SPEAKER ONE-SHEET

Lawrence D. Alvarez

Change the narrative. Change your life.



Maxwell Leadership Certified Keynote Speaker, Author, Trainer & Coach. Labeled a mistake and raised in East San José by a single mother with a first-grade education, Lawrence went from dropout to GED, B.S. and M.S., built 17+ years of corporate experience at one of the world's most iconic companies, and founded The Modeeve8 Foundation. He now helps organizations turn adversity into resilience, stories into strategy, and people into leaders — **in English and Spanish.**

Maxwell Leadership Certified | 17+ yrs Corporate Leadership | Author | Founder & CEO, The Modeeve8 Foundation | Bilingual EN / ES

SIGNATURE KEYNOTES

Change the Narrative, Change Your Life
Mental reframing: from unimaginable circumstances to the once-impossible.
Maxwell foundation: How Successful People Think

Built Strong Within: Resilience That Rises
Mental health, stress and bouncing back — stigma-free and practical.
Maxwell foundation: Sometimes You Win — Sometimes You Learn

Lead From Where You Stand
Leadership is influence, with or without a title.
Maxwell foundation: The 5 Levels of Leadership

Every Story Leads
Storytelling that builds trust and moves teams.
Maxwell foundation: Everyone Communicates, Few Connect

Human Leadership in the Age of AI
AI changes the work; people decide if change succeeds.
Maxwell foundation: Leadershift · PMI CPMAI-trained

Where You Start Doesn't Determine Where You Finish
Youth, students and families — fully in Spanish too.
Maxwell foundation: The 15 Invaluable Laws of Growth

Second Chances Start Today
Hope and accountability for corrections and reentry.
Maxwell foundation: Intentional Living

WHERE HE'S SHARED HIS STORY

- Small & mid-size businesses to large corporations & field organizations
- Unemployed & front-line workers to mid-management & top executives
- Continuation schools to prestigious business colleges
- Community centers in underserved neighborhoods
- Youth detention centers & maximum-security prisons
- Churches & nonprofits

FORMATS

- Keynote (30–90 min) · in person or virtual
- Maxwell Leadership workshops (half / full day)
- Masterminds (6–8 weeks)
- Corporate L&D retainers · 3, 6 or 12 months
- Every keynote opens with the "Imagine" spoken word

LANGUAGES

English · Español · Bilingual delivery at no extra charge.

Book Lawrence
Proposal within 48 hours · Se habla español

booking@lawrencealvarez.com
lawrencealvarez.com

SPEAKING DOMAINS

What Lawrence speaks on — and who it's for

Twelve domains drawn from his life and career, each grounded in licensed Maxwell Leadership content (in gold). Every topic can be delivered in English, Spanish or bilingually; ES marks topics in especially high demand with Spanish-speaking audiences.

1 · Storytelling & Changing Your Narrative

His core message. How the stories we believe shape our results, and how to rewrite them using the Mindset Reset (Recognize · Reframe · Rise).

Change the Narrative, Change Your Life · Every Story Leads · How Successful People Think

Conferences · corporate · universities · schools

2 · Resilience & Overcoming Adversity ES

Labeled a mistake and told he'd drop out, end up locked up or on the streets. Turning pain into purpose and setbacks into a plan.

Built Strong Within · Sometimes You Win — Sometimes You Learn

All audiences

3 · Mental Health & Wellbeing

Healing childhood trauma, recovering from substance abuse, managing stress and burnout, and building psychological safety on teams.

Resilience That Rises · Strong Isn't Silent · The 15 Invaluable Laws of Growth

HR · wellness weeks · recovery programs · schools

4 · Leadership (Maxwell Leadership)

The 5 Levels, the 21 Laws, Leadershift. Influence, intentional growth and developing others.

Lead From Where You Stand · The 5 Levels · The 21 Irrefutable Laws

Managers · emerging leaders · executive teams

5 · Communication & Connection

Maxwell's "Everyone Communicates, Few Connect" — fewer conflicts, better teamwork.

Every Story Leads · Everyone Communicates, Few Connect

Teams · sales · customer-facing staff

6 · Change, Innovation & the Age of AI

CPMAI-trained, 17+ years of corporate leadership: moving teams from fear of AI to confidence and adoption.

Human Leadership in the Age of AI · Leadershift · Good Leaders Ask Great Questions

Tech · transformation initiatives · HR

7 · Education & Youth Empowerment ES

Breaking cycles, mindset and goals, mentors, and believing in a future you can't see yet.

