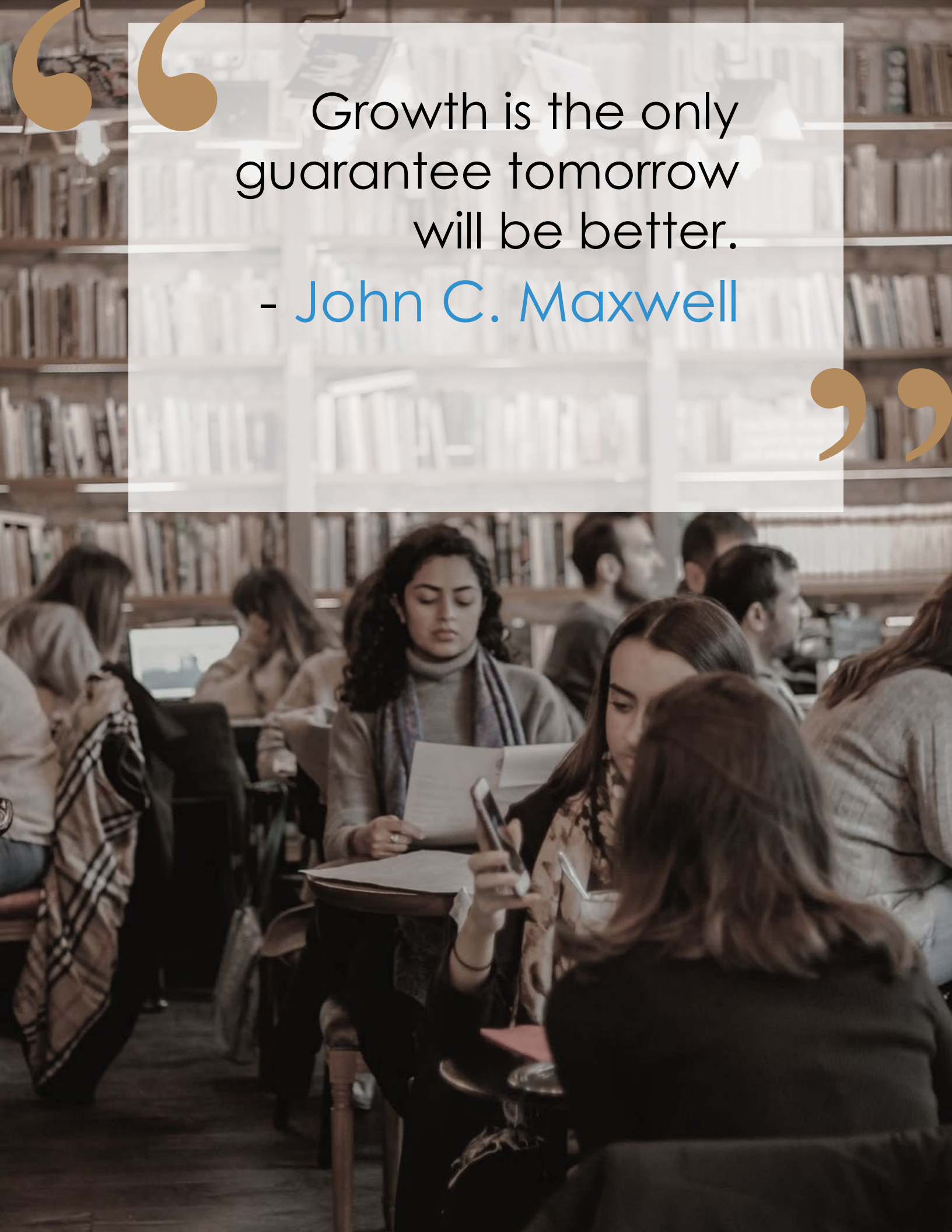
Three years of youth leadership development:

- iChoose is connecting Values & Leadership
- iDo is connecting Actions & Leadership
- iLead is connecting Influence & Leadership

Objective

Over the course of the program, students will accomplish the following goals:

1. Identify and explore the values of leadership
2. Take ownership of their choices (actions, influence on others)
3. Practice leadership values and develop those skills
4. Evaluate themselves with their applied knowledge
5. Lead themselves and take turns leading each other



Growth is the only
guarantee tomorrow
will be better.

- John C. Maxwell

Timeline

iLead launched in late 2017- early 2018 into high-schools in Paraguay where it has been piloted and field tested for effectiveness and receptiveness. In late 2018, a universal version of iLead was launched and is being field tested on a much broader global scale.

In early 2019, and at the agreement of Guatemala's Vice Minister of Education, JMLF launched iLead in Guatemala, training 26,000 teachers on the material. While meeting with John C. Maxwell and hearing the vision for iLead, the Vice Minister of Education stated, *"24 hours a day, 365 days a year; I am committed to this youth curriculum in Guatemala!"*

iLead employs a peer-to-peer methodology that allows students to practice leadership as well as a roundtable format that engages all participants.

