

About Us

The John Maxwell Leadership Foundation (JMLF) grows leaders to transform their world, and we are doing it one community, school and country at a time! With a fervent belief that, "Everything rises and falls on leadership", John C. Maxwell, #1 New York Times bestselling author, coach and speaker, founded JMLF to carry out a vision to grow leaders to transform the world around them. His organizations -- The John Maxwell Company, The John Maxwell Team, EQUIP Leadership, and The John Maxwell Leadership Foundation -- have trained millions of leaders from every nation.

We add value to leaders who multiply value to others and the results are growing leaders who produce transformation. The JMLF marries its influence and resources with the desire and engagement of top tier leaders in the key streams of influence and the results are truly transformational.

Values-based transformation tables are the key essential used to share leadership values, provide opportunities for self-reflection, and drive commitment to measurable action steps. Steps may be small, but as they are taken weekly, consistency compounds and the results snowball.

As individual lives are changed, the companies where those individuals work are changed, the culture of organizations improve, and the results are real and measurable. Imagine the potential as key streams of influence are collectively impacted and we see lasting, positive change at a personal, community and national level.

Strategy

The iLead program was designed by Dr. John C. Maxwell to allow the next generation of leaders to develop their values and leadership skills. Our preferences for experiences, shows the importance of learning materials that engage our senses and not just our minds. In addition to a roundtable discussion format that engages the auditory senses, iLead uses vivid imagery to engage the visual senses and action items to engage students through involvement.

Plan

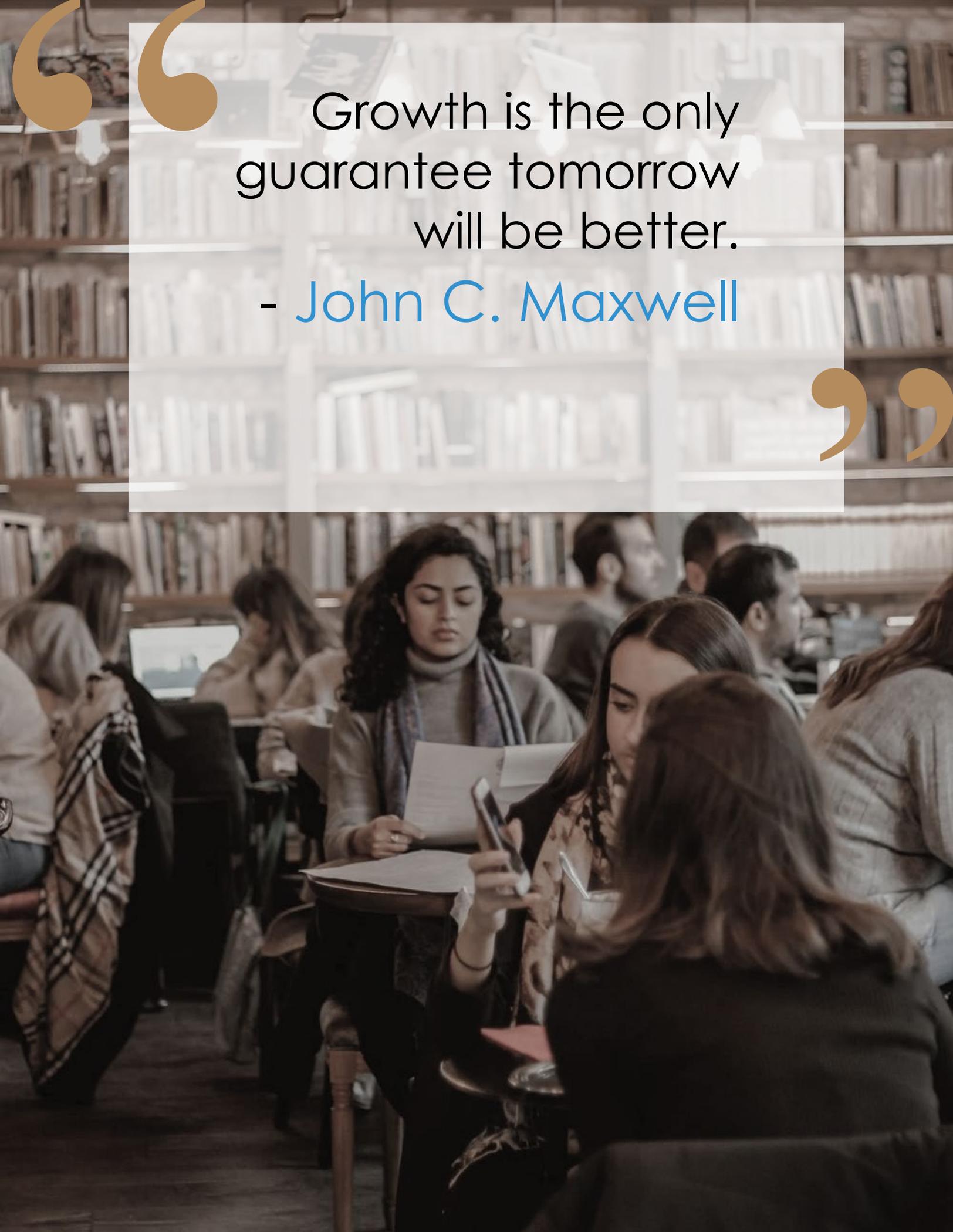
Three years of youth leadership development:

