

LIVE2>>LEAD

OCT.12.2018

West Des Moines Selected as Host Site for L2L: LIVE2LEAD

A leadership event intended to create renewed energy, connect new relationships and deliver easy to implement actions.

WEST DES MOINES, IA – #1 New York Times bestselling author, coach, and speaker John C. Maxwell has selected West Des Moines as a host site for the live simulcast, L2L: LIVE2LEAD on Oct. 12, 2018. The half-day event is here to breathe new life into your leadership, empowering you as you learn and lead others to follow. Live2Lead is designed to deliver the very best leadership content to inspire and motivate you and your team. Plus connect with other influencers in your community and expand your business network with relationships that produce tangible results. During early bird registration through Sept. 7, tickets are \$20 off for both general admission and VIP seating.

Featured guests for the simulcast include Maxwell, Carly Fiorina, Daniel Pink and Debra Searle. Through the partnership of the Valley Community Center and Executive Leadership Coach Monte Wyatt, West Des Moines was selected to host the event for the fifth year in a row.

“This half day will be powerful for CEO’s, business owners, leadership teams and anyone who wants to improve in their leadership skills,” Wyatt said. “Our goal is to help the greater Des Moines business community become stronger leaders at home, in their daily vocations and in their local communities.”

John C. Maxwell is a #1 *New York Times* bestselling author, coach, and speaker who has sold more than 26 million books. 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.* magazines in 2014. In that year, John also received the Mother Teresa Prize for Global Peace and Leadership from the Luminary Leadership Network. His organizations – The John Maxwell Company, The John Maxwell Team, and EQUIP – have trained more than 6 million leaders all around the world.

Carly Fiorina is a true leader and a seasoned problem solver. She is a passionate, articulate advocate for entrepreneurship, innovation, and effective leadership. Carly started out as a secretary for a small real-estate business and eventually became the first woman ever to lead a Fortune 50 company. Carly was recruited to lead HP in 1999, during the worst technology recession in 25 years. While there, she re-focused the company on innovation and market leadership. Under Carly’s leadership, revenues grew, innovation tripled, growth quadrupled, and HP grew to become the 11th largest company in the U.S.

Daniel Pink is one of the best-selling nonfiction authors of the last decade. His books on work, business, and behavior have sold more than 2 million copies worldwide. His books include *When: The Scientific Secrets of Perfect Timing*, *To Sell is Human: The Surprising Truth About Moving Others* and *Drive: The Surprising Truth About What Motivates Us*. In 2015, London-based Thinkers50 named Daniel as one of the Top 10 business thinkers in the world. Daniel’s TED Talk on the science of motivation is one of the 10 most-watched TED Talks of all time, with more than 19 million views.

Debra Searle is a professional adventurer and serial entrepreneur. Her expeditions have included rowing solo and unsupported across the Atlantic and sailing around Antarctica. In addition to her expeditions, Debra has launched four companies, is a published author, has worked as a host for the BBC and won gold medals for Great Britain at World Championship level. Debra’s spirit of adventure gained her an MBE (Member of the Order of the British Empire) from Her Majesty the Queen and a place on the board of The Duke of Edinburgh’s Award. She has also co-founded the Business Women’s Network Forum which meets at Buckingham Palace.

To learn more about L2L visit <http://www.montewyatt.com/l2l-live-2-lead> or call 515-222-9193. For individual and group tickets visit www.Live2LeadDesMoines.com.