

LIVE2LEAD

EVENT GUIDEBOOK

JOHN C. MAXWELL | JEFF HENDERSON |
JAMIE KERN LIMA | VALORIE BURTON | ED MYLETT



LIVE LEAD

LIVE2LEAD

Helping you learn and apply
the most essential leadership
principles; follow them and
people will follow you.



Mark Cole

CEO, The John Maxwell Enterprise

Dear Leader,

Welcome back.

Those are the very first words that come to mind as I sit down and write this letter. After a strange 2020 and a still evolving 2021, I'm more excited for this year's Live2Lead event than any other one in history! That's because I get to be with my people—the men and women who want to make a difference in their world by making something different in their life. Men and women who are seeking to grow their leadership by growing themselves. Men and women who are hungry for relationships with fellow leaders because good relationships lead to great partnerships; and great partnerships allow leaders to multiply their influence to achieve significance.

I'm excited for all of this, happening LIVE and IN PERSON, here in Atlanta, where we are thrilled to have our five unparalleled speakers on stage for you to enjoy.

This year's Live2Lead is a return to the basics: *The 21 Irrefutable Laws of Leadership*, John's bestselling, and most famous book.

We're fast approaching the book's 25th anniversary, and we wanted to celebrate by bringing the content to life in a fresh, new way with a video curriculum featuring John's best insights since the 10th anniversary edition was released in 1998.

For those of you who have known and loved John for years, this should excite you. And even if you've only recently discovered John and his work, today should be electric for you. *The 21 Irrefutable Laws of Leadership* is foundational to the principles and practices that John and our entire John Maxwell Enterprise share daily with leaders around the globe. These are the building blocks of exceptional leadership, and it never hurts to have a little refresher course on the basics—especially when John Maxwell is your teacher!

As the Enterprise continues its journey from persona to philosophy, we want everyone in this audience to get the 21 Laws down deep inside their leadership soul. They are the essence of our leadership philosophy, and they will influence and inform everything we do moving forward. We need you well versed in these timeless principles, so your leadership not only reflects them, but also recommends them to others by example.

Changing your world begins with leadership, and leadership begins with *The 21 Irrefutable Laws*.

Hopefully you now understand my excitement and why I'm so pumped to be back in the room with you here in Atlanta. But I'm just as excited to be with those of you who are live in the room at any one of our satellite locations or live in the room via our digital experience. No matter where you're joining us from, I think you'll love what we have in store for you in 2021!

So, welcome back. It's time to sit back in your chair, greet some of the people around you, and prepare yourself for the biggest and best leadership event in the world. On behalf of the team here at The John Maxwell Enterprise, as well as John Maxwell, Valorie Burton, Ed Mylett, Jamie Kern Lima, and Jeff Henderson, we are so grateful that you've chosen to join us today.

So welcome back.

It's time to get started!



Mark Cole
CEO/President

The John Maxwell Enterprise



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AGENDA

Welcome Traci Morrow and Neal Hopson

Session 1 John C. Maxwell

Session 2 Jeff Henderson

Session 3 Jamie Kern Lima

Session 4 Valorie Burton

Session 5 Ed Mylett

Session 6 John C. Maxwell



Connect with **Live2Lead** leaders worldwide!

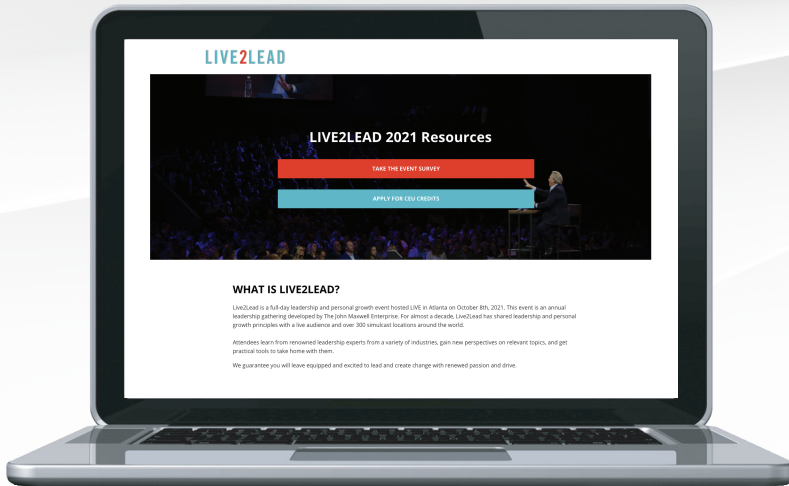
- By attending this event, you're joining thousands of people around the world who are becoming the best versions of themselves. You are a part of a community that is learning relevant leadership life lessons and intentionally living them out. We want to hear and share your stories of growth and transformation! Tag @JohnCMaxwell and #Live2Lead so we can connect with you and share your story.

