

# LIVE2LEAD

**2020-21 SEASON**

October 2020 to February 2021

In Person & Virtual Leadership Experiences

**General  
INFORMATION**

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# LIVE2LEAD

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### Our History & Our Future

Pamela Quinn, President of Lead Your Legacy first brought the Live2Lead experience to Omaha in October 2017. Serving 180 leaders that first year; the impact quickly doubled in 2018. By 2019, Lead Your Legacy had diversified the experience focus - creating events that serve community leaders, high level executives and focused markets each in their own unique setting. This year marks a new Season in delivery, format, concept and engagement.

### From Broadcasts & Live Experiences To Virtual Communities

Live2Lead is produced with the intent of tens of thousands of viewers worldwide experiencing the speakers through a broadcast. We design a unique experience that will reach a diverse audience through Live2Lead Omaha. Those involved gain from the power of a consistent message being received by intentional leaders; all enhanced by our focus on engagement and collaboration. The addition of virtual delivery allows us to expand our unique approach to leadership experiences to an entirely new setting. **We are excited to deliver on all fronts!**

#### What To Expect:

- **RENEWED ENERGY** Live2Lead is designed to deliver the very best leadership content that inspires and motivates all who attend.
- **NEW RELATIONSHIPS** Grow your own leadership as you connect with other influencers in your region and beyond. Expand your network with relationships that produce tangible results
- **NEW IDEAS** Live2Lead is a world-class leadership experience full of rich content, key takeaways and easy to implement action plans.
- **TEAM COLLABORATION** Live2Lead is the perfect setting for your team to gain ground through this shared experience - sparking a renewed passion and purpose.

### The Live2Lead Omaha Season

*October 9th - Our LAUNCH Event!*

*November 13th - Sales, Engagement & Growth Through Relationships*

*December 11th - Building Your Best 2021*

**REMAINING - January & February - Virtual Packages Available!**

**February 26th - Your Voice, Our Design - Collaborative Leadership At The Zoo!**

### What They Are Saying - Live2Lead Participants Share Their Experience

*"Always make your next effort your best ever." -Human Resources Lead*

*"We all have more potential than we realize." -Executive Assistant*

*"Your daily schedule affects your daily success." -Business Analyst*

*"Attitude & Motivation are owned solely by YOU." - Business Banking Manager*

*"I thought I was a good leader... I realized I have a long ways to go." - Service & Sales Branch Manager*

*"The importance of Leader Shift." - Community Engagement Coord.*

*"The person closest to the problem often has the solution." - Market Consultant*

*"You don't have to be a manager to be a leader" - Hospital Dept Lead*

*"At the end of the day, I choose my attitude" - Insurance Representative*

# Conference Overview

## Featured Speakers



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*Success is due to our stretching to the challenges of life. Failure comes when we shrink from them."*

**JOHN C. MAXWELL**  
#1 New York Times Bestselling Author, Coach and Speaker

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*If you don't use your voice, there's someone waiting behind you who will."*

**KAT COLE**  
COO and President, FOCUS Brands




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*The decisions you make today will determine the stories you tell tomorrow."*

**CRAIG GROESCHEL**  
New York Times Best-Selling Author & Pastor of Life Church



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*You have to jump and take a leap of faith in order to soar."*

**STEVE HARVEY**  
Comedian, Award-winning Entrepreneur, Top 100 Most Influential African American Men in America



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*Leadership is having a compelling vision, a comprehensive plan, relentless implementation, and talented people working together."*

**ALAN MULALLY**  
Aerospace Engineer and Manufacturing Executive, Former President and CEO of The Ford Motor Company

## Live2Lead is an annual leadership gathering

developed by The John Maxwell Enterprise. For six years, Live2Lead has shared leadership and personal growth principles to a live audience and over 300 simulcast locations around the world.

Attendees learn from renowned leadership experts in various industries, gain new perspectives on relevant topics, and leave prepared with practical tools to maximize their leadership abilities and trajectories. We guarantee that our attendees leave equipped and excited to lead and create change with renewed passion and drive.

