JMT DNA is the electricity, the force, and the common bond that all John Maxwell Team members share — the desire to always add value to others, to live intentionally, to think like a success, to exceed expectations, and to always focus on growth.

Being associated with the John Maxwell brand will give you unprecedented access, influence, and experience like no other name or brand in this industry. John is extending an invitation to be part of the John Maxwell Team, share the JMT DNA, and for you to be part of this incredible opportunity. Not only will you add value to yourself, your career, and your life... but you will be able to join this powerful global team as one of John’s partners.

Success doesn’t just happen, it’s learned. Master the skills to succeed with the world’s leading authority on Leadership Success. Whether you’re looking for personal growth, to improve your coaching, teaching, and speaking skills or looking to become a leader in your profession, church, university, or nonprofit organization, lean in and go after the life of your dreams. The time is now. John is looking for strong leaders like you to join his Team.
World Class Faculty

John C. Maxwell is a #1 New York Times bestselling author, coach, and speaker who has sold more than 26 million books in fifty languages. In 2014 he was 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. As the founder of The John Maxwell Company, The John Maxwell Team, EQUIP, and the John Maxwell Leadership Foundation, he has trained more than 6 million leaders. In 2015, he reached the milestone of having trained leaders from every country of the world. The recipient of 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.

Mark Cole serves as the CEO of all John Maxwell Companies and has more than 25 years of leadership and team development experience, which uniquely qualifies him to have an integral role and be the champion of the John C. Maxwell brand. He is committed to adding value to individual leaders and leadership teams. Mark has experience in both the nonprofit and for-profit sectors, and he has led companies through economic challenges, growth barriers, and disconnected team dynamics.

Mark has learned team development from the world’s leading source of expertise: John C. Maxwell. Mark has worked more closely with John than anyone else in the world, and brings exclusive access to John’s real time principles to the Team. Mark delivers time-tested leadership principles ranging from personal leadership to multi-corporation leadership. He resources leaders to develop those around them, ensuring teams are working to their highest potential.

A high school dropout from a working-class family in Pittsburgh, Paul overcame a stuttering disability and potentially dim future to rise from janitor to millionaire entrepreneur. He has shared the stage with personal development giants and has launched his own speaking, training, and coaching firm. Through candid keynote speeches, workshops, seminars and more, he zealously encourages others to boost their potential and harness the power of their mind. Paul is President of The John Maxwell Team, an elite group of certified coaches and communicators mentored by renowned leadership expert and New York Times bestselling author John C. Maxwell.

Founder
John C. Maxwell

CEO of John Maxwell Companies
Mark Cole

President
Paul Martinelli
World Class Faculty

Roddy Galbraith is an international speaker, trainer, mentor, and coach with a passion for helping people find their voice, craft their message, and hone their delivery. Over the years, he has worked with thousands of people from more than 40 countries. His expertise in hypnosis and cognitive behavioral hypnotherapy influences his structured approach to helping his clients overcome their fears of speaking, while nurturing a confidence that comes from being thoroughly prepared. He speaks around the world and has shared the stage with masters such as Les Brown, Bob Proctor, Mary Morrissey, Wayne Dyer, Paul Martinelli, and John C. Maxwell.

Christian Simpson is regarded as one of the most talented practitioners, teachers, and mentors in the field. His ability to translate complex issues into simple, easy-to-apply steps has made him one of the most highly sought-after coaches, mentors, and teachers in the self-improvement industry. Christian is a leading business coach, mentor, and transformational leader to entrepreneurs and business owners across the world. His proven and highly acclaimed methods have helped small business owners accomplish extraordinary growth in their business and personal lives.

Chris is an international speaker and executive coach. Chris’s leadership beginnings started while he was a sales representative for one of the largest vehicle services contract service providers in the country. Within a five-year period, he quickly advanced four positions to senior sales manager. He continued to develop his leadership strengths, helping the company grow from a staff of 18 to more than 700. Chris has the ability to assess a situation, recognize the problem, and lay a solid workable plan of action that empowers the businesses or individuals to create life-altering success. His impact and ability to grow people and companies led to the birth of his own coaching practice, R3 Coaching, where he has dedicated his life to equipping, inspiring, and leading others to achieve their personal and professional goals.
Study Maxwell’s Leadership Methods

- Do you want to become an influential leader?
- A better father, mother, husband, or wife?
- Lead your church or community?
- A leader in your organization or business?
- Earn the income and enjoy the success you deserve?
- Or all of the above?

