

## Lonnie Mayne

Chief Executive Officer & Author, Red Shoes Living

**The Art of The Possible** In this session, keynote speaker, author, and executive advisor, Lonnie Mayne, shares the powerful message of “Red Shoes Living,” based on 30 years of executive leadership working with the most prominent brands in the world. Learn the secrets to creating Red Shoes Experiences that will catapult your organization’s success and change the lives of your team. Lonnie Mayne created the framework for Red Shoes more than 20 years ago and has used this philosophy as a strategic advisor to some of the top brands in the world, including Nike, Bose, Bank One, Saks Fifth Avenue, The British Citizen Awards, Express, Ford Motor Company, Spire Energy, and many more. You will learn what these top-level executives are doing to elevate their day-to-day work into the meaningful and transformative interactions that produce next-level performance in their leaders and teams. Lonnie will inspire and challenge you to embed this deceptively simple framework into your culture to create “The Art of the Possible.” Red Shoes Living is a unique and immediately impactful set of five pillars that inspires every individual to stand out for the positive in how they work and in turn, how they live. It results in high-level performance in organizations and transformative experience in lives. With this program and the release of the “Red Shoes Living” book, companies are eagerly lining up to bring the messages to their employees as it will have an immediate influence on customer experience, company culture, leadership performance and, best of all, will experience more meaningful lives. There has never been a better time than now to bring the Red Shoes Living message forward within all that you do.