



RODNEY ALLGOOD

THE RODNEY ALLGOOD  
SIGNATURE SERIES



# CULTURE BY DESIGN

LEAD TODAY. INSPIRE OTHERS.  
BUILD A BETTER TOMORROW.



LEADERSHIP  
Step Up



RESPECT  
Treat Everyone Right



OWNERSHIP  
Take Responsibility



KINDNESS  
Make It Count



PRIDE  
Own Your School

01

OVERVIEW

## BUILDING SCHOOL CULTURES WHERE EVERY STUDENT THRIVES

Every school has a culture. The question is, are we building it... or just living in it?

Culture by Design empowers students to take ownership of their school culture by choosing respect, kindness, and responsibility every day.

Through powerful stories, real talk, and interactive lessons, students discover how their choices impact others and how together, they can create a school where everyone belongs and has the opportunity to succeed.

Great schools aren't accidental.  
They're built by design.



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WHAT STUDENTS WILL LEARN

### KEY TOPICS

- ✓ The power of daily choices
- ✓ Leadership without a title
- ✓ Respect and inclusion for all
- ✓ Standing up to bullying
- ✓ Taking ownership of your actions and your school
- ✓ Building a culture of kindness
- ✓ Pride in yourself, your school, and your community
- ✓ How to be an upstander
- ✓ Turning problems into solutions
- ✓ Creating a lasting legacy

### STUDENT TAKEAWAYS

- ✓ I have the power to make a difference
- ✓ My words and actions influence others
- ✓ I can help create a school where everyone belongs
- ✓ Leadership is a choice, not a position
- ✓ Pride in my school starts with me
- ✓ Together, we can change our culture

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WHY THIS PROGRAM MATTERS



### THE CHALLENGE

Negativity, division, and disrespect are hurting school culture.



### THE OPPORTUNITY

Every student has influence. Every choice matters.



### THE TRANSFORMATION

Positive choices create a culture where everyone feels safe, valued, and inspired to succeed.



### THE RESULT

Stronger relationships. Higher engagement. Pride in our school. A legacy that lasts.

“

YOU NEVER  
KNOW WHO'S  
WATCHING.  
BE THE LEADER  
SOMEONE ELSE  
DECIDES TO  
FOLLOW.

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PROGRAM DETAILS



### IDEAL FOR

High Schools • Assemblies • Leadership Groups  
Athletics • Clubs • Student Organizations



### PROGRAM LENGTH

45-75 Minutes (Keynote)  
Half-Day or Full-Day Workshops Available



### AVAILABLE FORMATS

In-Person • Virtual • Hybrid



### INTERACTIVE & ENGAGING

Real talk, audience participation, group challenges, and discussion



### OPTIONAL ADD-ONS

Student Leadership Workshop  
Teacher/Staff Training  
Follow-Up Resources



### EVERY PROGRAM INCLUDES:

Complimentary access to an exclusive online course with videos, worksheets, and action steps to reinforce the message long after the event ends.

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INSPIRING LEADERS. BUILDING  
CONFIDENCE. CREATING CULTURE.

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ABOUT RODNEY ALLGOOD



Rodney Allgood is a dynamic speaker, leadership coach, and youth development expert who connects with students in a real, relevant, and unforgettable way.

With more than two decades of experience, Rodney has impacted thousands of students, educators, and communities across the country.

His high-energy presentations combine powerful storytelling, practical strategies, and real-life experience to inspire students to lead with purpose, make positive choices, and create a culture they can be proud of.

REAL TALK. REAL IMPACT. REAL CHANGE.

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CONNECT WITH RODNEY



RODNEY ALLGOOD



SCAN TO CONNECT

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