This is an ADVANCED LEADERSHIP AND SKILL TRAINING PROGRAM for those who want to be different or make a difference in the lives of others.

Everything Rises and Falls on Leadership
John C. Maxwell

www.johnmaxwellteam.com
The Maxwell Method

• Learn and Share John’s Teachings – Seven one-hour live and interactive teaching calls, including worksheets, all supported by videos on how to share John’s teachings with clients.

• Q & A with John C. Maxwell – Three sessions of two-hour live, interactive group training calls.

My leadership potential has always felt like elusive smoke, something just beyond my grasp. I have waited 40+ years for someone to show me the way. I now see that I have the power to unlock my own potential, to be both the architect and the creation. Since joining this Team, I have awoken every morning to the sound of shattering. Shattering of the concepts of what my leadership and my life was meant to be, shattering of the concepts of my own limitations and shattering of what I was capable of doing. Thank YOU John Maxwell!

John Matthews
Executive Coach and Trainer, Gryphix Coaching & Development, LLC.
Virginia, USA

I have grown as a father, as a husband, and as a leader. My business has never been more successful. I owe a great deal of this to John Maxwell, the John Maxwell Team and the great training and leadership skills I have received.

Greg Gorman
John Maxwell Certified Coach and Speaker, Certified Keynote Speaker, Consultant, and Business Coach at ‘For Your Inspiration’
Florida, USA

Meet Chris Robinson and his Family

www.johnmaxwellteam.com
The Specialized Maxwell Method of  

Coach Training
To deliver on the five sets of coaching/teaching manuals included with the system, you will receive 13 hours of video coach training on:

- One-on-one and group coaching skills.
- How to teach each lesson in the coaching manuals.
- How to set your coaching fees.
- Training workbook guide to go along with the coach training videos.
- “Intentional Living” — Coaching Call Guide and Application for Professional Coaching.

Speaker Training
To deliver on the five sets of speaking scripts/powerpoint presentations included with the system, you will receive a six-hour video speaker training workshop on:

- Presentation and Technique training.
- Speaking event coordination and best practices.
- How to set your speaking fees.
- Training workbook guide to go along with the speaker training videos.
- A special one-hour training call on how to effectively use John Maxwell’s personal notecard scripts
- AND, a special workshop (Calm) Countdown to the March Speaker Training, to prepare you in advance for success at the live event.
- Teaching scripts from John’s personal notecards

"I was equipped! I will be doing a Leadership Lunch and Learn for corporate Nordstrom’s Consumer Insight Division. What a blessing the way it came about – by being in the right place at the right time! Thanks to the speaking, sales and marketing training, and the resources and tools provided in this certification program, I felt prepared for the opportunity when it showed up.

Joyce McMurrin, Founder of Leaders NW, Founding Member of the John Maxwell Team
Washington, USA"
Training

Marketing Training, including Social Media

- Entire video presentation on how to market yourself and build a profitable speaking and coaching business.
- “Leading an Effective Mastermind Group” – training on best practices and a real group session in action, recorded LIVE by certified Team Members.
- Product and program bundling for pricing.
- Telephonic seminar(s) on best position techniques available with Social Media.
- How to develop your audience.

Sales Training

You will receive five hours of video sales training on:

- Telephone/Email introduction skills.
- Cold calling skills.
- Networking skills.
- Obtaining referrals.
- Client discovery sales questions.
- Closing skills.
- Sales scripts.

This program makes my days easy, fast and fun! I recently conducted leadership training for real estate professionals and top producers. It was an incredible speaking engagement that gave me confidence, exposure, experience, and referrals. Becoming John Maxwell certified has honed my teaching skills in leadership principles, as well as speaking to companies who are looking to have more impact and become more influential.

