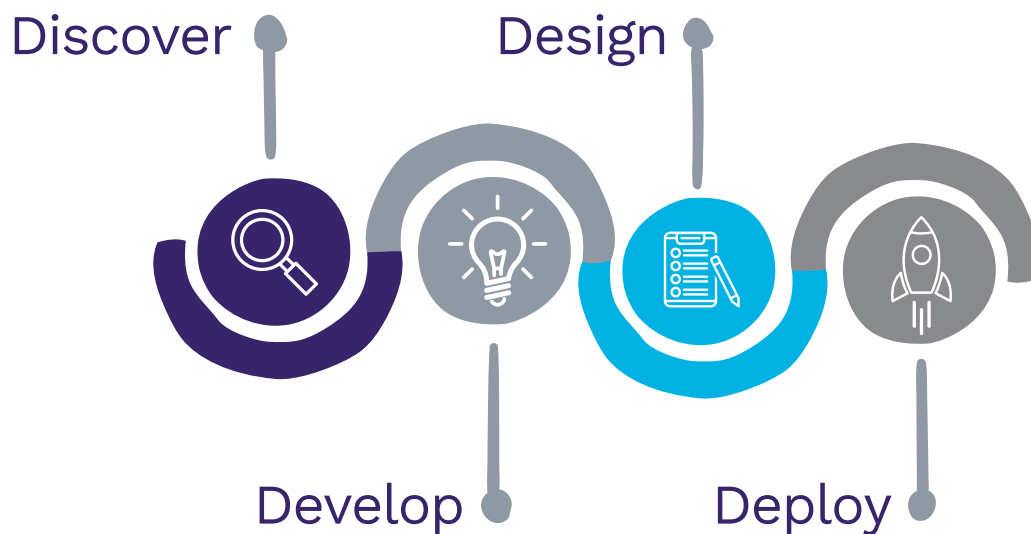


Transformational Leadership

The Maxwell Leadership Foundation is pioneering a values-based, evidence-driven, collaborative process of transformation, called the Maxwell Transformation Process (MTP). In the MTP, John C. Maxwell's Transformation Tables' content gathers individuals around leadership values, in an effort to learn and experience personal growth. The process doesn't end with learning values. Values are paired with Action for Transformation to occur.

Transformation is possible for anyone willing to learn and live good values, value people, and collaborate with others to create a positive values culture. - John C. Maxwell



The Maxwell Transformation Process (MTP), provides the pathway from values to action. The process operates on four stages: Discover, Develop, Design and Deploy. The MTP was adapted from the proven methodology of collective impact and infused with values-based leadership principles and insight.

The Opportunity. John Maxwell's proven, values-based, people-focused leadership development content is applicable across industry and disciplines. This will provide communities with a foundation of values by empowering participants to lead themselves and lead others in a way that can change the world for the better!

Country Transformation

The Maxwell Leadership Foundation (MLF) partners with heads of state and leaders of countries to introduce a movement for Transformation. How does Transformation happen? A Transformational movement that can impact a country occurs in five ways. To illustrate the five ways, John C. Maxwell has developed a five picture illustration: a Waterfall: Top-Down-It Requires Leadership, a Ladder: Bottom Up-It Encourages Mobility, a Heart: Inside-Out-It Embraces Values, Joined Hands: Side by Side-It Desires Partnerships, a Table: For Many-It Enables Growth, and a Bridge: Here to There-It leads to Transformation. This model provides the design principles for our country transformation initiative.



Transformation begins with influence. And influence always flows from top down, like a waterfall, not upward. - John C. Maxwell

The Process engages and partners with values-focused leaders and influencers around a shared mission. Together, we develop and deploy values through the Transformation Tables' content and methodology, identify a common agenda, and define an evaluation protocol to measure the conditions that facilitate long-term success within a transformation effort. The impact is that leaders at all levels have their capacity to lead strengthened and transformation efforts enhanced through a process that measures and addresses critical outcomes. Then it is multiplied through continuous communication and collaboration across all eight streams of influence for powerful positive change.

Fast Facts:

- 1,489,573 Participants joined Tables
- 288,263 Facilitators Trained

8 Streams of Influence. The Maxwell Leadership Foundation has identified eight streams of influence that it posits operate and exert influence within every society. The 8 streams are: Business, Education, Government, Faith, Media, Sports, Arts and Healthcare.

Community Transformation

The Maxwell Leadership Foundation (MLF) partners with local organizations and leaders to initiate a community-wide transformation program. In the Maxwell Transformation Process initiation, values-focused community leaders and influencers are gathered around a shared mission. The mission is to develop and deploy values through the Transformation Tables' content and methodology, identify a common agenda, and define an evaluation protocol to measure the conditions that facilitate long-term success within a transformation effort. The impact is that local leaders have their capacity to lead strengthened, transformation efforts enhanced through a process that measures and addresses critical outcomes. Then it is multiplied through continuous communication and collaboration across all eight streams of influence for powerful positive change.

Transformed people transform communities. Positive transformation comes from living out what never changes in a time when everything around you seems to be changing.

- John C. Maxwell



8 Streams of Influence. The Maxwell Leadership Foundation has identified eight streams of influence that it posits operate and exert influence within every society. The 8 streams are: Business, Education, Government, Faith, Media, Sports, Arts and Healthcare.

Transformational Leadership Content. In collaboration with the community backbone team, a cabinet of local leaders, the Maxwell Leadership Foundation develops and deploys values-focused leadership content and transformation process.

