

GLOBAL LEADERSHIP MAGAZINE

Issue #1



Forbes EXPERT PANEL

Resilient Business Strategies To Lead Change & Growth Beyond The Crisis.

LIVE2LEAD LEADERSHIP Awards

Identifying Outstanding Leaders in the Caribbean

Being **UNSTOPPABLE**

Executive Director John Maxwell Team
Erica McKenzie
Listed among Forbes Councils





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His Excellency the Most Honourable Sir Patrick Allen, ON, GCMG, CD, KSt.J Governor-General

I congratulate Creative Brands and Concepts on the Inaugural launch of its quarterly Global Leadership Magazine, which will highlight the work of distinguished leaders from across the world.

In the current pandemic landscape, there is no better time to highlight the importance of leadership and the positive impact it can contribute to all areas of society. In times like these, leadership capacities play an even more vital role in honing the many skills that are called into action. Against this background, your effort to feature and highlight leadership in its various forms and influences, is most opportune.

The influential annual global Live2Lead Conference is intended to inspire and stimulate dialogue on this critical subject matter. I commend Creative Brands for conceptualizing and facilitating this important forum of experts in the field who will share thoughts, ideas and experiences.

Sound leadership plays a key role in sustainable economic development as it is vital to every sector for growth and advancement. This is particularly so as the core values of any nation are directly linked to equality and equal distribution of resources. Therefore, good leadership becomes a visible aspect through which well-developed infrastructure helps to provide basic amenities especially to the most vulnerable.

In the changing world of science and technology as well as the rapid transfer of knowledge, the survival of any leader will depend on their willingness and ability to examine and refine their leadership strategies.

I trust that today's engagements will provide participants with information that will unearth, empower and build leadership capacities, enabling them to recognize their role and effectively play their part in the development process.

Congratulations and best wishes on your venture.



Message from The Most Hon. Andrew Holness, ON, MP. Prime Minister

It is with great pleasure that I convey a warm Jamaican greeting to Creative Brands and Concepts Limited on the occasion of the launch of the inaugural Global Leadership Magazine. The magazine which promises a wealth of information and features, seeks to highlight the work of distinguished leaders from various sectors in Jamaica and other parts of the world.

The quarterly publication of this spectacular publication is timely as the world and business leaders are exposed to the precise and incisive views which will be presented, particularly as the world battles Covid-19.

Our leaders must be engaged through thought provoking analysis to encourage strategic thinking, innovation, and action as they remain civic-minded and perform their duties ethically while navigating the pressures that come with leadership in the Covid-19 era. It is also prudent that while we practice effective cross-cultural communication to push the growth of our nation, we lend a hand to other countries in need.

In that regard, it is also with enthusiasm that I welcome the hosting of your annual Live2Lead Conference, international leadership and personal growth event developed by The John Maxwell Company, on October 8, 2021, at the Terra Nova Hotel.

Undoubtedly, Jamaica is fortunate to hear from world-renowned leadership expert and author John C. Maxwell. He has written over 80 books which have been translated into 50 languages and have over 20 million copies sold, most popular among them include "The 21 Irrefutable Laws of Leadership" and "The 21 Indispensable Qualities of a Leader". In this

regard, I am confident that it will be an exciting day of growth as John Maxwell and other professionals from several industries share new perspectives on relevant topics in leadership, teach and apply leadership lessons to the global audience.

As Jamaica joins hundreds of host sites worldwide for a live simulcast of this impactful business leaders strategy session, I wish the Creative Brands and Concepts Limited a successful event as they seek to provide meaningful content that will empower and build better leaders globally.



Message from The Leader of the Opposition

Mark Golding, MP

I extend my heartfelt congratulations to the Creative Brands & Concepts Ltd. team on delivering the Live2Lead Conference and launching the Global Leadership Magazine! The existing community of 40,000 subscribers is impressive, and will surely grow as the magazine shares leadership lessons and tips from the Live2Lead conference 2021.

The Live2Lead conference is a tremendous innovation. I am particularly impressed by the international community garnered by the conference's design flexibility, which allows countries to serve as host sites, bringing content to millions of people who want it.

The lineup of guests features not only John Maxwell, a world renowned leadership coach, but celebrities like Steve Harvey, Daniel Pink, Tyler Perry and Kat Cole. The Live2Lead conference will also showcase the expertise of authors like Ed Mylett and Jamie Kern Lima.

I wish the team at Creative Brands & Concepts every success with the launch of the Global Leadership Magazine, which will be a key feature of the Live2Lead conference!



Erica McKenzie
CEO, Creative Brands & Concepts Limited

Congratulations to our team at Creative Brands & Concepts Ltd on the launch of the Global Leadership Magazine! The magazine promises a wealth of information and features, seeking to highlight the work of distinguished leaders globally.

This quarterly publication is timely as business leaders across the world are tasked with showing great leadership and navigating during the pressures of this pandemic.

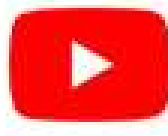
It is our hope that readers will gain leadership principles and personal growth techniques from this publication. Be prepared to lead with renewed passion and commitment going forward.