Scott Hansen, Entrepreneur at Scott Hansen: Creating Your Reality, High Performance, Coach and Trainer Illinois, USA
And for Those Who Want to Utilize this

Business and Marketing Tools

• Maxwell Leadership Assessment Tool to provide unique and personal feedback to your clients in key areas of leadership behavior.

• Facilitator/Mastermind guides to “Leadership Gold”\(^5\), “The 15 Invaluable Laws of Growth”\(^5\), “Sometimes You Win, Sometimes You Learn”\(^5\) and “Intentional Living”, with Mastermind Handouts.

• “Sometimes You Win, Sometimes You Learn for Teens” — Notes and slides for a Keynote Presentation, and Notes and Slides for 3 Interactive Sessions.

• Free gift from John Maxwell placed on your website for visitor download to use as a tool to build your own client base.

• Use of certified John Maxwell Team Member seal on materials and website.

• Marketing video by John Maxwell, introducing you and speaking on the value of working with you as a certified John Maxwell Team member.

• Marketing brochures/templates for product and program packaging.

• Template emails.

\(^5\) = Spanish translation now available.
\(^f\) = French translation now available.

Business Set-Up

• Personalized JohnMaxwellGroup.com website.

• Personally branded John Maxwell business card template.

• Sample and template contracts.

Maxwell Brand Use

Use of select Maxwell logos, images and brand name to add value and influence to you and/or your business.

The power of the John Maxwell Brand will open doors for you. John is a bestselling author of more than 74 books; he is the most respected name in the personal growth and leadership field today. Every year, John speaks to Fortune 500 companies, international government leaders, and organizations as well known and successful as the NFL, the United States Military, and West Point. Your name will be connected with this bestselling author and the powerhouse of leadership.

Listen to the power of the brand from Shari Strong!
Surprised at how fast the program worked! I just closed a $54,000 deal, doing group and coaching one day a week for next 12 months. And, I just picked up a new coaching client! This is my second in 2 weeks. She saw me speak at a luncheon, joined my free group and is now a coaching client. It’s as easy as one, two, three. The Maxwell process works! Thank you John and the faculty. I love this Team!

Chris Robinson
Owner of R3 Coaching & Marketing, International Keynote Speaker, Trainer & Coach
Missouri, USA

Opportunities now come my way! I received, directly from the John Maxwell Team, a lead that resulted in a $2000 speaking and training contract. This is just ONE of the many benefits of joining the team.

Mark McAuliffe, President of The McAuliffe Group
Leadership Specialist, Executive Coach, Professional Teacher, and Trainer
Missouri, USA
Ongoing Support and a new Community of Friends and Partners

• **Live weekly support calls and unlimited access to our archive of calls**
  These support calls are extremely helpful in your growth. It’s a chance to listen to a faculty member or JMT Leader as they guide you on your journey. You can get your questions answered and continue with the learning process seamlessly.

• **Unlimited access to the Online Platform**
  Learn at your own pace, at any time that is convenient for you and from anywhere in the world. We want to empower you with the tools and support that you need to succeed and become the best YOU you can be.

• **Success Roadmap**
  Beginning your John Maxwell Team journey is to you start you in our “Success Roadmap” course. This On Demand course will give you a systematic introduction to the program so you fully understand the training and resources available to you. The 10 on demand videos will aid you in selecting the track of learning that will best serve you and those that you will be impacting as you grow as a leader and communicator.

• **Community/Networking**
  Worldwide, we are a community of more than 20,000 Team Members from every age group, every stage of life, and from every industry. We will serve as your coaches, teachers, guides, mentors, and friends. This is your chance to become part of the most significant and sought-after Team of top people... your chance to live the life of your dreams.

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I was supported all the way through! The time wasn’t yesterday and the time is not going to be tomorrow. The time for you is right now. The access to support calls, the Online Platform, and 90-day support groups is what made this happen for me.