By the Numbers

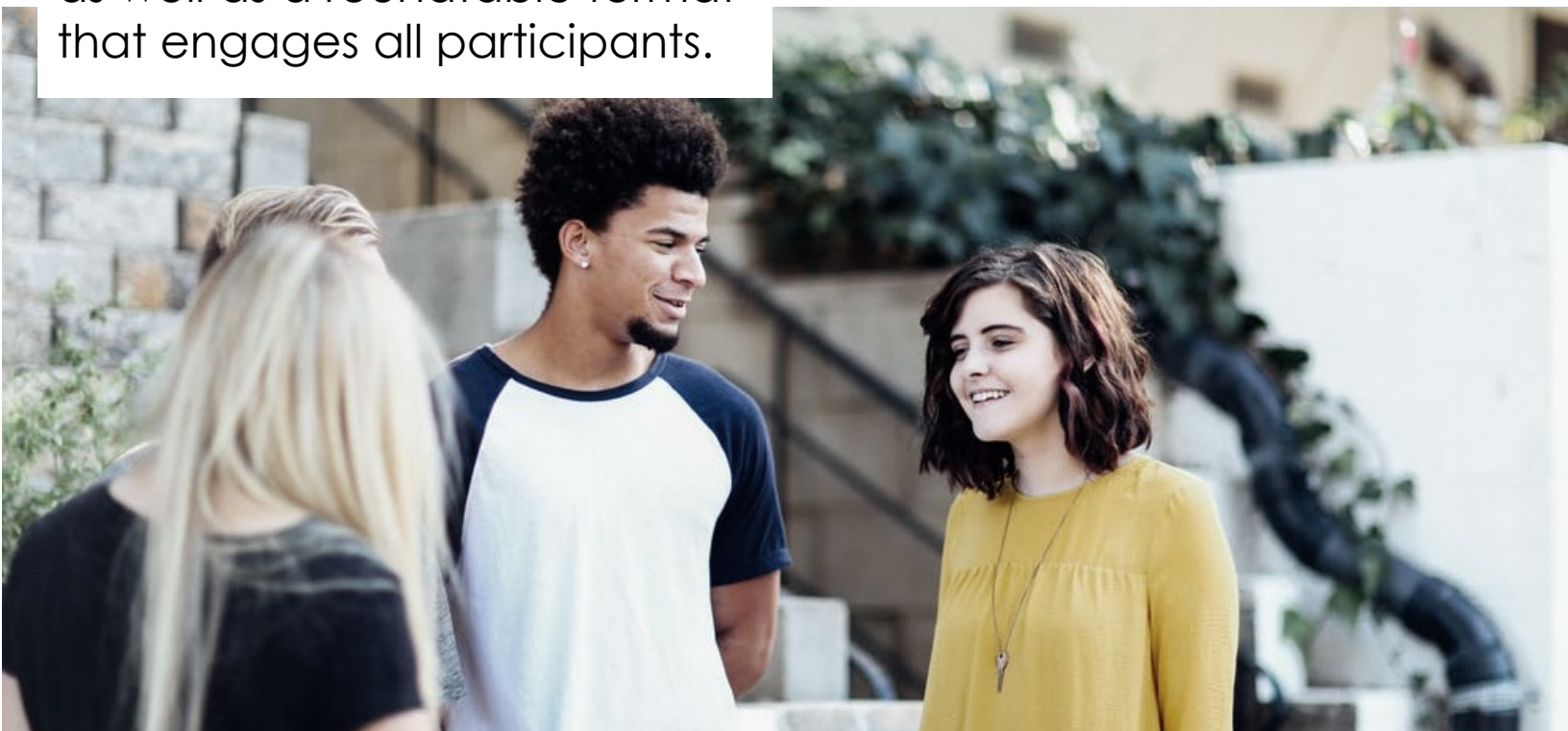
Transformation does not just happen. The intentional growth of leaders who have a desire to produce youth leadership transformation across the globe is essential. Together we are accelerating the momentum of transformation among the next generation.

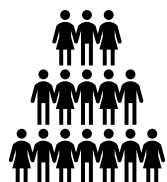
43,371

Schools Committed

1,662,799

Student Participants





A focus group of **15**
international students
report on their iChoose
experience.



Increased leadership
ability was reported by
100%
of the students.

Impact

100% of students saw
opportunities to apply what
they've learned.



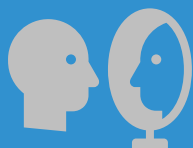
100% of students reported that the
topics discussed in iChoose are relevant to them.



After having participated in
iChoose **93%** of students
report that they are
impacting their community
positively.



100% of
students believe
that they are
better prepared
for their future
because of
iChoose.