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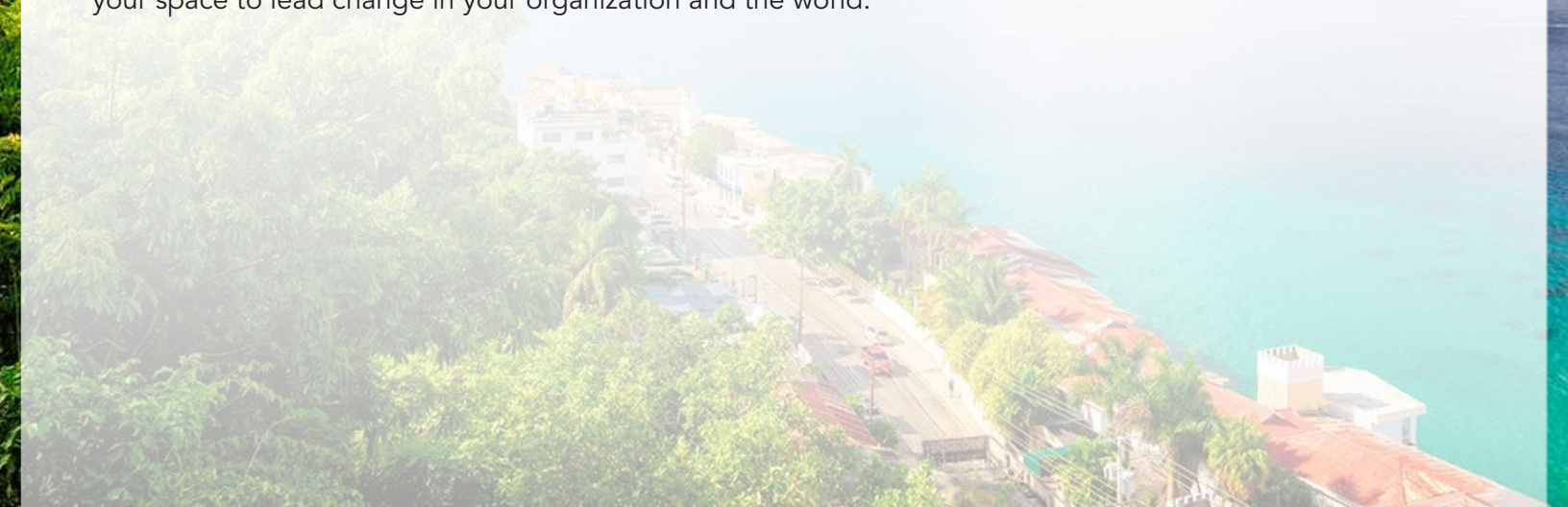
LIVE2LEAD

#1 LEADERSHIP
CONFERENCE

ABOUT LIVE2LEAD

Live2Lead is an annual global leadership event developed by The John Maxwell Company, who for decades has impacted thousands of individuals and organizations around the world. The event is hosted the second Friday in October each year in over 400 host sites, 30+ countries and 6 continents. The conference attracts some of the world's best thought leaders since its inception eight years ago. Some of the renowned leaders who have graced the Live2Lead stage include Steve Harvey, Emmy Award Winning Actor & Entrepreneur, Tyler Perry, American Playwright, Actor, Screenwriter, Kat Cole, COO, Focus Brands, Marie Forleo, Entrepreneur, Writer & Philanthropist and John C. Maxwell #1 leadership guru and New York Times best Selling author.

Live2Lead is designed to take you on a remarkable growth experience that is guaranteed to positively impact your space to lead change in your organization and the world.



LIVE2LEAD

PROGRAMME

Registration

Live2Lead

- John Maxwell
- Jamie Kern Lima
- Jeff Henderson
- Valorie Burton
- Ed Mylett

Lunch Break

Panel Discussion

"Resilient Business Strategies To Lead Change & Growth Beyond The Crisis"

Keynote Speaker - Erica McKenzie

"Why Every Leader Needs Leadership During the Pandemic"

Guest Speaker - Julie Mango

"Mental Health is Your Wealth"

Awards Presentations

Youth Scholarship

Leadership Award

Entertainment



MARK COLE

Dear Leaders

Welcome back.

Those are the very first words that come to mind as I sit down and write this letter. After a strange 2020 and a still evolving 2021, I'm more excited for this year's Live2Lead event than any other one in history! That's because I get to be with my people—the men and women who want to make a difference in their world by making something different in their life. Men and women who are seeking to grow their leadership by growing themselves. Men and women who are hungry for relationships with fellow leaders because good relationships lead to great partnerships; and great partnerships allow leaders to multiply their influence to achieve significance.

I'm excited for all of this, happening LIVE and IN PERSON, here in Atlanta, where we are thrilled to have our five unparalleled speakers on stage for you to enjoy.

This year's Live2Lead is a return to the basics: The 21 Irrefutable Laws of Leadership, John's bestselling, and most famous book.

We're fast approaching the book's 25th anniversary, and we wanted to celebrate by bringing the content to life in a fresh, new way with a video curriculum featuring John's best insights since the 10th anniversary edition was released in 1998.

For those of you who have known and loved John for years, this should excite you. And even if you've only recently discovered John and his work, today should be electric for you. The 21 Irrefutable Laws of Leadership is foundational to the principles and practices that John and our entire John Maxwell Enterprise share daily with leaders around the globe. These are the building blocks of exceptional leadership, and it never hurts to have a little refresher course on the basics—especially when John Maxwell is your teacher!

As the Enterprise continues its journey from persona to philosophy, we want everyone in this audience to get the 21 Laws down deep inside their leadership soul. They are the essence of our leadership philosophy, and they will influence and inform everything we do moving forward. We need you well versed in these timeless principles, so your leadership not only reflects them, but also recommends them to others by example.

Changing your world begins with leadership, and leadership begins with The 21 Irrefutable Laws.



Hopefully you now understand my excitement and why I'm so pumped to be back in the room with you here in Atlanta. But I'm just as excited to be with those of you who are live in the room at any one of our satellite locations or live in the room via our digital experience. No matter where you're joining us from, I think you'll love what we have in store for you in 2021!

So, welcome back. It's time to sit back in your chair, greet some of the people around you, and prepare yourself for the biggest and best leadership event in the world. On behalf of the team here at The John Maxwell Enterprise, as well as John Maxwell, Valorie Burton, Ed Mylett, Jamie Kern Lima, and Jeff Henderson, we are so grateful that you've chosen to join us today.