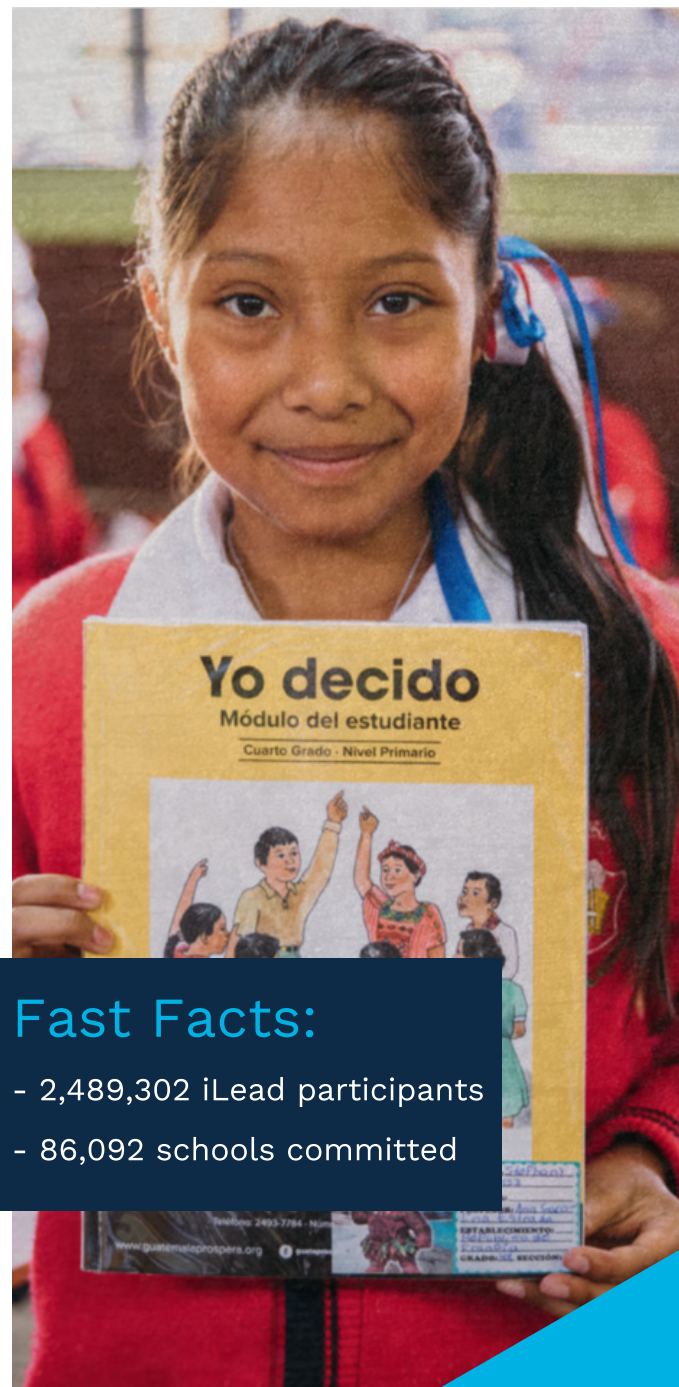


Preparing Next Generation Leaders

Culture at large is suffering from a lack of leadership, especially values-based, people-centric leadership. Professors and employers report that recent graduates possess good academic skills but poor self-leadership skills. Students need an opportunity to intentionally learn to lead themselves well in order to be prepared to lead well as young adults.

The Solution. iLead is specifically designed for students. The content is combined with a peer-to-peer methodology that allows students to practice leadership. Students are asked to take turns facilitating weekly lessons that allow them to define the kind of leaders they want to be and choose the appropriate actions to allow them to become the best version of themselves. Sponsors (teachers) stand by to provide any needed support. Each lesson contains a short teaching on a value or a leadership characteristic, asks students to rate how well they practice this characteristic, and asks them to commit to one action step for the week that will allow them to improve their rating in that area.

Next Gen Leaders. The Maxwell Leadership Foundation has made John's proven, values-based leadership development content, iLead, available free of charge to schools that want to develop the next generation of leaders. iLead provides a foundation of values from which students are empowered to lead themselves and lead others in a way that can change the world for the better! There are three years of content, iChoose which connects values and leadership, iDo which connects action and leadership and iLead which connects influence and leadership. Each year has 32 lessons that can be done throughout the school year.



Fast Facts:

- 2,489,302 iLead participants
- 86,092 schools committed



Fast Facts:

- Launched January 2021
- 200+ countries served
- 15,600 participants*

Change Your World

The Change Your World program offers a values-based leadership experience that is designed for groups of 4-8 people that meet weekly, either in-person or online.

1

Value Tables

Learn and apply six lessons on good values such as Hope, Listening, Valuing Every Person, Integrity, Forgiveness, and Multiplication.

2

Action Tables

Build on the foundation of good values with lessons focused on learning to intentionally take action with others.

3

Action Center

Access a curation of guided plans, exercises, and videos to help you create a plan for impact. Plus, additional values lessons!

Weeks 1-6

1-HOUR PER WEEK

Weeks 7-12

1-HOUR PER WEEK

Weeks 12+

SELF-PACED

Benefits

- Teams develop a common language and a deeper connection as they learn about each other.
- Teammates report feeling heard and team leaders report higher levels of engagement.
- The organizational culture shifts to reflect values-based leadership principles.

What to Expect on your Journey

Each lesson is broken into six sections. The group will read the material together, share key insights, take time for self-reflection, discuss, and commit to an action step.

Testimony

"I've worked with my team for 3 years and there are things I've learned about them in the past 4 weeks I never knew. I have greater compassion for each person and that allows me to lead better. My team feels seen and valued in a whole new way."
- Movement Mortgage sales director



changeyourworld.com