- iChoose is connecting Values & Leadership
- iDo is connecting Actions & Leadership
- iLead is connecting Influence & Leadership

Objective

Over the course of the program, students will accomplish the following goals:

1. Identify and explore the values of leadership
2. Take ownership of their choices (actions, influence on others)
3. Practice leadership values and develop those skills
4. Evaluate themselves with their applied knowledge
5. Lead themselves and take turns leading each other

A photograph of a library with several students sitting at tables, studying. The background is filled with bookshelves. The image has a warm, slightly desaturated color palette. A semi-transparent white box is overlaid on the top half of the image, containing text. Large, stylized quotation marks are positioned on the left and right sides of the text box.

Growth is the only
guarantee tomorrow
will be better.

- John C. Maxwell

Timeline

iLead launched in late 2017- early 2018 into high-schools in Paraguay where it has been piloted and field tested for effectiveness and receptiveness. In late 2018, a universal version of iLead was launched and is being field tested on a much broader global scale.

In early 2019, and at the agreement of Guatemala's Vice Minister of Education, JMLF launched iLead in Guatemala, training 26,000 teachers on the material. While meeting with John C. Maxwell and hearing the vision for iLead, the Vice Minister of Education stated, *"24 hours a day, 365 days a year; I am committed to this youth curriculum in Guatemala!"*

iLead employs a peer-to-peer methodology that allows students to practice leadership as well as a roundtable format that engages all participants.

By the Numbers

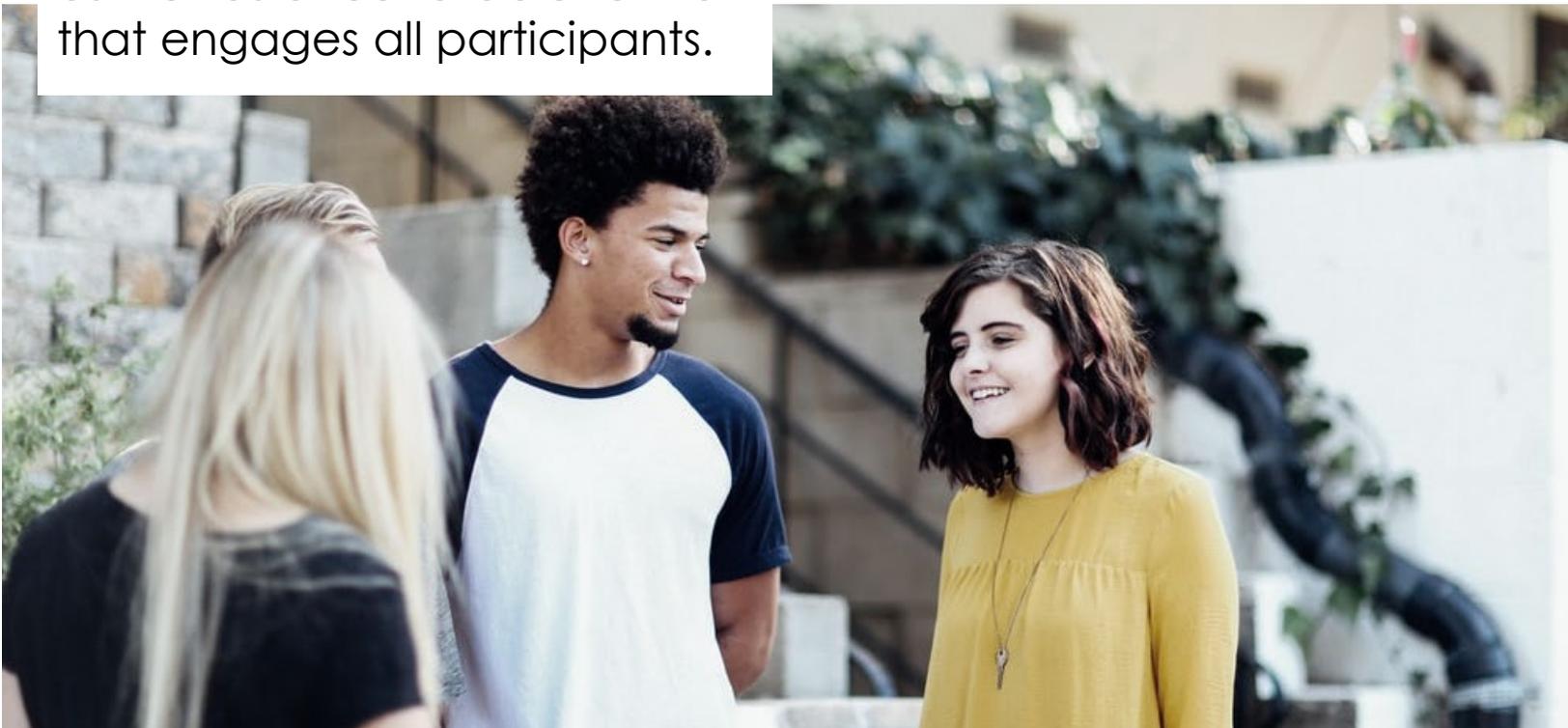
Transformation does not just happen. The intentional growth of leaders who have a desire to produce youth leadership transformation across the globe is essential. Together we are accelerating the momentum of transformation among the next generation.