After iChoose
100% of
students reported
greater self
awareness.



100% of
students reported
that their self
confidence has
increased post
iChoose.

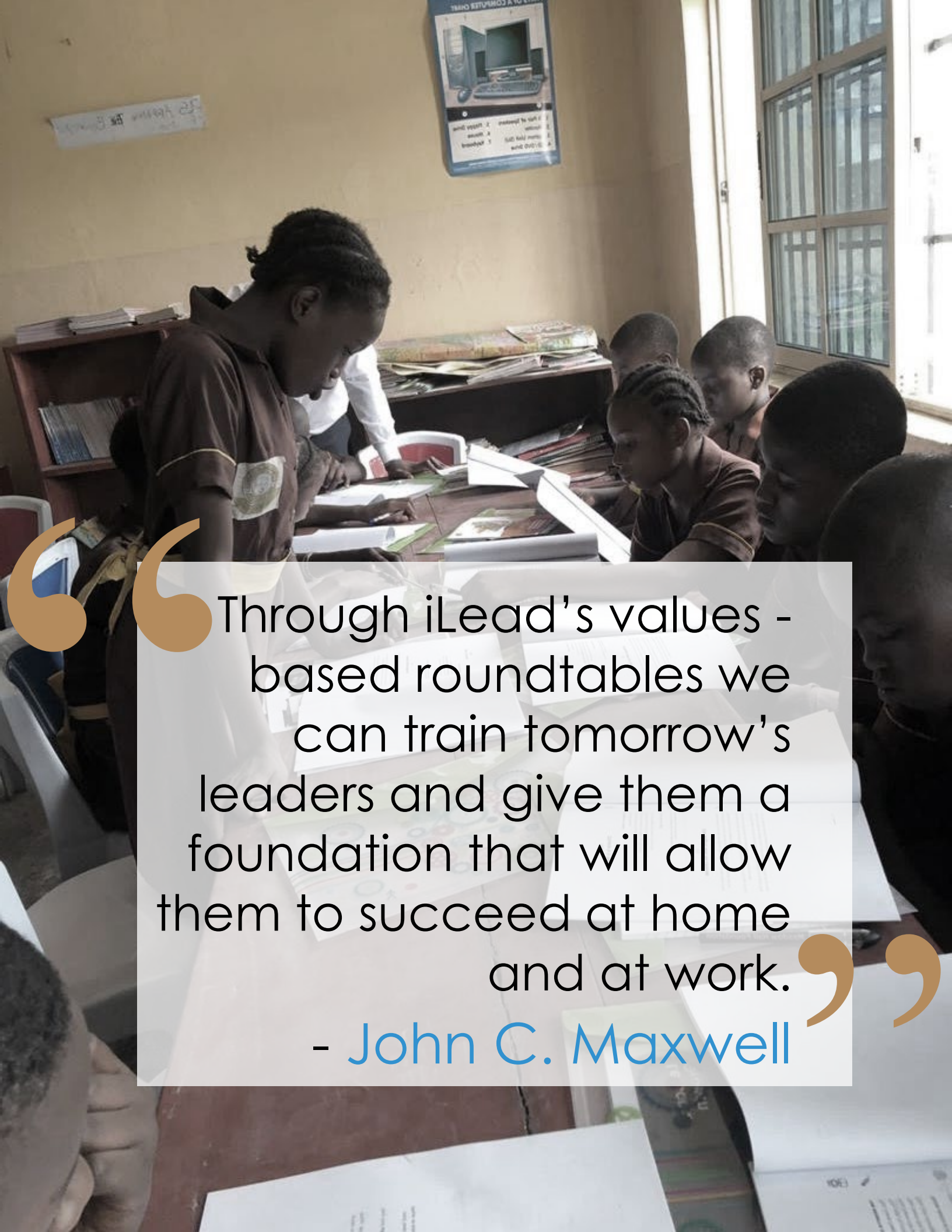


Students reviewed themselves positively on the leadership and values explored in the content after completing iChoose, year one of iLead.

The following words were mentioned at least 3 times by a group of 6 student participants when describing the program's impact on their lives.

Note: A Welch t-test was conducted to evaluate statistical significance at $p < 1.96$ for a group of 175 students.

right
Commitment
choose life people
committed control
positive growing accountability
attitude
choices start growth
intentionally
intentional circumstance
happens
choice



Through iLead's values -
based roundtables we
can train tomorrow's
leaders and give them a
foundation that will allow
them to succeed at home
and at work.

- John C. Maxwell

Student Transformation Stories



I will value the relationships around me.

Unforgiveness is a poison.

Character is a choice.

The people around me are a reflection of what my future holds. I learned to build right relationships and network intentionally.

I am enough.

I begin to place value on myself and see myself very differently.

Opportunities may open a door but character keeps us there.

My character is the real me....