So welcome back.

It's time to get started!

Mark Cole
 CEO/President
 The John Maxwell Enterprise



LIVELY UP YOUR AFTERNOONS

WEEKDAYS WITH DAHLIA HARRIS AND CHRISTOPHER 'JOHNNY' DALEY

1:00PM CST

WEEKENDS WITH DADRRIAN GORDON AND DELLY THE DEEJAY

1:00PM CST ON

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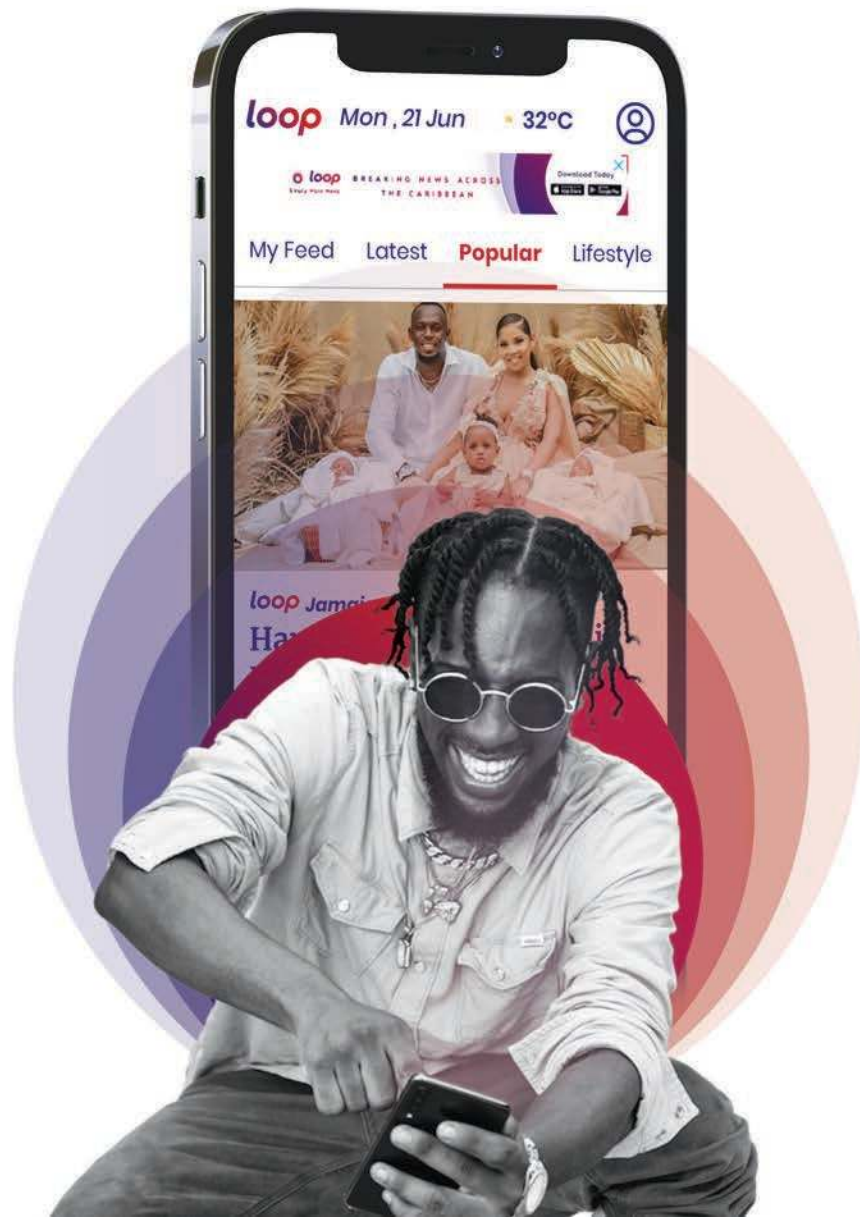
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SPEAKERS



JOHN C. MAXWELL

John C. Maxwell is a #1 New York Times bestselling author, coach, and speaker who has sold more than 30 million books in 50 languages. He has been 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. He is the founder of The John Maxwell Company, The John Maxwell Team, EQUIP, and the John Maxwell Leadership Foundation, organizations that have trained millions of leaders from every country of the world. A recipient of the Horatio Alger Award, as well as 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.

 @JohnCMaxwell  @JohnCMaxwell  @JohnCMaxwell  JohnMaxwell.com



JAMIE KERN LIMA

Jamie Kern Lima is a New York Times bestselling author and Founder of ITCosmetics, a company she started in her living room and grew to the largest luxury makeup brand in the country. She sold the company to L'Oréal in a billion-dollar deal and became the first female CEO of a brand in its 100+ year history. Her love of her customers and remarkable authenticity and belief eventually landed her on the Forbes America's Richest Self-Made Women list. She's the author of the new book Believe IT: How to Go From Underestimated to Unstoppable, an instant New York Times bestseller, USA Today bestseller, #1 Wall Street Journal bestseller, #1 Amazon bestseller, #1 Publisher's Weekly bestseller, and #1 Barnes & Noble bestseller. She's a mother of two and an active investor, speaker, and thought leader who is passionate about inspiring and elevating women. She's also an active philanthropist who has donated over \$40 million in product and funds to help women face the effects of cancer with confidence. She's also donating 100% of her author proceeds for Believe IT to Feeding America and Together Rising.

