

A photograph of two women with curly hair, smiling and laughing. The woman on the left has light brown curly hair and is wearing a yellow and blue striped shirt. The woman on the right has dark curly hair and is wearing a red turtleneck. They are outdoors with a blue sky and clouds in the background.

KWKC

IMPACT

BLUEPRINT

2021

THE KWKC IDENTITY

KWKC is a 501(c)(3) non-profit dedicated to empowering young adults to unlock their greatest potential through self-development events, coaching and scholarships. Our interactive learning experiences shatter limiting beliefs and help budding entrepreneurs, college students, and next-generation leaders define their personal mission and discover their path to a fulfilled life.

We share tools, knowledge, and resources to equip young adults to take action, discover their own strengths, gifts and passions, and lead lives that positively impact others.

Our MISSION

To empower and equip the next generation of leaders and entrepreneurs with the tools needed to remove limiting beliefs, take action, and live a big life.

OUR Legacy, WHERE IT ALL BEGAN

Founded in 2015 with the guidance and vision of Gary Keller, the American entrepreneur, best-selling author, and founder of Keller Williams Realty, KWKC was created as a vehicle to empower the next generation of entrepreneurs and world leaders to cultivate a growth mindset, live limitlessly, and fully claim all that life has to offer.

While KWKC is a separate entity, it leverages the incredible success of Keller Williams Realty by tapping into the company's strengths in education and training to equip young adults worldwide to pursue their passions, regardless of their industry. We work within our Keller Williams network to expand our reach, bring on new instructors, and impact as many students as possible.



WHAT Problem ARE WE SOLVING?

It's no secret that personal development unlocks potential and possibility for all people, but for young leaders and entrepreneurs, it's an especially critical element of success. The problem is that young adults who have entrepreneurial aspirations don't always have access to the resources and training they need to be successful. We bridge this gap and provide training, mentorship, and funding to get their dreams off the ground regardless of their circumstances.



**WE CRAFT CONFIDENCE.
WHEN YOU UPGRADE YOUR
MINDSET, YOU UPGRADE YOUR
ENTIRE LIFE."**

HOW WE ACHIEVE OUR MISSION



QL IS YOUR POCKET GUIDE TO SHIFTING YOUR MINDSET AND BOOSTING SELF-AWARENESS, ALLOWING ONE TO RELINQUISH LIMITING BELIEFS, LIVE PURPOSEFULLY, ASK FOR AND RECEIVE MORE MONEY, AND LIVE BIG.”

QUANTUM *Leap* (QL) METHODOLOGY

QL is every young adult's go-to roadmap for mind, heart, and lifestyle upgrades. We help the next generation of leaders get what they want out of life with curriculum and events designed to address four key questions:

1. Who am I and what do I want my life to be about?
2. How can I structure my life to support this vision?
3. What key relationships do I need to support me along the way?
4. How will I fund my mission to make the greatest impact?

Whether you're looking to upgrade your mindset and habits, get clear on your purpose, access coaching needed to take things to the next level, or receive financial funding to get your dreams off the ground, we've got you covered.



Speaking OUR LANGUAGE

As you get to know KWKC you will see there are a few naming conventions we use.

GPS

A 1-page plan that includes priorities and strategies to accomplish one big goal.

FMM

Fund My Mission

FUND MY MISSION WINNERS

QL Grads who've earned the FFM scholarship

QL GRADUATE

Anyone who has attended KWKC programming

QL SUCCESS STORY

QL grads who have completed our 3-month coaching program

PROGRAMMING & EVENTS



QL Summit AND INSTRUCTOR WORKSHOP

We gather annually for our most anticipated event: The Quantum Leap Summit and Instructor Workshop! At this event, hundreds of our students, instructors, donors, staff and board members gather to experience the QL curriculum and learn directly from Keller Williams' Executive Chairman of the Board, Gary Keller.

Through personal stories, thought-provoking examples and proven models, Keller teaches attendees how to gain their edge and pursue their life mission, no matter what industry they pursue. Attendees leave with actionable tools to make better decisions, move past obstacles, and increase productivity in all areas of life.

INSTRUCTOR LED Events

Our students have the opportunity to continue the QL curriculum through instructor hosted events both online and in their home cities. Our website (www.kwkc.org) has custom-built technology that allows our instructors to create a personal profile with a "get to know you" section and an online portal that gives them the ability to host an event at any time.

We equip them with tools for success through in person and online training, and by providing marketing materials so that they can fill classes and raise funds. We are extremely grateful for our instructor community and are lucky to call these people our colleagues and friends.

FUND MY Mission SCHOLARSHIP & COACHING

Our most impactful programs at KWKC are our 3-month Coaching Program and the Fund My Mission Scholarship. After attending one of our events, students ages 18-28 have the opportunity to apply for 3 months of free coaching where they work one-on-one with a business coach to accelerate their goals.

After completing the 3-month program, students have the opportunity to apply for a Fund My Mission Scholarship. Recipients are awarded up to \$5K to help fund education, training, coaching or certifications that align with the fulfillment of their personal life mission.




WE'RE HERE TO EMPOWER YOU TO WAKE UP AND SHOW UP EVERYDAY WITH A CLEAR MISSION, UNSHAKEABLE CONFIDENCE, GRIT, AND A FULL CUP OF 'I'VE GOT THIS!'

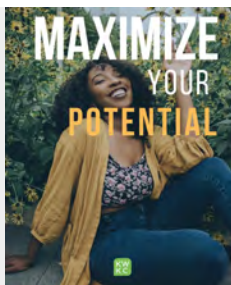
Explore THE CURRICULUM




OWN YOUR LIFE: CREATE YOUR MVVBP

 **Description:** Gain clarity about your mission, vision, values, beliefs, and perspective to serve as a guide to making great decisions.