Where You Start Doesn't Determine Where You Finish · The 15 Invaluable Laws of Growth

K-12 · colleges · youth programs · parent nights

8 · First-Generation & Latino Leadership ES

Leading between two languages and cultures; turning bilingual identity into a leadership advantage.

Two Languages, One Voice · Developing the Leader Within You 2.0

ERGs · Hispanic Heritage Month · universities

9 · Second Chances & Reentry ES

Accountability, hope and a new identity for incarcerated people and those who serve them.

Second Chances Start Today · Intentional Living

Correctional facilities · reentry · probation programs

10 · Faith, Purpose & Servant Leadership ES

Calling, identity and leading with integrity — the warrior in a garden.

Purpose Over Pressure · Called to Lead · Intentional Living

Churches · men's groups · faith-based nonprofits

11 · Nonprofit & Community Leadership

Lessons from founding Modeeve8: mission, volunteers, giving back and community impact.

Lead Where You Live · The 17 Indisputable Laws of Teamwork

Nonprofits · boards · community centers · housing

12 · Personal Growth & Intentional Living

Maxwell's 15 Laws of Growth: habits, discipline and daily intentional choices.

Grow on Purpose · The 15 Invaluable Laws of Growth

Corporate · associations · masterminds

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FOR YOUR EMCEE · READ AS WRITTEN, PAUSE AT EACH "IMAGINE"

Speaker introduction · about 90 seconds

Imagine being told you were a mistake before you ever took your first breath.

Imagine being born to a young single mother, stripped of any formal education, unable to read or write, who found herself leaving six children behind in Mexico in search of a better life.

Now **imagine** being raised in a rat- and cockroach-infested, rundown neighborhood: junked cars, broken beer bottles, used syringes, prostitution on every corner. A neighborhood infamous for gang violence.

Can you imagine? [pause]

For those who are data-driven: statistically speaking, people raised in these conditions have higher rates of incarceration… of drug and substance abuse… of mental health struggles like anxiety and depression… of dropping out of school… of teen pregnancy… and of being caught up in the legal system for illicit and violent crimes.

Imagine. [pause]

So while society wants you to believe that about yourself… our next speaker is here to tell you something different.

That kid didn't become a statistic. He dropped out, then went back for his GED, a bachelor's and a master's degree. He grew up on the streets, then spent more than 17 years leading at one of the most iconic companies in the world. Today he is an author, a Maxwell Leadership Certified speaker, trainer and coach, and Founder and CEO of The Modeeve8 Foundation. And he is here to help you change your narrative.

Please join me in welcoming… **Lawrence D. Alvarez!**

SHORT BIO · 80 WORDS

Lawrence D. Alvarez, M.S., is a Maxwell Leadership Certified keynote speaker, author, trainer and coach, and Founder & CEO of The Modeeve8 Foundation. Labeled a mistake and raised by a single mother on the rough side of town, he went from dropout to GED, B.S. and M.S., and built 17+ years of corporate experience at one of the world's most iconic companies. A bilingual speaker, he helps everyone from front-line workers to top executives turn adversity into resilience and people into leaders.

LONG BIO · 170 WORDS

Lawrence D. Alvarez, M.S., was told he was a mistake before he ever took his first breath. Raised in East San José by a single mother with a first-grade education, he grew up surrounded by poverty, drugs and gang violence — and for a while, he lived out the expectations placed on him, until he was expelled from school. Then he chose a different path. He earned his GED and crossed the invisible line into Silicon Valley as an entry-level contractor at one of the world's most iconic companies. Hired as a corporate employee a few years later, he rose through 17+ years of leadership while earning his B.S. and M.S. and healing from childhood trauma. Today he is the author of *The Invisible Line* series, a Maxwell Leadership Certified speaker, trainer and coach, and Founder & CEO of The Modeeve8 Foundation. In English and Spanish, he helps people and teams shatter the labels placed on them and rewrite their narrative.

Audio / Video

- Wireless lavalier or headset mic
- Projector + HDMI; clicker
- Audio out from laptop (for "Imagine" track, if used)
- Confidence monitor preferred

Room & schedule

- Arrival 60 min before for sound check
- Theater or rounds; stage lighting on speaker
- Water on stage
- Q&A and photos welcome

Booking process

- Discovery call (20 min)
- Proposal within 48 hours
- Agreement + 50% deposit holds date
- Pre-event prep call 2–3 weeks out

BOOK

booking@lawrencealvarez.com

lawrencealvarez.com · San Francisco Bay Area · Available nationwide

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Change your life.