 @JamieKernLima  @JamieKernLimaPage  @JamieKernLima



SPEAKERS

JEFF HENDERSON




Jeff Henderson, named by Forbes Magazine as one of 20 speakers you shouldn't miss, Jeff Henderson has become a trusted voice for businesses and non-profit organizations. His career experience not only inspires groups and individuals but also provides tangible strategies to help them grow. Ultimately, Jeff's aim is to help organizations build a good name where both purpose and profit thrive. His bestselling book, Know What You're FOR, launched a movement in non-profits around the world and has become a focal point for many businesses. Jeff has worked for wellknown organizations such as the Atlanta Braves, Callaway Gardens, Chick-fil-A, and North Point Ministries, one of the largest churches in America. While there, Jeff led three churches for over 17 years and helped launch North Point Online, one of the largest online ministries in the world.

 @JeffHenderson  @JeffHenderson  @JefferyHenderson  JeffHenderson.com

VALORIE BURTON



Valorie Burton, life strategist and international speaker, is CEO of the Coaching and Positive Psychology (CaPP) Institute. Her life-changing message has an intriguing, research-based emphasis in the pioneering field of applied positive psychology - the study of what happens when things go right with us. Her company provides coaching, coach training, and resilience training and has served clients in all 50 states and 20 countries on six continents. Since 1999, she has written 13 books translated into multiple languages, including Let Go of the Guilt, It's About Time, and Successful Women Think Differently. She has appeared regularly on the TODAY Show, CNN, Dr. Oz, and Essence, and has spoken for hundreds of organizations around the globe. She was named one of the top 60 motivational speakers in America and one of the Top 100 Thought Leaders in the field of personal development.

 @ValorieBurton  @ValorieBurton  @ValorieBurton



SPEAKERS

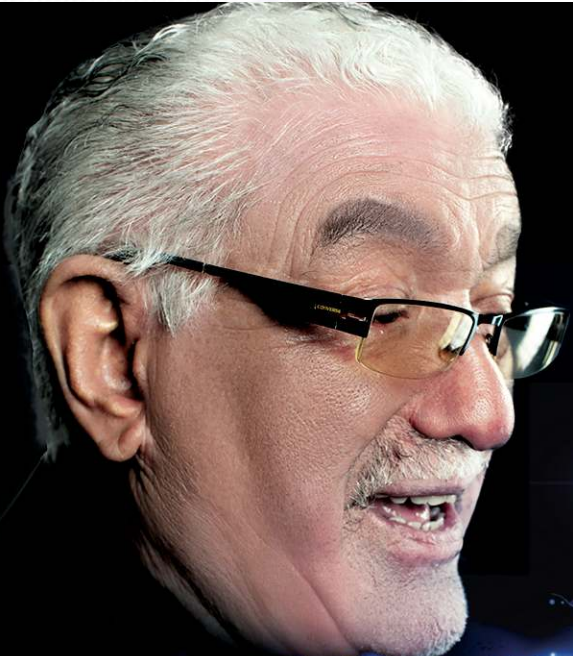


ED MYLETT

Ed Mylett decided from a very young age that since he would have to work in life, he might as well work for himself and call his own shots. He realized right away that he was not going to spend his life working for someone else and building their dreams. Today, Ed is one of the premier business leaders, peak performance experts, and motivational speakers in the world. He has a passion for mentoring and coaching others on what it takes to become a champion in all areas of life. He is a bestselling author, host of the top rated Max Out Your Life Podcast, and speaks all over the world.

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SPEAKERS



JOEL MANBY

Drawing on his 25+ years of experience as CEO of major corporations in multiple industries, Joel assists CEOs and boards in transforming their organization's business performance and culture through a set of proven processes and tools.

Previously, Joel was the President, CEO, and Director of SeaWorld Parks and Entertainment. He stepped in when SeaWorld was mired in a brand crisis which caused sales and profits to plummet. Joel reset SeaWorld's vision and guest experience, turning around sales and cash flow while improving the culture, employee engagement, and customer satisfaction scores.

For over a decade, he served as the President and CEO of Herschend Family Enterprises, which operated internationally respected brands such as the Harlem Globetrotters and Dolly Parton's Dollywood Parks and Resorts. During this time, he developed the seven behaviors of the verb, love, which defined Herschend's caring culture and inspired his book.

Prior to Herschend, Joel spent 20 years in the auto industry and served as CEO of Saab Automobile during Saab's U.S. turnaround.

Joel authored "Love Works. Seven Timeless Principles for Effective Leaders," detailing how to integrate love, the verb, into the leadership ethos and philosophy of any organization. Love Works has sold over 100,000 copies.



DON YAEGER

Don Yaeger is a nationally acclaimed inspirational speaker, longtime Associate Editor of Sports Illustrated, author of over 30 books, eleven of which have become New York Times Best-sellers, and host of Corporate Competitor Podcast. He began his career at the San Antonio Light in Texas, and also worked at the Dallas Morning News and the Florida Times-Union in Jacksonville before going to work for Sports Illustrated.

As an author, Don has written books with, among others, Hall of Fame running back Walter Payton, UCLA basketball Coach John Wooden, baseball legends John Smoltz and Tug McGraw, and football stars Warrick Dunn and Michael Oher (featured in the movie The Blind Side). He teamed with Fox News anchor Brian Kilmeade to pen the 2013 best-seller George Washington's Secret Six, a look at the citizen spy ring that helped win the Revolutionary War and then again in 2015 for Thomas Jefferson and the Tripoli Pirates: The Forgotten War that Changed American History, and in 2017 for Andrew Jackson and the Miracle of New Orleans: The Battle that Shaped America's Destiny.



SPEAKERS



TIM ELMORE

Dr. Tim Elmore's passion for leader development began in 1983 when he worked alongside and was mentored by best-selling author, Dr. John C. Maxwell.

Since then, he's emerged as an author, leadership expert, and keynote speaker who's trained more than 500,000 leaders in hundreds of organizations worldwide. He's also the Founder and CEO of Growing Leaders, a non-profit team that equips students & young professionals around the world to become life-giving leaders.