This year, on October 9th, Live2Lead's Atlanta-based live site will host ambitious leaders and teams from in and around Atlanta in industries ranging from healthcare, education, real estate, restaurants and franchises, to law firms, hotels/hospitality, financial services, and more. Through locally hosted sites, you will gain from this intentional outreach to grow leaders worldwide.

The dynamic of this year's speakers and their experience with adversity, overcoming obstacles, and intentionally pursuing success creates a dynamic that will deliver a powerful message. Their collaborative insights are perfectly designed for a time such as this.

**Participants engage with a group of intentional leaders. This allows them to connect with others passionate about personal development and leadership. Each experience is intended to serve YOU. Feedback is consistently pursued following each experience.**

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## WHO YOU'LL HEAR FROM

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■ **JOHN C. MAXWELL**, the #1 *New York Times* bestselling author, coach, and speaker who has sold more than 30 million books, has been identified as the #1 leader in business by the American Management Association® and the world's most influential leadership expert by *Business Insider* and *Inc.* magazine. Dr. Maxwell has also received the Horatio Alger Award, as well as the Mother Teresa Prize for Global Peace and Leadership from the Luminary Leadership Network. His organizations—The John Maxwell Company, The John Maxwell Team, EQUIP, and the John Maxwell Leadership Foundation—have trained millions of leaders from every nation in the world.



■ **STEVE HARVEY** is known as the busiest man in Hollywood. But when he's not entertaining, he's a dedicated mentor and motivator. Mr. Harvey's passion is helping people, which led to the Steve and Marjorie Harvey Foundation, helping underprivileged children receive the tools for success. In 2017, he started Steve Harvey Global, to create entertaining and motivational content, products and experiences for his worldwide audience. In 2019, he launched Vault Empowers, a learning platform for future leaders, entrepreneurs and corporate visionaries. Steve and Marjorie Harvey are devoted to each other and to their children and grandchildren, Mr. Harvey's proudest accomplishment



■ **ALAN MULLALLY** served as president and chief executive officer of The Ford Motor Company and as a member of Ford's board of directors from 2006-2014. Mulally led Ford's transformation into one of the world's leading automobile companies and the #1 automobile brand in the United States. Prior to joining Ford, Mulally served The Boeing Company for 37 years as executive vice president, and president and CEO of Boeing Commercial Airplanes and of Boeing Information, Space and Defense Systems. Throughout his career, Mulally has been recognized for his contributions, industry leadership, and service, including being named #3 on FORTUNE's "World's Greatest Leaders", one of "The World's Most Influential People" by TIME magazine and "Chief Executive of the Year" by Chief Executive magazine. Mulally currently serves on the board of directors of Google, Carbon 3D, and the Mayo Clinic.



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■ **KAT COLE** is the COO of FOCUS Brands North America. Prior to FOCUS Brands, Kat was President of Cinnabon, Inc. and a Vice President at Hooters at age 26, making her one of the youngest executives in chain history. She has been featured in The Wall Street Journal, The New York Times, Forbes, Fortune, Cosmopolitan and many others. Also, Kat has made appearances on CBS, CNN, Bloomberg CNBC, MSNBE, as well as an Undercover Boss episode in 2012 for Cinnabon Inc. Kat is the Co-Founder of Changers of Commerce and the Founder of Be the Change Revolutions, both non-profits emphasize her commitment to the community. She is the top Ranked Female Speaker of all-time within all Speakers Bureaus. When John Maxwell heard her speak at an event in January, he knew she needed to be a part of Live2Lead.



■ **CRAIG GROESCHEL** married Amy in 1991 and have six children and three sons-in-laws. Craig and Amy started Life.Church in January 1996 and it has grown to include dozens of locations all over the United States. Craig is a New York Times bestselling author of books on a wide variety of topics, including dating and marriage, social media, purpose, direction, church leadership, and more. Glassdoor has also named him in the top 10 CEOs in the U.S. (small and midsize companies) and named Life.Church the #1 Place to Work under his leadership.