



EPISODE GUIDE

JOHN C. MAXWELL

Episode Notes

This is a very SPECIAL episode, as we welcomed John C. Maxwell to the podcast. John has sold **over 33 million books** and is widely recognized as the No. 1 leader in business and the world's most influential leadership expert.

John and Cody sat down at Advisors Excel's World Series of Success and had an insightful discussion about leadership and growth.

What do people get wrong about leadership?

- Most people don't think they're a leader. Leadership is influence, nothing more, nothing less.
- Being in a leadership position does not equal being a leader, but it does provide you with the OPPORTUNITY TO LEAD.

“You get expansion of vision by walking and taking action. It doesn't come by, ‘I'm gonna wait until I get this figured out.’ ”

– *John C. Maxwell*

What are the lessons we should take from COVID?

- Leaders consistently pivot and are fluid to changing situations.
- Leaders seize the moment.
- “The first responsibility of a leader is to define reality.” – Max De Pree
- When you find reality, immediately do something about it and take action. Ask yourself this question: “What in this situation is there that I can learn and what is there in this situation where I can add value to people?”

Connecting to others is key to forming relationships. What steps does John take?

- Get on common ground. Nothing happens until you and I sit and learn what we have in common.
 - Where are we from?
 - What do we like?
 - What are our dreams?
- Once you find what you have in common, add value to the other person. It's important that you give more than what you receive.
 - What is it that I could do to help you?
 - What can I do to serve you?

“You want to connect with people in such a way that relationship isn't an option.”

– John C. Maxwell

What's the best advice John ever received?

“My dad gave it to me when I graduated from college. I was getting ready and he said, ‘John, believe in people, value people and unconditionally love them. If you'll do those three things,’ he said, ‘you'll have people around you continually, because most people never received those three things.’”



ACTION PLANS

1. What is one opportunity you have that you're waiting to figure it out, and you need to TAKE ACTION on it?

2. Do you connect with others, or are you interacting with others? What are practical ways you can look to serve those who come into your life?

3. Reflect on those individuals you lead, in all facets of your life (business, family, church, sports, etc.). Do they know you believe in them, value them and unconditionally love them? If so, congrats! If not, what steps do you need to take?

PODCAST RESOURCES

- changeyourworld.com
- maxwellleadership.com
- **Twitter:** JohnCMaxwell
- **Instagram:** JohnCMaxwell
- John C. Maxwell Books: store.maxwellleadership.com
- The best book on leadership John ever read:
 “The Leadership Challenge” by James Kouzes and Barry Posner

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