



Leslie Maxie inspires Coldwell Banker Caine to LEAP towards their full potential

Customer

Coldwell Banker Caine

Audience

250 top-performing real estate agents, support staff, and Caine leadership members.

Location

Greenville, South Carolina

Challenge

Coldwell Banker Caine has seen great success in the Upstate South Carolina real estate industry, but they are looking for someone to realize their performance into an actionable framework for high-performance culture and continued excellence.

The Solution

- Keynote on *Excellence is Not an Accident*

Results

Leslie Maxie inspired attendees, leaving them with a renewed sense of purpose, confidence, and an actionable framework for success.

"We're so grateful for your visit to Greenville. Our company was truly inspired by you and your words."

- Stephen Edgerton,
CEO, Coldwell Banker Caine

"Leslie, it was such a joy to hear you at LEAP! Thank you so much for your time with us. I was so inspired by you...I related to your stories so much, thank you for sharing...I'm grateful to work for an amazing company and team that connected me to your inspiration!!"

- Coldwell Banker Caine Staff

The Coldwell Banker Caine 2024 Annual Meeting convened 250 top-performing real estate agents, support staff, and Caine leadership members, to celebrate their successes and reinforce the high-performance culture that defines Caine. Hailing from the Upstate of South Carolina, these professionals are recognized as industry leaders and achievers in their field. Their presence at the event signified a commitment to continuous growth, excellence, and community building within the real estate industry.

Positioned on 2024's Leap Day, the event theme centered around empowering individuals to leap wholeheartedly into their full potential. In short, the event aimed to inspire attendees to embrace excellence, community, intentionality, and hospitality in their professional endeavors. At the heart of this transformative gathering was 1988 US Olympian, journalist, entrepreneur, and keynote speaker Leslie Maxie, whose keynote address embodied the spirit of excellence and high performance.

Leslie Maxie's keynote address at the Coldwell Banker Caine 2024 Annual Meeting served as a beacon of inspiration for attendees, aligning perfectly with the event's theme of LEAP. Her address focused on several key themes that resonated deeply with the audience:

Excellence: Leslie communicated the importance of excellence in every aspect of one's professional journey. Drawing from her own experiences, she emphasized the value of setting high standards and striving for greatness in all endeavors.

High-Performance Culture: As an Olympian and ESPN broadcasting alum, Leslie shared insights into fostering a high-performance culture within organizations. She highlighted the role of intentionality, accountability, and continuous improvement in driving success.

Hospitality and Community: Leslie underscored the significance of hospitality and community-building in the real estate industry. She emphasized the power of genuine connections, collaboration, and a service-oriented mindset in building lasting relationships and driving business growth.

Leslie Maxie's keynote address at the Coldwell Banker Caine 2024 Annual Meeting epitomized the spirit of empowerment, excellence, and community that defined the event. Through her inspiring words and actionable insights, Leslie empowered attendees to embrace their full potential, foster genuine connections, and strive for excellence in their professional endeavors. Feedback from the event revealed that attendees left with a renewed sense of purpose, confidence, and a framework that would serve their professional and personal success.



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.