John Carpenter
Leadership Teacher, Educator & Coach,
Texas, USA
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6 Core Systems to Learn from and Utilize

You will be certified and licensed to coach, teach and speak to any individual, to any company, and to any organization, anywhere in the world, utilizing John C. Maxwell’s curriculum, products and books, as outlined in the program.

- Improve Your Ability To Bond With Others
- How Will You Impact the Lives of Others?
- Shape Your Growth and Development For Real Results
- Discover Your Growth Potential
- Live and Lead Your Purpose and Potential
- Become the Best Leader You Can Be
- *and YouthMAX Bonus!

Coaching/teaching manuals, lunch-n-learn workshop scripts, speaking scripts, workbooks, and powerpoints, based on the above products and books.
International Maxwell Certification

Live Event

LIFE CHANGING • POWERFUL
MIND-BLOWING • COURAGEOUS GROWTH
EXTRAORDINARY • INVALUABLE TEACHINGS
WORLD-CLASS LEADERSHIP • WONDERFUL JOURNEY

You don’t want to miss out!
Team Members and returning alumni experience great training, meeting new friends, reconnecting with other team members, transformational moments, life-changing teachings, and a special celebration! There’s a Technology Hub, social gatherings, networking opportunities, and exceptional training. And, hear John Maxwell in person, as well as other world-class speakers and trainers like Les Brown, and Nick Vujicic who have lit up the stage and inspired attendees at past events.
The John Maxwell Team’s training has been the BEST investment I have ever made in myself! The business building model the team provides has taken me to the next level. By following their plan, I went from a group to one-on-one coaching with the CEO and planning the company’s upcoming executive retreat. Thank you to the John Maxwell Team for giving me the real tool to success.

Michael Harbour  
CEO & Founder of Harbour Resources Leadership, Keynote Speaker and Professional Coaching & Training, Arkansas, USA

I would tell all of you to come. If you don’t have the money, find the money or borrow it from someone else. Because you are going to be able to pay them back in double or triple the amount. This program is worth it. What you are going to get here is going to change your life and help you to realize that it is possible.

Dr. Amy Hymes  
Psychologist & Corporate Trainer, Virginia, United States

Being associated with the JOHN MAXWELL brand will give you unprecedented access, influence, and experience like no other name or brand in this industry.
Join the thousands of leading entrepreneurs and businesses who have embraced the Maxwell Brand of leadership principles and put them to work for success.

A leader is one who knows the way, goes the way, and shows the way.

John C. Maxwell
You will join because of John, but you will be successful because you will not be alone.

Globally, we are a community of over 20,000 Team Members strong from every age group, every stage of life, and from every industry. This is your chance to be a part of the most significant and sought after group of coaches, teachers, trainers, speakers and professionals.
The Potential is in YOU!

• Become a top leader
• Participation in worldwide transformation of countries with John
• Unlimited access
• We generate leads for you
• Keep 100% of what you earn
• No annual fees
• **Live a life of significance and leave a legacy**

Since joining the Team, I am astonished by my personal growth, breakthroughs and financial rewards. By following John’s business building model and teaching curriculum, I have seen my networking groups multiply. I am booking seminars. Speaking opportunities are opening up. Thank you to the John Maxwell Team for providing me with everything I need to grow my business and change lives.

Johnny Morales, Owner, Teambuilders Coaching Group, L.L.C., & CEO of Operation H.O.P.E. Inc., Leadership Speaker, Coach & Trainer, Arizona, USA

I signed a $40,000 training contract with a local school system! Thanks to the Team for pushing me to ‘Do It Afraid’!

Sharon Mast, President Spark Solutions & Support, Training and Facilitation; Corporate Trainer, Facilitator & Motivational Speaker, Pennsylvania, USA

AND, ALL BACKED BY A 100% MONEY BACK GUARANTEE

Complete the entire course of curriculum and on the first day of the live training, if you feel we did not exceed our commitment and promise to you, simply go to the back of the training room and we’ll write you a check for a full refund of your investment with no hassle.

John C. Maxwell Certification Program
(561) 318-0547 (USA- ET Zone) • Info@JohnMaxwellTeam.com • Website: www.JohnMaxwellTeam.com