

**Company:** Innovative Leadership Institute, Columbus, Ohio

**Nomination Submitted by:** Metcalf & Associates, Inc DBA Innovative Leadership Institute

**Company Description:** The Innovative Leadership Institute (ILI) is a premier leadership development organization dedicated to cultivating visionary leadership that drives sustainable change and stakeholder success. We partner with executives, teams, and organizations to elevate leadership effectiveness and create a better world for all.

**Nomination Category:** Individual Awards Categories

**Nomination Sub Category:** Female Executive of the Year – Business Services –10 or Less Employees

**Nomination Title:** Maureen Metcalf: Innovating Leadership at the Intersection of Human Potential and AI



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

3. Briefly describe the nominated individual: history and past performance (up to 200 words):

**Total 190 words used.**

**Nominee: Maureen Metcalf, Founder & CEO, Innovative Leadership Institute**

- o **Globally Recognized Executive & Entrepreneur**  
Founder and CEO of the Innovative Leadership Institute, a high-impact business services firm (10 or fewer employees) delivering transformative results for clients worldwide.
- o **Proven Track Record of Impact**
  - 20+ years advising leaders in Fortune 500 companies, nonprofits, healthcare systems, government, and entrepreneurial ventures.
  - Delivers measurable outcomes: revenue growth, stronger cultures, higher retention, leadership pipeline development, and improved agility.
- o **Thought Leadership & Publishing**
  - Author of 11 award-winning books, 70+ papers, and Forbes articles.
  - Provides practical, research-based frameworks, executive advisory services, leadership development experiences, coaching, and consulting for leaders and organizations navigating disruption. Delivers significant financial and non-financial results for clients.
- o **Global Influence through Media**
  - Host of *Innovative Leadership: Co-Creating Our Future* — top 0.1% leadership podcast with 500+ episodes, heard in 121 countries.
  - Recognized as a trusted voice shaping the future of leadership.
- o **Vision & Mission**  
Dedicated to elevating leadership effectiveness and creating a better world by blending innovation, integrity, and results-driven practices.

**Summary:**

Maureen Metcalf exemplifies the power of women-led businesses to achieve outsized influence, delivering innovation and transformation with global reach and measurable results.

4. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 229 words used.**

**Achievements Since July 1, 2023**

As Founder & CEO of the Innovative Leadership Institute, Maureen Metcalf has delivered outsized impact as an executive leading a small, women-owned business with global influence. Key achievements include:

- o **New Book Release**
  - Published *Innovative Leadership & Followership in the Age of AI*, the 11th in her award-winning series.
  - Provides a practical, ethical framework for leaders navigating AI-driven disruption.
- o **Executive Leadership Programs**
  - Designed and led immersive leadership development programs for global organizations, including DHL Supply Chain.
  - Integrated podcasts, assessments, workbooks, and coaching to scale results.
  - **IT Leaders Program Results (Central Ohio):**
    - 260 participants from 104 organizations across four cohorts.
    - 30% of employees were promoted, including 10 who advanced to C-level roles.
    - \$56,000 raised for scholarships supporting future IT leaders.
    - 30% of participants women and minorities, expanding representation.
- o **Global Media & Influence**
  - Host of *Innovative Leadership: Co-Creating Our Future*, a top 0.1% leadership podcast with 500+ episodes and listeners in 121 countries.
  - Featured high-profile guests including Rt. Hon. Kim Campbell (former Prime Minister of Canada), Dr. Ronald Heifetz (Harvard), and Ken Moore (CIO, Mastercard).
  - Invited guest on the UN "AI for Good" podcast, spotlighting the intersection of leadership and ethical AI.

**Summary:**

Through strategic vision, entrepreneurial leadership, and global influence, Maureen has expanded the reach and impact of the Innovative Leadership Institute — proving that a small, women-led business can drive transformative change worldwide.

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 238 words used.**

**Supporting Materials & Evidence**

The Innovative Leadership Institute (ILI), led by Maureen Metcalf, demonstrates how a boutique, women-led firm achieves a global impact that rivals that of much larger organizations. The following supporting materials provide **evidence of claims throughout this nomination**:

1. [ILI Website & Amazon Proposal](#)
  - Showcases [frameworks](#), tools, [publications](#), and leadership programs.
  - Proposal to Amazon illustrates how ILI designs and delivers **scalable leadership solutions**, confirming Maureen's executive expertise.
2. **Case Studies: Driving Business Success (see Driving Business Success ILI elevates... in downloads)**
  - Documented outcomes such as **22% growth in ADR/RevPAR at Red Roof, 16% EBITDA increase at T-Cetra, and 5% margin gains at a construction firm.**
  - Evidence of ILI's ability to link leadership development directly to financial performance — uncommon among boutique firms.
3. **Global Media Presence**
  - [Innovative Leadership: Co-Creating Our Future podcast in the top 0.1% globally](#), with detailed sponsorship metrics included.
  - Demonstrates Maureen's international influence as an executive leader.
4. **Publications & Thought Leadership**
  - Book: [Innovative Leadership & Followership in the Age of AI](#), plus companion video, highlighting a **forward-looking framework for ethical leadership** in the AI era.
5. **Regional Technology Leadership Program**
  - [Video details on ILI's Central Ohio IT Leaders Program, with testimonials from university partners and executives.](#)
  - The [Case study](#) provides evidence of measurable outcomes: promotions, succession readiness, scholarships funded, and diversity gains.

**Summary:**

These attachments collectively validate Maureen's unique ability to lead a small business that consistently delivers **enterprise-level impact, global reach, and transformational results.**

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

**Total 246 words used.**

Maureen Metcalf's achievements stand out because she has built a **globally recognized, high-impact leadership institute with fewer than 10 employees** — outperforming far larger firms in both reach and measurable client outcomes.

- o **Innovative, Future-Focused Approach**  
While many leadership providers rely on traditional frameworks, Maureen integrates **ethical AI, systems thinking, and developmental psychology** into her programs — placing her ahead of most boutique leadership consultancies and on par with leading global think tanks.
- o **Client Results Beyond Industry Benchmarks**
  - **DHL Supply Chain:** coaching client promoted two levels to **North America COO** — a career trajectory uncommon in typical executive development timelines.
  - **Red Roof Hotels:** achieved **22%+ increases in ADR and RevPAR**, surpassing industry averages during the same period.
  - **T-Cetra:** reported **16% YoY EBITDA growth and NPS score jump from 4 to 8** — results rarely linked so directly to leadership development.
  - **Construction Firm:** realized **5% margin gains**, showing direct financial impact of leadership transformation.
- o **Global Reach & Recognition**
  - Podcast (*Innovative Leadership: Co-Creating Our Future*) is in the **top 0.1% globally**, with 500+ episodes — far exceeding the visibility of most boutique firms.
  - **11th award-winning book** positions her as a pioneer addressing urgent needs in AI-era leadership.
  - Recognized as a **Fellow of the International Leadership Association** and awarded an **Honorary Doctorate**, affirming her influence among global peers.

Maureen's ability to consistently deliver **enterprise-level results with a small, women-led firm** is what makes her achievements truly unique — and a model for innovation, impact, and excellence in her industry.

**Attachments/Videos/Links:**

[Maureen Metcalf: Innovating Leadership at the Intersection of Human Potential and AI](#)



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