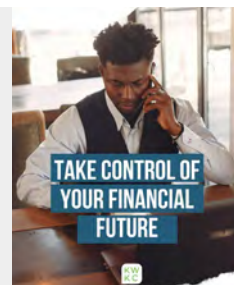
 **Age:** 18-28




MAXIMIZE YOUR POTENTIAL

 **Description:** Your guide to mega growth while social distancing so you can #TakeAction on a big life today!

 **Age:** 18+




MASTERING THE BASICS OF MONEY

 **Description:** Explore basic tools that anyone can use to begin taking control of their financial future.

 **Age:** 18-28




QL FOR YOUNG ADULTS

 **Description:** Accelerate your success through proven models and tools you can implement right away.

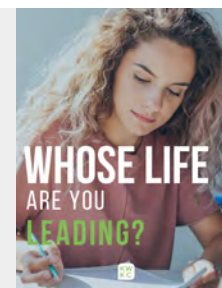
 **Age:** 18-28




QL FOR HIGH SCHOOL

 **Description:** Accelerate your success through proven models and tools you can implement right away.

 **Age:** 14-18

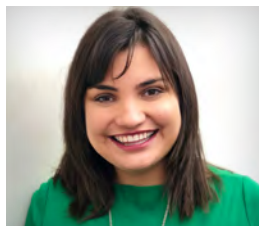


QL EXPERIENCE

 **Description:** Deep dive into the success models and tools that you need to #TakeAction on your best life.

 **Age:** 14+

QL Graduate TESTIMONIALS



AMANDA C.

"Quantum Leap is both mindset shattering and super practical. The combination of motivation and practicality with a FREE price tag... you can't beat that kind of deal. And I promise, you won't be the same after!"



BRANDON T.

"The QL principle that has made the biggest impact on me is the idea that our success is the summation of our habits. This idea has been permanently ingrained in me. I'm doing three different 66-day challenges to build strong habits and I have a different accountability partner for each one to make sure I stay on track."



KWKC COMMUNITY

WHO ARE OUR *Students?*

KWKC's QL curriculum is primarily for young adults, ages 18 - 28 years old, yet QL is applicable to individuals of all ages. We believe the curriculum is most effective when we divide our students into subsets. This allows us to create collaborative learning environments where our community can relate to one another, ask relevant questions, and engage deeply in the curriculum.



HIGH SCHOOLERS

14-17 years old

Online Events

In-Person Events

YOUNG ADULTS

18-28 years old

Online Events

In-Person Events

QL Summit

FMM Coaching

FMM Scholarship

ADULTS

29+ years old

Online Events



THE MVPs - OUR *Instructors*

Each of our program-certified instructors are all-star leaders with strong track records of crushing it in business (and in life), and want to help rising leaders do the same. They volunteer their time to teach the QL curriculum both online and at in-person events in their community.

With instructors all across North America teaching and fundraising for KWKC, our community continues to seek like-minded leaders within Keller Williams to join us in championing the next generation.

THE KWKC *Team*



Brandi Lauve
Director



Sharon Gibbons
VP of
Philanthropic
Administration



Skye Anderson
Sr. Learning &
Development
Manager



Melanie Wilder
Operations
Manager



Jae Moore
Marketing
Coordinator



**WE BELIEVE THAT WHEN
YOU ARE *ALIGNED*,
ACTIVATED, AND *ATTUNED*
TO WHO YOU ARE BEING
AND BECOMING, ANYTHING
BECOMES POSSIBLE."**

THE FIVE PILLARS OF KWKC

OUR *Values*:

We've created a unique set of pillars that transcend every facet of the KWKC ethos. We weave these values into each layer of our community in an effort to promote shared dialogue and intention-oriented human connection. We're not here to tell you what to think; we're here to tell you how to think. Within this framework, we foster an inclusive atmosphere of:



1

AUTHENTICITY

We want people to be proud of who they are, where they have been, and what they have accomplished. We do this by creating a safe place of self-exploration and support.

2

COMMUNITY

We're made up of like-minded instructors, alums, supporters, and students who are curious about self-discovery, self-leadership, empowerment, and motivating others. We share what knowledge we have freely, and we're here to learn and boost our collective intelligence.

3

SUCCESS ACCELERATION

Another way of saying, you know what you want and you're going after it. The students who go through our training have a higher rate of success acceleration.

4

EMPOWERMENT

There's no wrong way to do this. There's no wrong way to BE YOU. We fuel our community to run toward purpose instead of running away from fear. We inspire self-growth, the process of becoming stronger and living confidently.

5

IMPACT

We empower the next generation of young leaders to live purposefully and to live lives that leave a BIG impact.

“THE CEILING IS ONLY LIMITED BY YOUR MIND—
AND WE'RE HERE TO MAKE SURE THERE'S NO CAP.”



Getting INVOLVED WITH US

We'd love for you to be part of our QL Community as a student, instructor, ambassador or financial supporter.



Visit kwkc.org to:

- Register to attend an event
- Register to become an instructor
- Subscribe to our newsletter



Check out our content on:

- FB @myqlstory
- IG @myqlstory
- linkedin.com/company/kwkc



Support our mission:

- Make a one-time or recurring donation at kwkc.org/donate
- Donate with every transaction on your Greensheet or in Commissions
- Promote our events and spread the word about our mission

WE ARE A 501(C)3 NONPROFIT ORGANIZATION AND
RELY ON THE GENEROUS SUPPORT OF OUR DONORS.
TO MAKE A CONTRIBUTION TO OUR ORGANIZATION,
PLEASE VISIT: [KWKC.ORG/DONATE](https://kwkc.org/donate)

KWKC