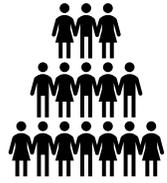
42,573

Schools Committed

1,290,602

Student Participants





A focus group of **15** international students report on their iChoose experience.



Increased leadership ability was reported by **100%** of the students.

Impact

100% of students saw opportunities to apply what they've learned.



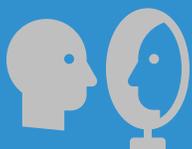
100% of students reported that the topics discussed in iChoose are relevant to them.



After having participated in iChoose **93%** of students report that they are impacting their community positively.



100% of students believe that they are better prepared for their future because of iChoose.



After iChoose **100%** of students reported greater self awareness.



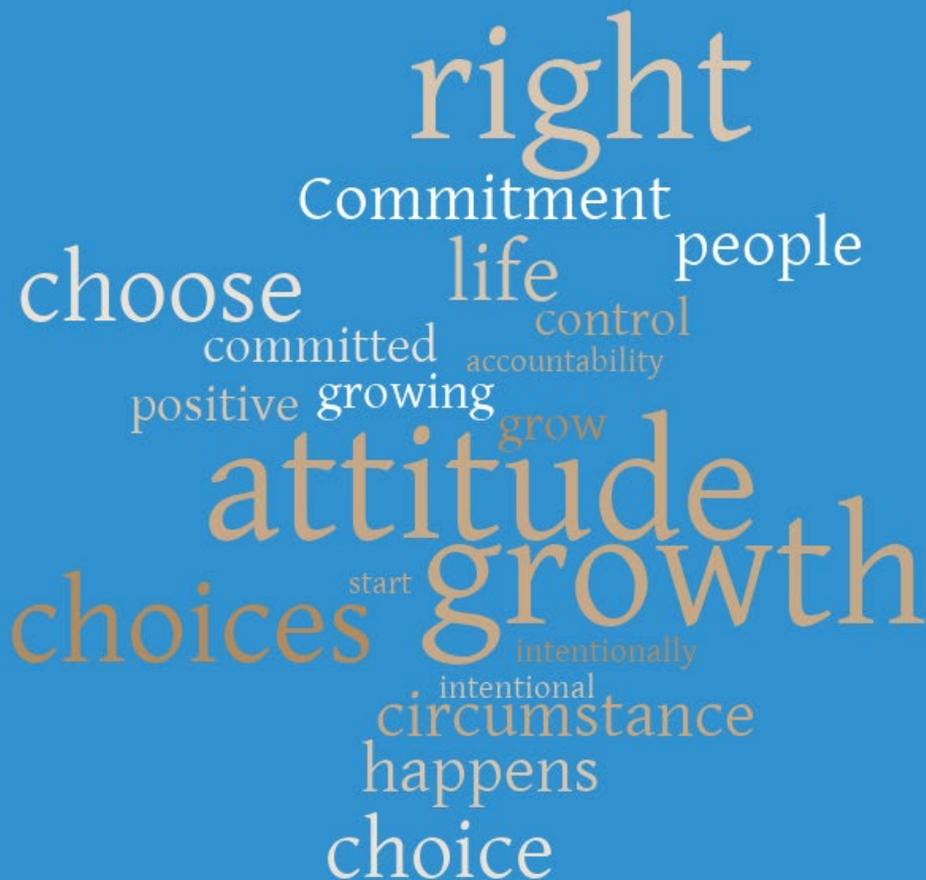
100% of students reported that their self confidence has increased post iChoose.

