



**WE BELIEVE ANYONE,
ANYWHERE CAN
MAKE A DIFFERENCE.**

JOHN C. MAXWELL

SUMMARY DESCRIPTION OF THE MAXWELL LEADERSHIP CERTIFICATION PROGRAM

AS IT BENEFITS INDIVIDUALS WORLDWIDE

**DO YOU WANT TO GROW YOURSELF AS A LEADER,
COACH, SPEAKER, TRAINER?**

- ✓ Do you want to be a part of a community of change agents?
- ✓ Do you have a heart to serve others and are you looking for a way to make an impact?
- ✓ Do you want to be a part of John's legacy and change your world?
- ✓ Do you want to turn your passion of coaching and speaking into profit?

If you answered YES! to any or all of these, you are in the right place. Maxwell Leadership Certified Team members all over the world are making a difference right now, and so can you.



A great leader has the knowledge and experience to light the way for others. A great leader leads by example, creating an influence in which others want to engage. Great leaders can communicate and influence those around them. As a Maxwell Leadership Certified Team member, you will learn how to identify with people and relate to others in a way that increases your influence.

The Maxwell Leadership Certified Team has the tools to make leading simple, so everyone wins. This highly effective program not only provides the knowledge and skills necessary to lead, coach and communicate more effectively, we have resources available so that you can impact others, while earning an income should you choose to do so.

WHAT YOU WILL RECEIVE AS A MAXWELL LEADERSHIP CERTIFIED TEAM MEMBER:

1. LIFETIME ACCESS TO OUR CUSTOMIZABLE ONLINE PLATFORM AND RESOURCE CENTER –

Available 24/7 and packed with tools, resources and lifetime support designed to take you to the next level, no matter where you are right now.

2. LIFETIME LICENSE TO CURRICULUM - Not only will Maxwell Leadership Certified Team Members be able to take these courses for their own personal development, but they will also be licensed and resourced to teach them as well. Resources include: Teaching Guides and Outlines, Coaching Manuals, Speaking/Teaching Scripts, Facilitator Guides, Participant Guides/Workbooks, Power Point Presentations

- ✓ Everyone Communicates, Few Connect
- ✓ Put Your Dreams to The Test
- ✓ How to Be a R.E.A.L. Success – Relationship-Equipping-Attitude-Leadership
- ✓ Becoming A Person of Influence
- ✓ Leadership Gold
- ✓ The 15 Invaluable Laws of Growth
- ✓ Sometimes You Win, Sometimes You Learn
- ✓ Intentional Living
- ✓ Leading Through Crisis
- ✓ Developing the Leader Within You 2.0

3. LIVE, WEEKLY INTERACTIVE TEACHING CALLS WITH JOHN MAXWELL'S WORLD CLASS MENTORS AND FACULTY (Recorded if you cannot make it live)

4. SPECIALIZED MAXWELL METHODS OF TRAINING

- ✓ Maxwell Leadership – From the #1 leadership expert in the world, John C. Maxwell. Includes Leadershift, Maxwell Philosophy series based the 21 Irrefutable Laws of Leadership, and so much more.
- ✓ Speaking/Communication - Whether you are communicating to an audience of one or an audience of thousands, communications skills are key.
- ✓ Coaching/Mentoring - If you are a leader, you are influencing someone whether you know it or not.
- ✓ Sales - Sales Teaching Courses – Selling is essential in personal development. Whether you are selling goods and service, applying for that next position, or leading a team ... effective sales skills are a must.
- ✓ Marketing – Maxwell's methods are proven. Lunch & Learns, masterminding, product and program bundling, live, telephone or virtual events, social media (Podcasts, Instagram, Linked-In, Facebook, YouTube), email marketing, video marketing, gifts, list building, developing your audience ... just to name a few!

5. 3-DAY LIVE INTERNATIONAL MAXWELL CERTIFICATION TRAINING EVENT WITH JOHN C. MAXWELL AND HIS MENTORS AND FACULTY

- Team Members can choose to experience this live event either in Orlando, Florida or virtually, online from your home or office. Both include a personal, interactive, experiential training environment, small group sessions, networking and open Q and A.

6. START A BUSINESS OR TO ADD TO A CURRENT BUSINESS

- We give you a full business-in-a-box! We don't just teach you how, fully resource and support you ... we provide an entire business set-up so that you can start right away. Website with endorsement video, business card templates, sample contracts, Maxwell name brand use, management & marketing tools in partnership with eSpeakers, lead/client generation, success roadmap, etc. You can literally be up and running, securing your first client in a matter of days!

AND SO MUCH MORE!

**SPEAK DIRECTLY TO YOUR
PROGRAM ADVISOR
FOR FURTHER DETAILS.**