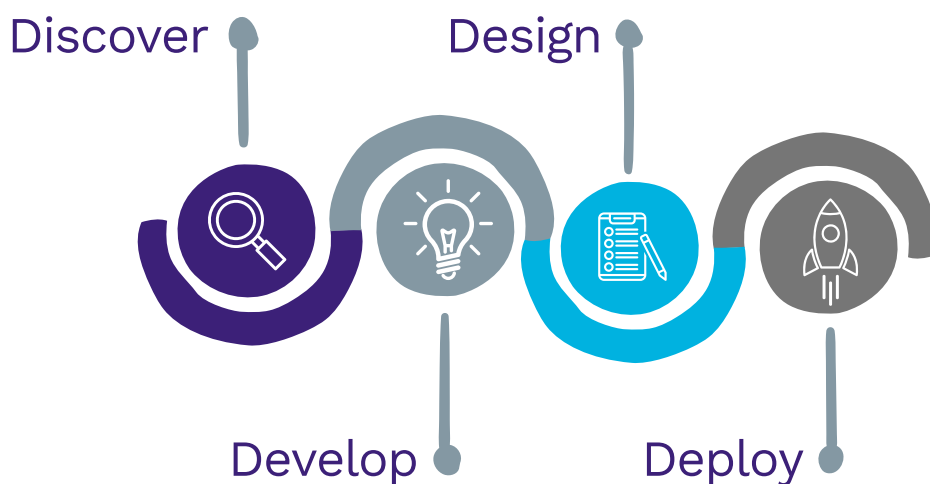


# Transformational Leadership

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.

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 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 provides 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!

Learn more about MLF



# Country Transformation

The Maxwell Leadership Foundation (MLF) partners with heads of state and leaders of countries to introduce a movement for Transformation. Our Country Transformation Initiative has been launched in six countries: Guatemala, Paraguay, Costa Rica, Dominican Republic, Papua New Guinea, and Panama. How does Transformation happen? A Transformational movement that can impact a country occurs in six ways. John C. Maxwell has developed a six picture illustration:



**a Waterfall: Top-Down**  
It Requires Leadership



**Joined Hands: Side by Side**  
It Desires Partnerships



**a Ladder: Bottom Up**  
It Encourages Mobility



**a Table: For Many**  
It Enables Growth



**a Heart: Inside-Out**  
It Embraces Values



**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 the top 10% of leaders and influencers to tackle some of the country's biggest problems. 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:

- 1,815,654 Participants joined Tables
- 352,980 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.





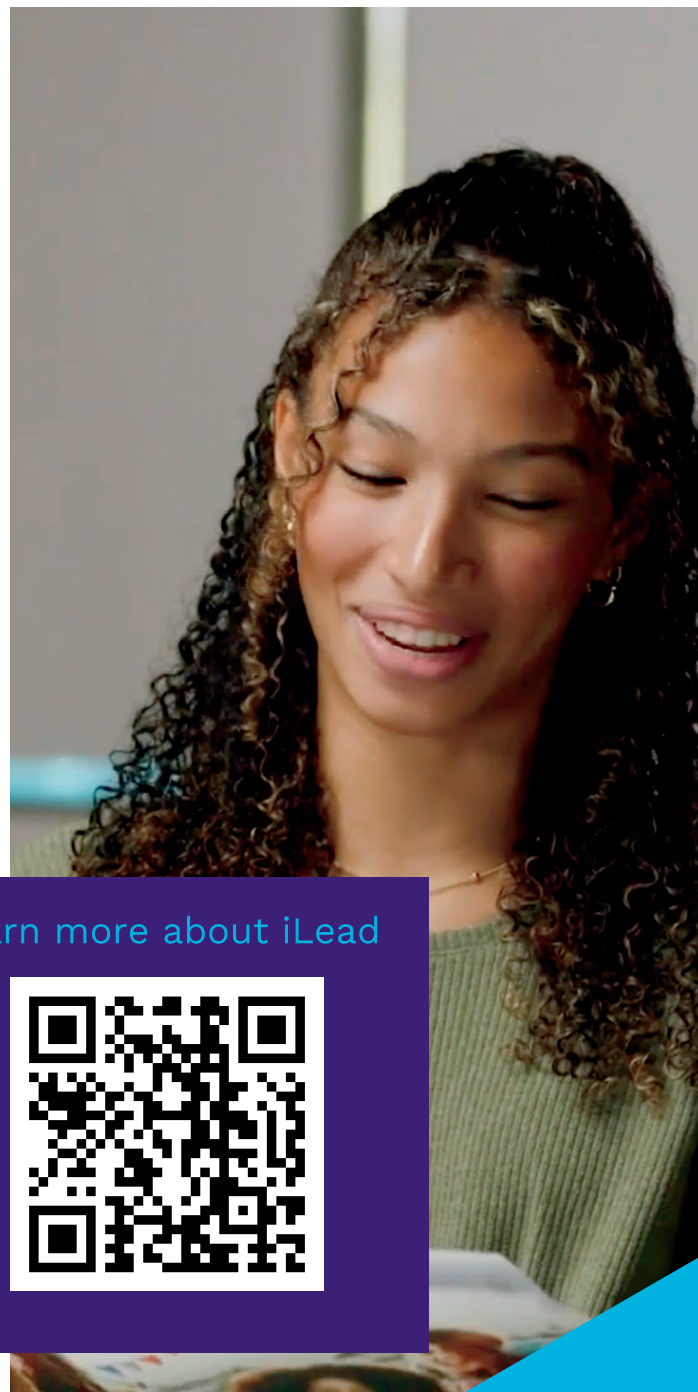
## Growing Leaders Who Create Powerful Positive Change

If we want to see powerful positive change, we must grow leaders. Professors and employers report today's young adults often lack the necessary self-leadership and soft skills to be effective in a rapidly changing world. Students report a sense of disconnectedness and a lack of the skills needed for persevering through challenge.

**The Solution.** Dr. John C. Maxwell, through the Maxwell Leadership Foundation, is providing free access to character-based, leadership development content designed specifically for students. It combines John's proven, practical leadership content with a peer-to-peer methodology that allows students to practice leadership while learning it.

**The Impact.** iLead is providing a foundation of values from which students are empowered to lead themselves and others in a way that can lead to powerful positive change. Educators report students finding their voice, students report a sense of community with their peers and schools are seeing their culture impacted as the ideas in iLead are applied.

**Next Gen Leaders.** iLead's format encourages students to build community with their peers as they collaboratively develop their values and leadership skills. While promoting resiliency and agency, participating students are also being called upon to take positive action each week. As consistency compounds, the conditions for powerful positive change begin to build.



Learn more about iLead