In his 40+ years of teaching, Tim has consulted with top leaders in business, academia, and sports. He's advised corporations such as Chick-fil-A, Cox Communications, the Home Depot, Cici's Pizza, Delta Global, Coca-Cola Consolidated, and more. He's spoken at top-tier universities such as Stanford, Texas, Duke, Ohio State, Georgia Tech, U.C. Berkeley and more. And he's presented to executives and world-class athletes with the Kansas City Royals, New York Giants, Houston Rockets, and San Francisco Giants




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Global Award Winning Creator of Neuroshine Technology

Shiny Burcu Unsal is the Global Award-Winning Creator of Neuro-Shine Technology™, a 40 Under 40 Most Influential Award Recipient, the only Turkish-American Licensed Trainer of Neuro-Linguistic Programming®, one of the only 530 ICF Master Certified Coaches (MCC)™ in the US, offering the only ICF & Richard Bandler Approved NLP & Coach Double Certification Training in the world.

With her own unique, truth-based success methodology, Neuro-Shine Technology™, which is a powerful blend of NLP, coaching skills, positive psychology, neuroscience, quantum physics, heart science and emotional intelligence, she's on a mission to help people combine the power of their mind with the wisdom of their heart to maximize their true potential. Since 2011, she's done thousands of hours of coaching sessions, leadership and sales training seminars, NLP and coaching certification programs. So far, she has personally certified over 400 coaches and NLP master practitioners in 25 countries.

Shiny has received degrees from METU (Turkey's MIT), UCLA, Harvard Business School and she is currently working on her PhD. She is the Founder of the Academy of Neuro-Shine Technology Inc., the Author of "YOU ARE A STAR! SHINE!", an official member of the Forbes Coaches Council and a top-rated Professor at UCLA, teaching Leadership Communication Strategies and Emotional Intelligence, since 2012.

Prior to owning her mission to create shiny minds, she worked in the corporate world for a decade, managing award-winning campaigns for Fortune 500 brands like Coca Cola, Kotex, BP and AVON while at multinational advertising agencies like Ogilvy and McCann Erickson. She changed her name to Shiny, which represents her enlightenment and the potential cosmic brilliance of every human mind when it's coherent with the magical heart. Her message to the world is: "Success begins in your mind and lives in your heart."

 shinyunsal.com

 www.linkedin.com/in/shinyunsal



MEET THE FORBES EXPERT PANEL



Michelle de Matheu

The Mind, Body & Soul Stylist & Top 100 most distinguished businesswomen in Central America 2019

Motivational speaker
High-performance | Life & Business coach
Member of Forbes Coaches Council
Postgraduate in Bioneuroemotion

Michelle supports and empowers executive leaders to transform their lives from the inside out.

She has been an advisor to first ladies, Presidents, Olympic Athletes, Grammy award singers, and songwriters.

- Top 100 most distinguished businesswomen in Central America 2019
- Top 30 thought leaders to follow El Salvador 2017
- Top 15 leaders: innovation & business 2015

Founder of Mandala OM (specialty coffee), Très Tropical (art and fashion)
Philanthropy projects: Founder of Mandala for Peace- We are ONE and Coturban Couture for the Cure.

She has led workshops in Paris, Costa Rica, Zürich, Barcelona, Vital Voices- El Salvador , IESEG School of Management Paris.

 [youtube.com/michelledematheu](https://www.youtube.com/michelledematheu)

 [instagram.com/michelledematheu](https://www.instagram.com/michelledematheu)

 [michelledematheu.com](https://www.michelledematheu.com)



Leezá Carlone Steindorf

Executive coach with the Forbes Coaches Council

Leezá Carlone Steindorf specializes in facilitating communication that connects, purposeful organizational and personal transformation, and effective conflict and crisis intervention. Her clients testify to gaining clarity from confusion, simplifying structures in complexity, and transforming tension into concrete roadmaps to get to where they most want to go.

As a corporate trainer, EQ business consultant, leadership coach, mediator and inspirational speaker, she has an international track record in over 35 cultures. Leezá is an executive coach with the Forbes Coaches Council, a Canfield Success Trainer, former Tony Robbins Results Coach and host of the public TV show Live With Leezá.

Email: Leeza@LeezaSteindorf.com



MEET THE FORBES EXPERT PANEL



Angela Cusack

Master Certified Coach, International Coaching Federation

Angela is often referred to as an organization's secret weapon.

She moves with ease as she partners with executive leaders in defining and shaping cultures that produce deeper connections, higher engagement, and overall well-being and prosperity for all involved.

Angela is an impact player. Her presence is felt throughout an organization even if she can only be found coaching and consulting within the C-suite.


Angela has an innate ability to create an intimate and trusting space where life-altering perspectives are revealed and have the power to shift the course of how one leads as well as participates in life, learning, work, and play.

Angela is internationally recognized as an Accredited Coaching Supervisor and International Coaching Federation (ICF) Master Certified Coach (MCC) who is skilled in working with multicultural leadership teams and global organizations. She is also a Master Birkman Consultant.

She is committed to excellence in her profession by being actively involved with the ICF-Central Florida Chapter (ICF-CF), the Greater Orlando Organizational Development Network (Good Network), and the Association of Coach Training Organizations (ACTO). She is certified by three recognized coaching programs.

Angela serves as Coaching Supervisor and Mentor Coach to aspiring coaches across the globe in the following programs: Newfield Network, The Coach Partnership (aka Newfield Asia), Institute for Generative Leadership and Narrative Coach.

Angela believes that "who you are is how you lead". Angela continues to push her own learning edge. She is currently enrolled in the University of South Florida Muma College of Business Diversity, Equity and Inclusion Certificate Program.