Connect with leaders around the world live on social media!

Use the hashtag #Live2Lead

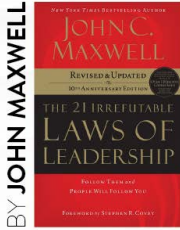
Follow and tag @JohnCMaxwell so we can connect with you.

Want CEU credit for attending Live2Lead?



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THE 21 IRREFUTABLE LAWS OF LEADERSHIP

21LAWS

THE 21 IRREFUTABLE LAWS OF LEADERSHIP

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THESE AVAILABLE RESOURCES



Traci Morrow

Event Co-Host

Traci's passion has always been to connect and help people of all ages and stages of life live in their passion and gift zone. She's built church ministries, community programs, and businesses on seeing and valuing people.

Traci serves on The John Maxwell Network Marketing Advisory Council and the John Maxwell Leadership Foundation. Often co-hosting with Mark Cole on the John Maxwell Leadership Podcast, she has also been the host of Maximum Impact Mentoring Calls since 2015, and emcees the Live2Lead Global Leadership Simulcast and the International Maxwell Certification program. Traci loves people and desires to illuminate the path for those she leads. She's just written her first book on healthy communication in marriage, due in spring 2022.

Traci and her husband KC live in Colorado Springs, Colorado with their teenage sons. Their adult children and grandson currently live in Los Angeles, California.

f @Traci.Morrow1

@ @TraciMorrow

“Be relentless in the pursuit of excellence.”

- Traci Morrow

Q & A

1. If you could give one piece of advice to your younger self, what would it be?

Go places that scare you! It's okay to be the smallest person in the room.

2. What book has had the greatest impact on your career?

21 Irrefutable Laws of Leadership! It gave me courage to grow into my better self without fear of failure.

3. What is one upcoming project you are excited to be working on?

My first book is due in spring 2022 on healthy communication in a marriage for life, which is a labor of love for me after all we've learned through 31 years of marriage! I've just begun working on a book on relationships!



Neal Hopson

Event Co-Host

Neal serves as a nationally syndicated radio host, live DJ, dance choreographer, and emcee with a passion for leading people. Through creating excellent experiences, he aims to add value in the way he's only uniquely designed to do. For many years, Neal has had the opportunity to impact the next generation from arena stages to small groups, and his one goal remains the same: to lead people to God and help them discover His purpose for their life.

f @Neal.Hopson.9

@ @neallytime

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“I just don’t want to impress people; I want to impact them.”

- John Maxwell

Q & A

1. If you could give one piece of advice to your younger self, what would it be?

Take more risks.

2. What book has had the greatest impact on your career?

The 21 Irrefutable Laws of Leadership (John Maxwell), The Ride of a Lifetime (Bob Iger), QBQ (John G. Miller) ...sorry ,couldn't choose just one, lol.

3. What is one upcoming project you are excited to be working on?

I'm developing a legacy brand that lives far beyond me and continues to impact lives for Jesus.



John C. Maxwell

#1 *New York Times* Bestselling Author, Coach, and Speaker

John C. Maxwell is a #1 *New York Times* bestselling author, coach, and speaker who has sold more than 30 million books in 50 languages. He has been identified as the #1 leader in business by the American Management Association® and the most influential leadership expert in the world by *Business Insider* and *Inc.* magazine. He is the founder of The John Maxwell Company, The John Maxwell Team, EQUIP, and the John Maxwell Leadership Foundation, organizations that have trained millions of leaders from every country of the world. A recipient of the Horatio Alger Award, as well as the Mother Teresa Prize for Global Peace and Leadership from the Luminary Leadership Network, Dr. Maxwell speaks each year to *Fortune* 500 companies, presidents of nations, and many of the world's top business leaders.

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NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. On the far left, there is a solid red vertical band. Centered vertically within this red band is the word "NOTES" written in white, uppercase letters. The rest of the page is white and contains no other markings or text.

