

the LUMINARY  LEADERSHIP CO.

Hey I'm Liz!



AS SEEN IN:

SUCCESS

empower
HER

Entrepreneur

Goal
Digger
THE PODCAST

FAST COMPANY

Forbes

MAXWELL
LEADERSHIP 

“I’m a strong
believer that
entrepreneurship
is done right with
family in tow.”

Hey, I’m Liz! I used to have one of those fancy, third-person bios that made me sound like I moonlight as a superhero. You know the type, “she’s a visionary thought leader revolutionizing the industry while simultaneously teaching each of her kids a new language...” But it just wasn’t me. So I decided chatting like we’re old friends catching up over coffee would help you better understand if we’d click on your show.

After over a dozen years as a business advisor for hundreds of ambitious entrepreneurs - including greats like John C. Maxwell - **I’ve had a front row seat to what sets apart those who find some success in their business, and those who live out God-given potential in their lives.** Here’s a hint: it’s not just another marketing or operations strategy. An intentional, freedom-filled life comes only from an intentionally led business and leader.

I’m often featured on stages and in publications like...

Forbes FAST@COMPANY Entrepreneur

for my company’s (Luminary Leadership Co.) unconventional approach to helping business owners break through their success ceilings by doing more of what makes them come alive, and less of everything else. In a nutshell, we’re helping people **go from busy work, to their life’s work while honoring what matters most in the process.**



My husband, Michael, and I have 4 little kids of our own whom we homeschool with a focus on leadership, entrepreneurship, and the value of family. **We became crystal clear in our calling after we lost our fifth child at seventeen weeks pregnant.** During labor and a series of unexpected twists and turns (and thankfully, miracles), I lost over half of my blood volume and nearly lost my life. Nothing shines a light on what God has put you here to accomplish like facing your own mortality. **The perspective from our heartache has made me on fire for the work we do, shepherding leaders to live out the calling on their lives.**

I’m thankful for the opportunity to passionately (and strategically) share that perspective and wisdom with other entrepreneurs who seek a life of meaning, prosperity, and freedom through the legacy they’re building, today.

To book Liz email
ops@luminaryleadershipco.com





In case you need the fancy, **3rd person** bio:

For over a dozen years, Liz has served as a Business and Leadership Advisor to thousands of ambitious entrepreneurs internationally - including greats like **JOHN C. MAXWELL** - helping them exponentially grow in business while unlocking their God-given potential. **Liz is the award winning**

founder and CEO of the Luminary Leadership Co.

and is proud to work alongside her incredible team and husband, while also homeschooling their 4 kids from their farm property. Through her competitive masterminds, mentorship, and online programs, **Liz has broken the mold on what it looks like to go from busy work, to your life's work**, while honoring the areas of life that matter most. Her expertise and unconventional wisdom has been featured in media outlets including **Forbes, Fast Company and Entrepreneur**. She's personally mentored top industry leaders, and has spoken on stages throughout the world.

After losing their 5th baby at 17 weeks pregnant, and experiencing a miraculous event after nearly losing her life herself, **Liz is fiercely passionate about getting ambitious entrepreneurs out of the trap of busy**, and into visionary leadership where they can access the intentional, meaningful, and freedom-filled lives they crave.

Top 40

Podcast

Luminary Leadership

11,000+

engaged weekly list subscribers

50 million+

video plays on IG

2x CEO Award

Leadership Development

36,000+

followers across social media platforms

Genuinely Verified

Instagram Account

FEATURED IN:

Forbes **FAST COMPANY**

Entrepreneur **SUCCESS**

Goal Digger
THE PODCAST

MAXWELL
LEADERSHIP
CERTIFIED TEAM

TOPICS *At a Glance*



1

Your **Big Next**:
The Cost of
Playing Small, and
How To Step Into
Your Calling

2

Abandoning Busy
Work for Your **Life's**
Profitable Work

3

What If Business
Growth Could Lead
to More **Harmony**
In Your Family?

4

Making **God** your
Business Partner

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1 Your *Big Next*: The Cost of Playing Small, and How To Step Into Your Calling

FROM **STUCK** TO YOUR **BIG NEXT**



Shifting from **defence to offense** in business and why it will help you get more wins that currently feel too hard to reach



Why *taking more days off* might be the answer to the **growth** you're seeking



How to identify the **exact moves** that will *move the needle* to your Big Next



How to go from slow, incremental growth to **exponential leaps**



You're called to **more**, but you don't have more to give. Good news, the secret to achieving your next big level of success requires you to ***subtract not add!***



2

Abandoning *Busy Work* for Your Life's Profitable Work

GO FROM MAXED OUT ENTREPRENEUR TO **VISIONARY CEO** - DO WHAT YOU'RE CALLED TO DO, AND **GET PAID REALLY WELL** BECAUSE OF IT



Learn how. **massive action** is actually *slowing your growth* and keeping you from more profit



The **secrets** of industry leaders when it comes to *trading in busy* for needle moving, profitable production



Creating the ideal schedule to achieve your **ambitious vision using the 7 Visionary CEO Blocks**



3 *tangible strategies* you can implement this week that will reduce overwhelm, build momentum, and get you into your sweet spot (doing more of what you love and less of everything else)



3 What If *Business Growth* Could Lead to More Harmony in Your Family?

YOU CAN BE A RAVING SUCCESS IN **BOTH**, BUT NOT WITHOUT THE **RIGHT FOCUS**

- Seeking **balance** is a waste of energy. Do *this* instead...
- Good intentions only get you so far. **Impact** is what really matters.
- A Visionary CEO's strategy to honor family while crushing it in business
- Start with the end in mind: what do you want your *legacy* to be?
- Why entrepreneurship is actually designed for families - Raised by entrepreneurs, Liz shares the wisdom that shaped her life



4 Making *God* Your Business Partner

5 LIFE-CHANGING QUESTIONS TO DISCOVER **GOD'S CALLING** FOR YOUR BUSINESS



Why **faith** is an integral part of your *business growth*, and how to weave it into your days as an entrepreneur



You might think your *success is all on your back*, but that mentality is **limiting your growth**



There's a wave of business leaders **embracing God** as their *business growth*, and this is the result for them



Feeling overwhelmed? Doubting what's possible? Having trouble discerning what you're called to next? Hitting plateaus? This is how to **break through!**



Access a level of *clarity, confidence, and possibility* that goes **beyond anything** you could even dream of! Know the right questions to ask.



Live a more *intentional, meaningful, and freedom-filled life* through your business

What other **industry leaders** have to say:

“Seeing Elizabeth speak on vision and leadership **helped me identify missing puzzle piece** in my organization: I had lost sight of vision casting for my team in favor of short-term goal seeing, which was leaving both my team and myself feeling frustrated and defeated.

I had been feeling like I was stuck in a repetitive cycle of helping my team reach goals only to see most throw in the towel before they ever really got the momentum.

Elizabeth's sincerity shines through. Her words are from direct experience, from the heart, not rehearsed or canned.

“*There's an unassuming quality to her that makes you feel like you're having a conversation with a very wise, caring friend, which pulls you in.*”

I understand, maybe for the first time after over a decade in a leadership position, just how important casting vision is.”

- **Barbie Kalev**, Award Winning Fitness Coach & Multimillion Dollar Entrepreneur

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