



## Leslie Maxie gives actionable leadership advice at The Women in Retail Leadership Summit

### Customer

The Women in Retail Leadership Summit

### Audience

Accomplished, high-level women executives in the retail industry.

### Location

Miami, Florida

### Challenge

The Summit's attendees already go to a lot of conferences focused business strategy. However, their leadership and motivational qualities need improvement. So, they sought a speaker with honest and personal stories and actionable leadership advice.

### The Solution

- 45-minute keynote

### Results

Leslie Maxie inspired attendees with her story and gave them practical, actionable tips for how to become a better leader. Specifically, she focused on being authentic and embracing your unique strengths.

"...If you're considering Leslie because your audience needs a message that will both meet them where they are and call them to fulfill their potential, individually and collectively—congratulations, your search has ended with Leslie Maxie."

- Jasmine Bellamy,  
Vice President of Merchandising,  
Planning, & Allocation at Reebok

1988 US Olympian, founder & chief creative officer at Maxie Media Group, and international keynote speaker Leslie Maxie was invited to speak at the 2022 Women in Retail Leadership Summit held in Miami. The Women in Retail Leadership Summit, which has become a movement in itself, aims to empower women in leadership positions in the retail industry by providing them with valuable insights, networking opportunities, and inspiration to conquer challenges in both their personal and professional lives. The event features dynamic presentations and inspirational keynotes that cover various topics such as leadership development and staying at the forefront of retail technology.

The attendees of the Summit are highly experienced and well-versed in business strategy. Therefore, they were seeking honest and personal stories with actionable advice on how to lead better and motivate others. Leslie Maxie's presence as a woman leader was highly valued by the audience, as she brought a unique perspective to the table.

Leslie took the stage after being introduced by Jasmine Bellamy, Vice President of Merchandising, Planning, & Allocation at Reebok at Reebok and Women in Retail Leadership Circle Diversity and Inclusion Director. Jasmine would later have high praise for Leslie's keynote.

Leslie's presentation at the Summit focused on her journey as a woman leader. She shared her experiences, challenges, and successes, providing valuable, practical insights for the audience. Her talk emphasized the importance of embracing one's unique strengths as a leader and using them to drive positive change within organizations.

The attendees resonated with Leslie's message of empowerment and authenticity. They appreciated her honesty in sharing her struggles and how she overcame them. Leslie's actionable advice on leadership development and motivating others resonated deeply with the audience. Leslie's presence at the event added immense value to the overall experience, as she brought a fresh perspective and inspired the attendees to continue shaping the retail industry.

After the keynote, Jasmine Bellamy had this to say: "Leslie opened our event and set the tone for a wildly successful convention. She was particularly effective for our retail audience. As an Olympian in an individual event, she was able to capture our need to inform and inspire our members individually, as teammates and leaders. In an unprecedented move, as we rarely use a speaker repeatedly, Leslie will headline 2023 Women Leading Travel & Hospitality Summit for travel industry leaders. In this competitive retail landscape, if you're considering Leslie because your audience needs a message that will both meet them where they are and call them to fulfill their potential, individually and collectively—congratulations, your search has ended with Leslie Maxie."

Overall, Leslie Maxie's keynote address at the 2022 Women in Retail Leadership Summit was a highlight of the event, leaving a lasting impact on the attendees. Her personal story and practical advice resonated deeply with the audience, further reinforcing the Summit's mission to empower and celebrate the women shaping the retail industry. Through Leslie Maxie's presence, the Summit not only celebrated the achievements of women in leadership but also provided a platform for shared learning and inspiration, fostering a retail revolution that embraces diversity and empowers women across the industry.



# 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 female keynote speakers?**

Our focus on female keynote speakers aims to highlight the profound influence and transformative power they bring. By honing in on female voices, we aim to underscore the unique perspectives, insights, and leadership qualities they contribute. Their keynotes not only resonate with audiences but also rival the impact of male speakers, even though male speakers are regularly booked at a higher rate.



## **Why do organizations hire Leslie Maxie?**

Leslie Maxie is a 1988 US Olympian, journalist for ESPN, Fox Sports, CBS, & NBC, entrepreneur, and international keynote speaker. Her "Olympic Mindset" framework is adaptable to any industry and her leading keynote *Excellence Is Not an Accident* pushes audiences to become the best version of themselves.