

who is
JOHN WILLIAMS

John is a **passionate** communicator and advocate for **positive** cultural change solutions in complex environments

what is
TheHERO

The HERO is simply the One who possesses Strength for Two



The Mission
CHANGE LIVES



John's ongoing work and coaching has changed the culture of our campus

—Jimmy Collins
Principal, Hanceville High School

One of the best that we've evr had!

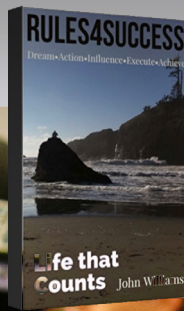
—Ned Sanders

Community Engagement, The University of Alabama



author • leader • speaker • strategist • social entrepreneur

256-841-2195 • John@LifeThatCounts.org • www.LifeThatCounts.org



*John was extremely
beneficial to our team.*

—Jim Baker
Sales Manger, Rusken, CORP

“
BEFORE THEY EVERY BELIEVE IN YOU,
**YOU HAVE TO
BELIEVE
IN YOU**”

HEROTRAINING

Creating Pathways for Peak Personal, Professional, and Team Performance

MINDSET Lead Self

Developing a healthy Mindset is mission critical accomplishing objectives. During a school's mental health week assembly, John invited a young man to the front of the room and said to him: "Before they will ever believe in you, you're going to have to believe in you." With that, the young man took the mic and rallied the crowd to be the change. It starts with mindset - a mindset that believes the only failure is the failure to act.

INFLUENCE Lead Others

Every student on every campus around the globe has influence. The question is: "What are they using it for?" John encourages, challenges, and inspires you to step into the most healthy version that your influence can bring. If leadership is nothing more or nothing less than influence, then the thoughtful intention to engage is the first hurdle to overcome in accomplishing ones objectives.

EXECUTION Lead Change

Healthy Mindset plus Intentional Influence coupled to execution equals Healthy and Desired Outcomes. Having never met his father, while growing up in an abusive home of extended family, John know what it takes to destroy limiting belief mindsets, change the narrative, and execute against one's vision for the future. The grounded, persevering, future focused individual will command support, cultivate health, and achieve outcomes.

