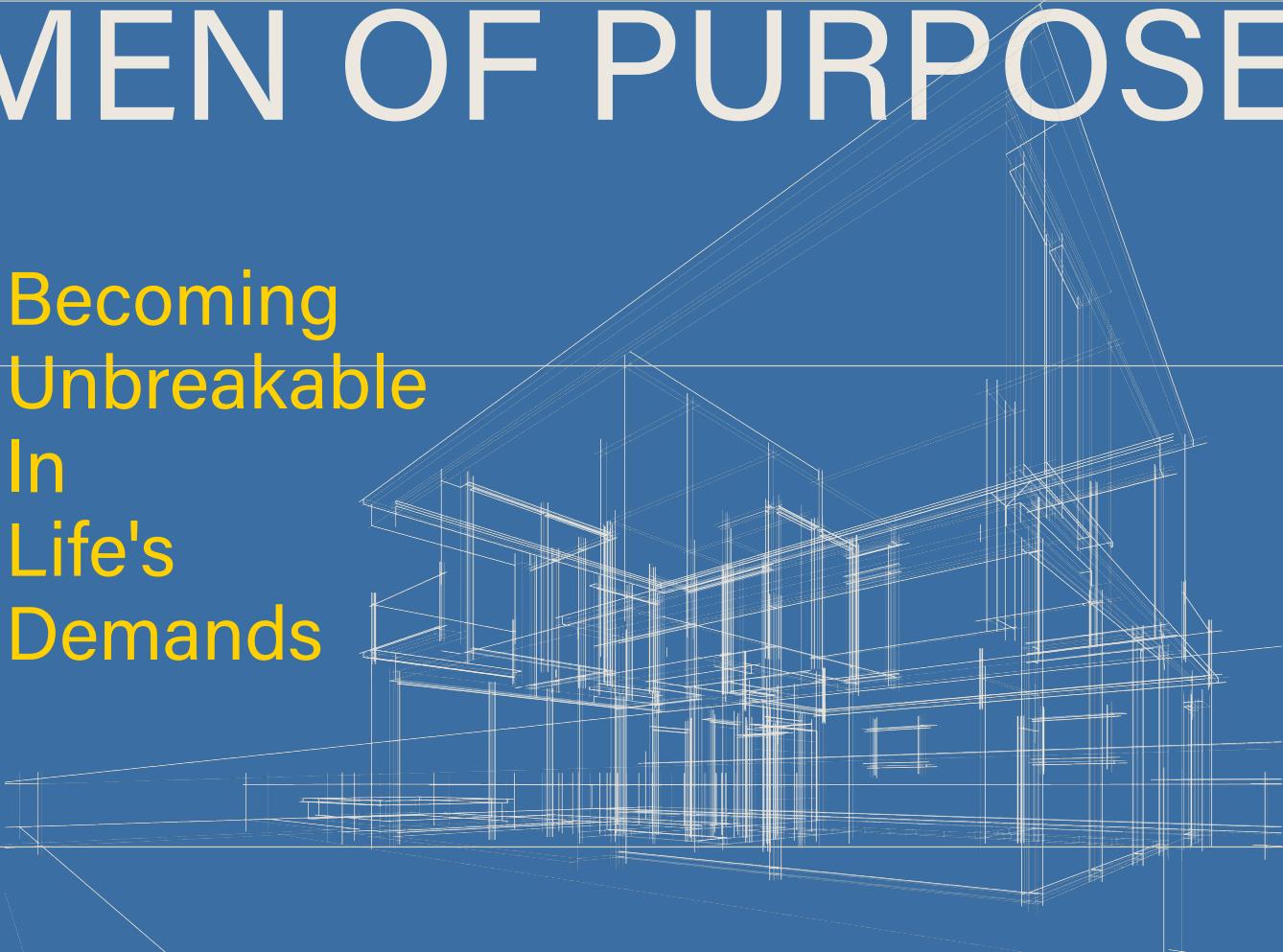


**POWER SHIFT
CONSULTING**

CULTIVATING GREATNESS

BUILD MEN OF PURPOSE

Becoming
Unbreakable
In
Life's
Demands



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BUILD Program: Becoming Unbreakable In Life's Demands

A Weekly Personal & Professional Development Program for Young Men.

Program Overview

BUILD is a weekly, cohort-based empowerment program designed specifically for young men enrolled in grades 9-12. Modeled from the self-help guide, “Bruised, yet still Blooming,” this customized initiative equips male students with the social-emotional, interpersonal, and professional skills needed to excel in school, work, and life.