 [ignitingsuccess.com](https://www.ignitingsuccess.com)

Email: angela@ignitingsuccess.com



MEET THE FORBES EXPERT PANEL



Erica McKenzie

Executive Director, John Maxwell Team & Forbes Coaches Council

Erica McKenzie is purpose driven, results oriented and inspired to help others on their growth journey. She is passionate about sharing knowledge with others, nurturing people skills, and creating life changing, unforgettable learning experiences. Driven by her passion for people success has resulted in a call to action to start her training and business consulting companies, Creative Brands & Concepts Limited and Intentional Growth LLC. For over 20 years, she served with distinction as a Sales & Marketing Professional, helping companies radically increase their revenue, managed multi-million dollar sales portfolios and developed winning marketing strategies that drive business growth. Her philosophy “Through knowledge we expand our capacity and by deliberate ACTION we become our best” speaks to her passion and success.

Erica McKenzie is best described as #BOLD #CREATIVE #INSPIRING #DETERMINED #UNSTOPPABLE!

Erica’s values are best displayed throughout her growth journey, which makes her an exceptional business and personal development growth coach and trainer helping thousands to get unstuck and thrive for excellence in every area of life and business. Erica McKenzie is highly involved in leadership and mentorship initiatives some of which includes:

Mentor, Lasco Foundation

Mentor, DIA Trust for the Americas


Learning & Events Partner, Texila American University, India

Country Lead, Indo Caribbean Society, India

Founder of Caring Hands Foundation, a non-profit organization helping parents and children with autism.

Erica is the mother of two lovely children Tatyana and Dominic. She receives the greatest fulfilment from spending time with her family, serving others and travelling to explore new cultures. She enjoys reading inspirational books, social networking and interactions.

 @ericamckenzieja  ericamckenzieja  @ericamckenzieja

 creativebrandsandconcepts.com



Antonia Bowring
AB Strategies

Key strategies to lead remote teams and increase performance.

We are living the new new. Remote teams are a fact of life and on track to increase in number and importance. Let's be clear, this trend was already well underway but Covid has definitely intensified it.

So how do we lead remote teams? The truth is that we are working this out together, learning together and iterating together. Right now, there are few definitive best practices but there are some clear trends emerging.

First, we have to be more intentional about we interact with each other since impromptu live connections are less common. Yet, we still need to learn about each other, build trust among team members, and develop psychological safety. So, we have to intentionally schedule this kind of time, and our leaders can encourage us to prioritize this time.

Second, our teams need to meet in person on a regular cadence to consolidate connections, create shared memories, brainstorm and plan together. Some teams are scheduling multi-day offsites once or twice a year, and obviously there is room for lots of different options.

Third, we need to leverage technology in a whole new way – Zoom, Teams, Loom, G-Suite, Trello, Workplace, Slack, Notion.... the list is endless. Leaders have to be thoughtful about their technology choices; team members need to be open to using new technologies and learning them deeply.

Finally, consider piloting a four-day work week. There are many experiments happening. Even if you aren't yet ready to implement this motivation and productivity system, keep informed and learn from the current experiments. This is here to stay because it is proving to be cost effective, and beneficial to productivity, motivation and job satisfaction.

I wish you luck on this exciting journey of leading your remote team. I encourage you to communicate to all your team members the need to maintain a learning mindset, and to involve them in finding solutions to the changing needs of remote teams.



Leezà Carlone Steindorf

“Maintaining Connection with Clients in a Digital World”

The first rain in months poured through the pines onto the burning cedar logs blazing over river rocks. Conversations murmured as people milled about, warming themselves and preparing for the sweat lodge. When the fire’s embers glowed we greeted the four directions and entered the darkness. Inside the dome, looking across the pit through the entrance, I watched the firekeeper’s legs moving from the fire to the lodge opening as he sifted through flames selecting stones to bring. When the elder requested, he hefted burning rocks onto the weathered pitchfork, dusted them of coals and slid them along the dirt floor, leveraging the heavy weight with the long-handled tool, slowly reaching them to elder who deposited them into the pit.

With flaps closed then, we descended into blackness with only the rocks’ heat shimmering faint light. Still, the image of the firekeeper moving to and fro held clear in my mind’s eye. Why that image, I wondered... I softened my thoughts; understanding came.

There was zero sense of obligation in the fire keeper’s presence. He did not participate; he came to serve. He chose to give his time to us, to tending fire in the pouring rain, to heaving boulders with great care and purpose. He was committed to connection – his connection with us, and our connection with each other. This is community, I realized. This depth of commitment is the genesis of connection.

In a virtual world especially, our sense of connection is scant at best. So much is lost without personal engagement. And we crave that exchange with others. So, it is paramount that we make a commitment - to ourselves and to our clients - to build connection from the ground of our being. We do that through our intention to serve, with eye contact, genuine curiosity, sincere questions, deep listening, consistent responsiveness, honest sharing. We let them know in every exchange that we care. We slow our pace and increase our understanding.

Results and productivity arise from awareness and attention to purpose. Connection with one another is the fabric of our success.



Group and Individual Training in:

- Leadership
- Coaching
- Communication
- Sales

EXECUTIVE DIRECTOR

The
JOHN MAXWELL
Team

Erica Mckenzie

Contact me for more information: Email: e.mckenzie@creativebrandsandconcepts.com

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ERICA MCKENZIE

Enlisted Among Top Leaders in Forbes Coaches Council

Erica McKenzie, Executive Director at John Maxwell Team and CEO at Creative Brands & Concepts Limited, an international business consulting, training, and event planning company with offices in Jamaica and New York, has been enlisted among some of the world's best in Forbes Coaches Council, an invitation-only community for leading business and career coaches.

