



## LifeWave Soars to New Heights with Nicole Malachowski's Inspiring Keynote

LifeWave, a company dedicated to improving human potential through innovative wellness solutions, celebrated a major milestone at their 2024 "Be The Light" Global Conference in Dallas, Texas. The event, marking their 20th anniversary, drew a crowd of 6,000 attendees in person and another 2,000 virtually, representing over 50 countries. Held at the Hilton Anatole, the conference brought together LifeWave's diverse community of brand partners, a mix of individuals passionate about the product and those seeking to build their businesses. The atmosphere buzzed with excitement as attendees gathered to learn, connect, and celebrate the company's achievements.

One of the most anticipated moments of the conference was the keynote presentation by Nicole Malachowski, the first woman pilot in the US Air Force Thunderbirds. Her session, titled "Pushing the Envelope – Being the Best When It Counts," captivated the audience with personal stories and powerful insights. Malachowski's journey, from overcoming self-doubt to achieving extraordinary success, resonated deeply with LifeWave's brand partners. She emphasized the importance of courage, trust, and vulnerability, themes that aligned perfectly with LifeWave's values and the conference's overall message.

Malachowski's stories about her experiences in the Air Force provided valuable lessons for the audience. She spoke about the courage it takes to put yourself out there and take risks, both personally and professionally. She highlighted the importance of building trust within teams, emphasizing interdependence and respect as the foundation for success. Perhaps most impactful was her message about asking for help. Malachowski shared her struggles and how seeking assistance from her teammates ultimately made her a better pilot. She stressed that asking for help is never a sign of weakness, but rather a demonstration of strength and a commitment to achieving the best possible outcome.

The impact of Malachowski's keynote was palpable. Attendees left feeling inspired and empowered to push their boundaries, embrace challenges, and strive for greater heights. Her message resonated with the entrepreneurial spirit of the LifeWave community, reminding them that success is often born from courage, collaboration, and a willingness to adapt. The 2024 LifeWave Conference was a resounding success, not only commemorating the company's 20-year journey but also igniting a spark for future growth and innovation. Nicole Malachowski's powerful keynote served as a catalyst, encouraging LifeWave brand partners to embrace their full potential and continue to "Be The Light" in their own lives and communities.

### Customer

LifeWave is a patented life technology company

### Audience

6,000 brand partners in person and 2,000 watching virtually

### Location

Dallas, Texas

### Challenge

So much of LifeWave's business is the willingness to put yourself out there. They want to teach their brand partners that asking for help and being vulnerable doesn't negate the courage it takes to win their sales opportunities.

### The Solution

- 1-hour keynote by Nicole Malachowski

### Results

The 2024 LifeWave Conference was a resounding success, not only commemorating the company's 20-year journey but also igniting a spark for future growth and innovation. Nicole shared stories on trust, asking for help, and vulnerability that sincerely resonated with attendees.

She ultimately left LifeWave with the message that turbulence doesn't last forever. Focusing on what you can control, rather than fighting the turbulence itself, is what will bring you out of the storm.

[live feedback from the virtual meeting room](#)



# Frequently Asked Questions



## **Who is the Mollie Plotkin Group?**

The Mollie Plotkin Group is about more than hiring a professional speaker or entertainer. It's about working together to create unforgettable live and virtual events, filled with engaging content, extraordinary stories, and enduring lessons.

As a Keynote Speaker & Entertainment Agency, we have established personal connections with our keynote speakers, experts, and entertainers.



## **Why do we create case studies?**

These case studies focus on the distinct, specific impact our talent has had on hiring organizations. When considering a keynote speaker, entertainer, or any paid appearance, it is easy to understand a speaker's unique background. It can be harder to demonstrate the impact and return on investment for your organization.



## **Why do we focus on motivational speakers?**

We aim to illustrate the transformative influence motivational keynote speakers have on organizations. Whether it's motivating your sales staff, inspiring your organization during tough times, or reminding your team to stay hungry during good times, motivational speakers have a significant impact on your annual performance. However, that profound impact can be lost during year-end financial analysis.



## **Why do organizations hire Nicole Malachowski?**

Nicole Malachowski is a decorated veteran, the first female Thunderbird pilot, and an inspiring speaker. Her captivating presentations challenge audiences to redefine what's possible, embrace resilience, and cultivate high-performance teamwork to achieve extraordinary results.