



The Idea

What would it look like to live in a nation where people lived their lives based on values such as integrity, respect, honesty and hard work? It's hard to imagine, because much of the world we live in is void of such values. Nevertheless, we believe that this reality can and must be changed. We all desire and deserve to live in a society based on values – the kind of society that can provide us with the opportunity to fulfill our dreams.

The Problem

Most people find themselves caught between the desire to do what's right and the natural tendency to do what's easiest and requires the least effort. We gravitate towards instant gratification without considering the long-term consequences of our actions. We behave according to cultural standards (social acceptance, restrictions, and regulations), following the masses and doing what everyone else does instead of doing what's right.

In order for a person to stop following the path of least resistance, he or she needs to become intentional and begin to rebuild the essential values and principles that are inherent in a great person, society or nation.

The Solution

In the face of such a challenge that threatens the well-being of so many nations around the world, The John Maxwell Leadership Foundation has committed to leading an initiative to transform nations through a process of infusing values and principles into people in all streams of influence within a country. This process is called the Country Transformation Initiative (CTI).

CTI uses a roundtable methodology (groups of 6-8 people) to teach a curriculum of values and principals. The roundtable setting provides a secure conversational environment, free of judgment, which produces a positive change through guidance and mutual encouragement. Roundtables have proven to be a practical and successful method for forming new habits and experiencing true life-change, which gives people purpose and enables them to live a life of significance.

The transformation process is made available to everyone; yet we understand that transformation doesn't start with the masses. It begins with each individual being transformed, and then extends out to others. And it's all part of John Maxwell's vision to add value to people who multiply value to others.

CTI's ultimate goal is to create a national transformation movement engaging 10% of the population, which is proven to be a tipping point that will influence the course of an entire country and create a measurable and noticeable change in its culture.

The Advantage

For more than 40 years, John Maxwell and his team have dedicated their lives to developing programs, writing books and creating initiatives to drive personal and professional leadership growth. CTI is the result of lessons learned through the experience of training millions of people across 196 countries worldwide, thus making CTI an experienced, controlled and proven process.

The Achievements

Since the inception of CTI in 2013, over 500,000 people have taken part in this transformational movement. These transformational leaders are living out the values and principals they've learned, applying them to their everyday lives, and inspiring others to join them in this movement to transform their nation.

We are convinced that countries can be transformed through CTI and that a transformed country will provide people with a place to live out their dreams and leave a legacy of leadership for future generations.