Erica McKenzie was vetted and selected by a review committee based on the depth and diversity of her experience. Criteria for acceptance include a track record of successfully impacting business growth metrics, as well as personal and professional achievements and honors.

"We are honored to welcome Erica McKenzie into the community," said Scott Gerber, founder of Forbes Councils, the collective that includes Forbes Coaches Council. "Our mission with Forbes Councils is to bring together proven leaders from every industry, creating a curated, social capital-driven network that helps every member grow professionally and make an even greater impact on the business world."

As an accepted member of the Council, Erica has access to a variety of exclusive opportunities designed to help her reach peak professional influence. She will connect and collaborate with other respected local leaders in a private forum. Erica will also be invited to work with a professional editorial team to share her expert insights in original business articles on Forbes.com, and to contribute to published Q&A panels alongside other experts.

Finally, Erica will benefit from exclusive access to vetted business service partners, membership-branded marketing collateral, and the high-touch support of the Forbes Councils member concierge team.

"I am beyond thrilled as a Jamaican to be a part of Forbes Council. My mentor John C Maxwell told me recently that there is no journey to success, but instead a success journey. I am grateful for the many intentional steps that I have taken that has led me in the company of the greats. Being in this amazing community will further compound my ability to serve outstanding leaders."

ABOUT FORBES COUNCILS

Forbes Councils is a collective of invitation-only communities created in partnership with Forbes and the expert community builders who founded Young Entrepreneur Council (YEC). In Forbes Councils, exceptional business owners and leaders come together with the people and resources that can help them thrive.

Creative Brands & Concepts Limited was founded in March 2013 to improve people's lives with world-class training and events. Creative Brands is a leading international events and training company in Jamaica and is known for producing high quality learning systems and impactful conferences. Creative Brands is preferred by business leaders and growth enthusiasts for its rich and life changing content and its commitment to effecting positive change in corporate leadership.

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LIVE2LEAD

LEADERSHIP
Awards

ABOUT THE LEADERSHIP AWARD

The Live2Lead Leadership Award was designed to identify outstanding leaders in the Caribbean, who are providing exemplary leadership by positively impacting the lives of people and contributing to national change. These leaders possess exceptional leadership values and are committed to a cause greater than themselves. The nominees were selected based on established Maxwell Leadership DNA, which are identifiable traits every great leader must have. These include equipping people, having a consistent character, and positively impacting the lives of the people they serve. This award will be a main highlight at the Live2Lead Conference on October 8, 2021, where the winner will be announced, and the award will be presented. Live2Lead is now in its eight staging and will be hosted live in Jamaica for the second time.

Notable leaders and personalities who have spoken at the event over the years include Tyler Perry, Steve Harvey, Daniel Pink, and Kat Cole to name a few.

NOMINEE CRITERIA

These are the Leadership DNA that were considered in selecting the top nominees. The winner of the award will be the individual who receives the highest votes on all of these values:

- **MODEL CONSISTENCY** - Remain consistent in character, values, and attitude, acting in a manner that is exemplary for others
- **ADD VALUE & VALUE PEOPLE** - Show forth importance, worth and a high regard for people you meet on a daily basis
- **EXCEED EXPECTATIONS** - Always go the extra mile for others, demonstrate excellent communication and interaction skills and lead with an assurance of success
- **WILLFULLY GROW** - Value self, and others, live out giftedness and conduct regular, ongoing, purposeful personal development
- **EQUIP OTHERS** - Serve, prepare, supply and ready others with the tools and training needed for successful and meaningful life and leadership
- **LIVE INTENTIONALLY** - Live life purposefully and reflects a daily course of action that is consistent with own beliefs, values, gifts and purpose in life
- **LEAD A LIFE OF SIGNIFICANCE** that benefits others



Audrey Tugwell Henry, Award Nominee

Audrey Tugwell- Henry is the President & CEO of Scotia Bank Group Jamaica Limited. In 2017, she assumed the role of Executive Vice-President for Retail Banking, Caribbean North and Central following previous assignments with the bank between 2000 and 2008. She has a combined 33 years of experience in banking with 17 years at the executive level and a proven track-record of leadership within the Financial Services Industry.

Audrey holds a Diploma in Education from Church Teachers' College: Mandeville, a Bachelor of Science degree in Management Studies from the University of the West Indies and a Master of Business Administration from the Mona School of Business & Management - UWI, Mona.

Audrey Tugwell-Henry has contributed to nation building by serving as an adult literacy teacher since 2006. She also provides mentorship support at the University of the West Indies for over 15 years.

Mrs. Tugwell-Henry is currently the Chairperson, of Scotia Bank Caribbean, I Stand, Diversity & Inclusion Council, an initiative geared towards promoting an all-inclusive organization culture that embrace all people, their well-being and authenticity.



Marcia Forbes, Award Nominee

Dr. Marcia Forbes, a media veteran, is co-founder and Executive Chairperson of Phase Three Production Limited (P3), a 37-year-old company that stands as a leader in multi-media television production in the Anglophone Caribbean. Since CoVid19, Phase Three has been at the forefront of content creation and live streaming, spearheading novel approaches like virtual tours for the Jamaica Tourist Board, and the highly acclaimed Spice, Shaggy and Sean Paul video, aired on ABC's Good Morning America and the Jimmy Kimmel Show.

Marcia Forbes, a Fulbright Scholar, and author of two media-researched books used by university and high school students, is committed to giving back to Jamaica and the wider Caribbean.

A founding member of the Women's Leadership Initiative, Women Business Owners Jamaica and the 51% Coalition: Women in Partnership for Development and Empowerment, Dr Marcia Forbes's service to Jamaica was acknowledged in 2017 when she received an Order of Distinction, Commander Class, from the Government of Jamaica for her volunteerism and work in broadcasting.