Through weekly, interactive, culturally responsive sessions, BUILD creates a brotherhood-centered learning environment that helps young men:

- Strengthen resilience
- Develop self-control and discipline
- Build healthy relationships
- Improve communication
- Establish their personal and professional identity
- Prepare for career and post-secondary pathways

BUILD integrates real-world conversations, relatable examples, and literacy-based content designed to resonate with young men navigating adulthood, responsibility, and long-term goals.

Example Weekly Workshop Schedule (Full School Year)

Resilience & Mindset (Weeks 1–5)

1. The Power to Rise: What Resilience Looks Like for Young Men Today
2. Bounce-Back Blueprint: Recovering from Life's Setbacks
3. Mind Over Matter: Building a Strong Everyday Mindset
4. Failure Isn't Final: Overcoming Fear & Reclaiming Confidence
5. Mental Endurance: Training Your Inner Strength Like a Muscle

Self-Control & Discipline (Weeks 6–10)

6. Know Your Triggers: Understanding What Sets You Off
7. Check Yourself: Techniques for Managing Impulses
8. The Discipline Advantage: Why Self-Control Pays Off
9. Habits of a High Performer: Creating Routines That Stick
10. Fueling Motivation: Staying Driven When Life Gets Real

Communication & Leadership (Weeks 11–15)

11. Speak Game: Becoming a Better Listener

12. Conflict Without Chaos: Handling Disagreements Like a Leader
13. Say It With Purpose: Expressing Yourself Clearly & Respectfully
14. The Unspoken Truth: Understanding Body Language
15. Squad Leadership: Building Consensus & Leading Among Peers

Hygiene, Image & Professionalism (Weeks 16–20)

16. Your Presence Matters: Why Hygiene Impacts Opportunity
17. Level Up Your Routine: Building Daily Structure as a Man
18. Workplace Fresh: Hygiene & Image on the Job
19. Real Talk: Navigating Hygiene Challenges Without Shame
20. Mind-Body Connection: How Cleanliness Affects Mental Health

Relationships, Brotherhood & Emotional Intelligence (Weeks 21–25)

21. Healthy vs. Toxic: Identifying Real Connections
22. Squad Goals: Collaborating With Others Effectively
23. Heart Smarts: Emotional Intelligence for Men
24. Boundaries Matter: Respecting Space & Setting Limits
25. Resolving Conflict Without Violence: Men Managing Emotions

Coach-ability, Mentorship & Growth (Weeks 26–30)

26. Stay Open: Why Feedback Makes You Better
27. Take the Gems: Using Constructive Criticism to Grow
28. The Growth Grind: Developing a Success Mindset
29. Finding Real Mentors: Building Trust With Those Who Guide You
30. Measure Your Moves: Tracking Your Progress & Goals

Stress Management (Weeks 31–35)

31. Pressure Points: Recognizing Stress Before It Boils Over
32. Calm in the Chaos: Relaxation for the Modern Man
33. Your Stress Game Plan: Building a Personal Strategy
34. Handling High-Pressure Situations Like a Pro
35. Brothers in Support: Who to Lean on When Life Is Heavy

Personal Branding, Identity & Professional Image (Weeks 36–38)

36. Your Name Holds Weight: Understanding Your Personal Brand
37. Dress, Speak & Move With Intention: Building Your Professional Look
38. Network Like a King: Making Connections That Open Doors

Course Topic Descriptions

1. Resilience

Young men learn how to recover from setbacks, build confidence, and develop mental toughness.

2. Self-Control & Discipline

Sessions focus on managing emotions, controlling impulses, and building long-term discipline.

3. Communication & Leadership

Participants learn to communicate clearly, resolve conflict, and step into leadership roles.

4. Hygiene, Image & Professionalism

Explores hygiene, presentation, and how appearance affects opportunities.

5. Relationships & Emotional Intelligence

Men learn the dynamics of healthy relationships, empathy, boundaries, and collaboration.

6. Coachability & Growth Mindset

Students learn to accept guidance, embrace growth, and build trust with mentors.

7. Stress Management

Focuses on identifying stressors and adopting healthy coping strategies.

8. Personal Branding & Professional Identity

Teaches students to positively influence how they are seen at home, in the community, and in the workforce.

Program Outcomes

By the end of the BUILD Program, participants will:

- Strengthen resilience, discipline, and emotional maturity
- Improve communication and decision-making
- Create healthier relationships and social networks
- Develop a positive self-image and professional presence
- Build skills that directly support employment and long-term stability

- Feel part of a brotherhood that encourages accountability and growth

Evaluation Plan

- Pre- and post-program surveys
- Weekly sessions with mentors
- Skill mastery assessments
- End-of-year BUILD Capstone reflections (For full-year programs only)