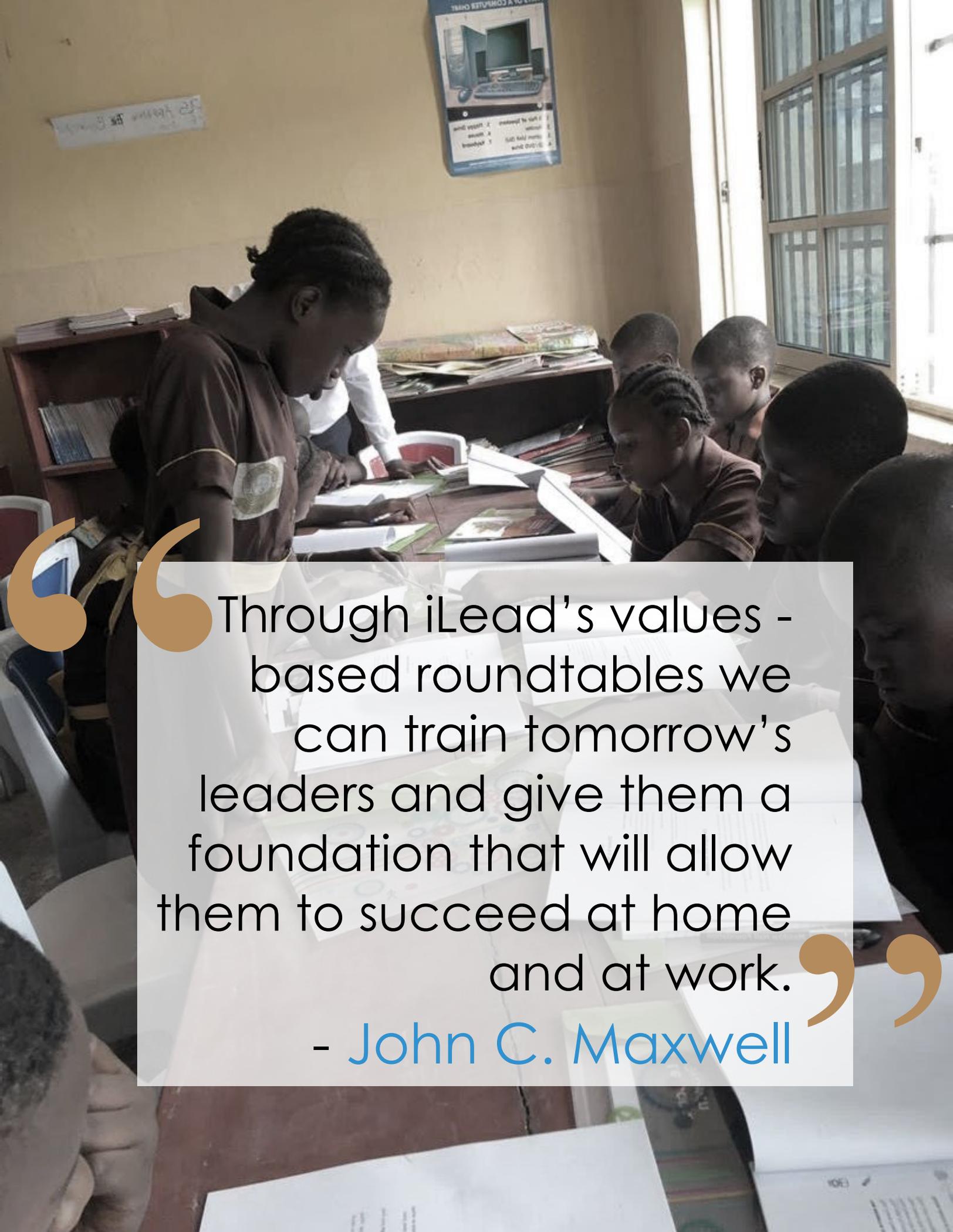


Students reviewed themselves positively on the leadership and values explored in the content after completing iChoose, year one of iLead.

The following words were mentioned at least 3 times by a group of 6 student participants when describing the program's impact on their lives.

Note: A Welch t-test was conducted to evaluate statistical significance at $p < 1.96$ for a group of 175 students.





Through iLead's values -
based roundtables we
can train tomorrow's
leaders and give them a
foundation that will allow
them to succeed at home
and at work.

- John C. Maxwell

Student Transformation Stories



I will value the relationships around me.

Unforgiveness is a poison.

Character is a choice.

The people around me are a reflection of what my future holds. I learned to build right relationships and network intentionally.

I am enough.

I begin to place value on myself and see myself very differently.

Opportunities may open a door but character keeps us there.

My character is the real me....

The logo for the John C. Maxwell Leadership Foundation is centered within a white rectangular box with a thin black border. It features the name "John C. Maxwell" in a black, elegant cursive script. Below the name, the word "LEADERSHIP" is written in a bold, black, serif, all-caps font. At the bottom, the word "FOUNDATION" is written in a brown, serif, all-caps font. The entire logo is set against a background of a blue gradient at the top and a brown gradient on the left side of the page.

John C. Maxwell
LEADERSHIP
FOUNDATION