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Jeff Henderson

Author, Entrepreneur, Communicator, and Business Leader

Jeff Henderson, named by Forbes Magazine as one of 20 speakers you shouldn't miss, Jeff Henderson has become a trusted voice for businesses and non-profit organizations. His career experience not only inspires groups and individuals but also provides tangible strategies to help them grow. Ultimately, Jeff's aim is to help organizations build a good name where both purpose and profit thrive. His bestselling book, *Know What You're FOR*, launched a movement in non-profits around the world and has become a focal point for many businesses. Jeff has worked for well-known organizations such as the Atlanta Braves, Callaway Gardens, Chick-fil-A, and North Point Ministries, one of the largest churches in America. While there, Jeff led three churches for over 17 years and helped launch North Point Online, one of the largest online ministries in the world.

 @JeffHenderson
 @JeffHenderson
 @JefferyHenderson
 JeffHenderson.com

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Jamie Kern Lima

New York Times Bestselling Author and Founder of IT Cosmetics

Jamie Kern Lima is a New York Times bestselling author and Founder of IT Cosmetics, a company she started in her living room and grew to the largest luxury makeup brand in the country. She sold the company to L'Oréal in a billion-dollar deal and became the first female CEO of a brand in its 100+ year history. Her love of her customers and remarkable authenticity and belief eventually landed her on the Forbes America's Richest Self-Made Women list. She's the author of the new book *Believe IT: How to Go From Underestimated to Unstoppable*, an instant New York Times bestseller, USA Today bestseller, #1 Wall Street Journal bestseller, #1 Amazon bestseller, #1 Publisher's Weekly bestseller, and #1 Barnes & Noble bestseller. She's a mother of two and an active investor, speaker, and thought leader who is passionate about inspiring and elevating women. She's also an active philanthropist who has donated over \$40 million in product and funds to help women face the effects of cancer with confidence. She's also donating 100% of her author proceeds for *Believe IT* to Feeding America and Together Rising.



@JamieKernLima



@JamieKernLimaPage



@JamieKernLima

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Valorie Burton

Certified Personal and Executive Coach and Bestselling Author

Valorie Burton, life strategist and international speaker, is CEO of the Coaching and Positive Psychology (CaPP) Institute. Her life-changing message has an intriguing, research-based emphasis in the pioneering field of applied positive psychology - the study of what happens when things go right with us. Her company provides coaching, coach training, and resilience training and has served clients in all 50 states and 20 countries on six continents. Since 1999, she has written 13 books translated into multiple languages, including *Let Go of the Guilt*, *It's About Time*, and *Successful Women Think Differently*. She has appeared regularly on the TODAY Show, CNN, Dr. Oz, and Essence, and has spoken for hundreds of organizations around the globe. She was named one of the top 60 motivational speakers in America and one of the Top 100 Thought Leaders in the field of personal development.

 @ValorieBurton
 @ValorieBurton
 @ValorieBurton

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This image shows a blank sheet of white paper with horizontal ruling lines. A teal-colored vertical bar runs down the left side of the page, featuring the word "NOTES" written vertically in white capital letters. The rest of the page is white with faint grey horizontal lines.



Ed Mylett

Bestselling Author and Host of the top-rated *Max Out Your Life* Podcast

Ed Mylett decided from a very young age that since he would have to work in life, he might as well work for himself and call his own shots. He realized right away that he was not going to spend his life working for someone else and building their dreams. Today, Ed is one of the premier business leaders, peak performance experts, and motivational speakers in the world. He has a passion for mentoring and coaching others on what it takes to become a champion in all areas of life. He is a bestselling author, host of the top rated *Max Out Your Life* Podcast, and speaks all over the world.

 @EdMylett
 @EdMylettFanPage
 @EdMylett
 EdMylett.com

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This image shows a blank sheet of white paper designed as a notebook page. On the far left, there is a solid red vertical band. Centered vertically within this red band is the word "NOTES" written in white, uppercase letters. The rest of the page is white and features horizontal grey lines spaced evenly apart, providing space for writing.

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John C. Maxwell

#1 *New York Times* Bestselling Author, Coach, and Speaker

“Success is knowing your purpose in life, growing to reach your maximum potential, and sowing seeds that benefit others.”

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THANKS FOR JOINING US!

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