

LIVE2LEAD

OCTOBER 9, 2020

LIVE2LEAD is a half-day, leader development experience designed to equip attendees with new perspectives, practical tools and key takeaways. They'll learn from world-class leadership experts, be prepared to implement a new action plan, and start leading when they get back to the office with renewed passion and commitment.

WHO YOU'LL HEAR FROM



■ **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.



■ **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.