Dr. Henley Ward Morgan, Award Nominee

Dr. Morgan is founder and CEO of Caribbean Applied Technology Centre (CATC), Global Management Services (GMS) and Employment Testing Services (ETS).

Dr. Henley Morgan became a household name in Jamaica when some years ago in a very courageous move he relocated his substantial business consultancy practice from its office in the New Kingston Business District to the iconic but dreaded inner-city community of Trench Town. Dr. Morgan's model of community transformation was recommended as the template for ending donmanship and political garrisons in Jamaica.

With the shift in focus to inner-city community transformation, Dr. Morgan founded Agency for Inner-city Renewal (AIR). AIR is pioneering in the field of social entrepreneurship in Jamaica and is a leader in seeking to influence the adoption of social enterprise legislation and the emergence of a social stock exchange. Dr. Morgan is the recipient of numerous awards. In October 2014, he was conferred one of the nation's highest national honours, the Order of Distinction, OD for his work in the area of community transformation through social entrepreneurship.

He is the author of two books; The Jamaican Job Seekers Guide and Job Seeking Made Simple. He has a 5-minutes radio commentary, The Watchman, which is aired on Nation-wide Radio.



Andrew Wynter, Award Nominee

Andrew Wynter is the CEO of Passport Immigration & Citizenship Agency, an Executive Agency, under the Ministry of National Security. The Agency spearheaded by Mr. Wynter is primarily responsible for border security and control. Some of the work executed by PICA includes screening of passengers entering and leaving Jamaica by air or sea and persons entering the country. They are also responsible for processing persons who wish to become citizens under the Jamaican National Act.

Under Andrew Wynter's leadership he has transformed the organization to a highly efficient digital agency. The agency received a 91% favorable rating from the public and 81% customer satisfaction survey. Together with his team, he has launched the online passenger declaration system, the first of its kind offered in the English speaking Caribbean. He has also spearheaded the first Citizenship Swearing-In Ceremony, which allowed thousands living in New York Tri State Area to benefit from passport services. Another major milestone achieve includes online adult passport renewal system in December 2019. The agency was also awarded ISO 9001 certification and is consistently engaging in team and company performance.



Richard Pandohie, Award Nominee

Richard Pandohie is the Chief Executive Officer of Seprod Group and is responsible for leading one of the largest manufacturing and distributing conglomerates in the Caribbean. Seprod Group employs over 2,000 persons and spans manufacturing in beverages, biscuits, grains milling, edible oil, margarine and a vertically integrated dairy business that includes processing and farms.

Richard has served as President of the Jamaica Manufacturers & Exporters Association (JMEA) from 2019 - 2021. During his presidency, he advanced the cause of the productive sector, especially the SMEs, by having several pivotal wins, which were gained by working collaboratively with key stakeholders.

Achievements during his tenure included:

- Collaborated with JAMPRO to develop the national 5 years Manufacturing Growth Strategy, which was approved by Parliament in June 2020.

Mr. Pandohie is an influential voice in Jamaica and is actively contributing to the transformation of the nation's economy.



Sandra Glasgow, Award Nominee

Sandra A. C. Glasgow is the Founder and Managing Director of BizTactics Limited, a consulting company dedicated to mentoring growth-aspiring firms and promoting best-in-class corporate governance in the Caribbean.

She is a Co-Founder of Jamaica's first Angel Investor Network, First AngelsJA and her company manages the Network's end-to-end processes, including training and coaching Founders to access angel investments from the Network. In 2020 she was named as a Senator representing Jamaica at the World Business Angels Investment Forum.

Mrs. Glasgow is a former CEO of The Private Sector Organization of Jamaica and spent 20 years at the University of Technology, Jamaica. She is the Founder of the Technology Innovation Centre, at the University an incubator programme designed to help startups. Her newest venture is a virtual business incubator, RevUP Caribbean Limited for which she is a Founder and Managing Director. RevUP will support start-ups and scale-ups seeking to improve their business knowledge and skills and qualify for equity and debt financing.

Congratulations



Audrey Tugwell Henry

2021 LIVE2LEAD Leadership Awards

Winner!

LIVE2LEAD
LEADERSHIP
Awards

Congratulations



Richard Pandohie
Leader with Significance Award

LIVE2LEAD
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Creative Brands & Concepts Youth Leadership Scholarship Award

“Creating Future Leaders.”

Creative Brands & Concepts Youth Scholarship was launched in July 2020, with the primary focus being to identify, train and develop student leaders between the ages of 13 and 17 years old across the Caribbean.

The main objective of this initiative is to guide youngsters and assist them in developing critical skills to navigate life with confidence, courage, and character. The programme seeks to enlist students who are passionate about leading self and being of service to others. The budding leaders are enrolled in the international John Maxwell Team Youth Certification for further development and training. The mentorship and training programme spans over 12 months. After completion, the students receive The John Maxwell Team Youth Certification.

The programme is tailored to help youths acquire the right attitudes, competences, values, and social skills they can carry forward into adulthood. It's designed to powerfully equip youths to lead and make a difference in their homes, schools, and communities.

The programme builds real life skills and includes subject matter such as

- Leading from the Locker
- 21 Indisputable Qualities of a Leader
- Sometimes You Win, Sometimes You Learn for Teens
- iLead
- Maxwell Disc Profile Assessment for Youth
- Career Workshops
- Mentorship & Guidance
- Peer to Peer Counseling

Our goal is to train and mentor over 15,000 future world-class youth leaders in the Caribbean over the next 3 years.



(Photo) Youth Scholarship Winner 2020 Nicholas Smith & Runner up Kiera Mullings: trophy presented by sponsor Allison Philbert, Former CEO Digicel Jamaica and Hertha Beckman, Television Jamaica



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