



HELPING STUDENTS RECONNECT TO
PURPOSE, AGENCY, AND REAL WORLD
 PARTICIPATION IN A DIGITALLY
 OVERSTIMULATED WORLD



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**"HOW YOU LOOK AT ADVERSITY IS FAR GREATER
 THAN HOW ADVERSITY LOOKS AT YOU"**



MICHAEL K. GAINEY'S LIFE WAS SHAPED BY ADVERSITY FROM THE VERY BEGINNING. MOTHER PREGNANT AT 17, AND HIS FATHER WAS IN AND OUT OF PRISON. RAISED IN POVERTY AND SURROUNDED BY INSTABILITY, FOOTBALL BECAME MICHAEL'S OUTLET, PURPOSE, AND SENSE OF BELONGING. BY HIS SENIOR YEAR, HE HAD EARNED MULTIPLE COLLEGE FOOTBALL SCHOLARSHIPS AND NATIONAL RECOGNITION AS AN ATHLETE.

BUT EVERYTHING CHANGED AFTER A DEVASTATING HEAD INJURY LED TO A BRAIN TUMOR, HYDROCEPHALUS, MULTIPLE BRAIN SURGERIES, AND A MOMENT WHEN HIS HEART STOPPED.

THAT EXPERIENCE TRANSFORMED MICHAEL'S PERSPECTIVE ON LIFE, PURPOSE, AND ADVERSITY. TODAY, HE HELPS STUDENTS RECONNECT TO PURPOSE, PARTICIPATION, AND PERSONAL AGENCY IN A DIGITALLY OVERSTIMULATED AND EMOTIONALLY DISCONNECTED WORLD.

**"ONE TAKEAWAY IS EMBRACING FAILURES,
 I BELIEVE THAT'S THE BEST THING OUR
 KIDS COULD HAVE HEARD TODAY"**
 PRINCIPAL GREEN - BELLVIEW MIDDLE SCHOOL

STUDENT DISENGAGEMENT IS AT AN ALL-TIME HIGH.
 HERE ARE THE 3 BIGGEST CONTRIBUTING FACTORS:

- 1.) DIGITAL OVERSTIMULATION AND SOCIAL MEDIA INFLUENCE
- 2.) EMOTIONAL DISCONNECTION AND PARENT BURNOUT
- 3.) LACK OF AGENCY AND MEANINGFUL PARTICIPATION

WHY SCHOOLS PARTNER WITH MICHAEL K GAINEY

- 1.) STUDENTS LEARN A PRACTICAL FRAMEWORK FOR OVERCOMING ADVERSITY, HANDLING PRESSURE, AND RESPONDING TO CHALLENGES WITH RESILIENCE AND INTENTION.
- 2.) MICHAEL'S STORY CREATES EMOTIONAL CONNECTION AND CREDIBILITY THAT HELPS STUDENTS SEE ADVERSITY, PURPOSE, AND THEIR FUTURE FROM A NEW PERSPECTIVE.
- 3.) THE PROGRAM HELPS TRANSFORMS SCHOOL CULTURE BY MOVING STUDENTS FROM PASSIVE CONSUMPTION TO ACTIVE PARTICIPATION THROUGH LEADERSHIP, BELONGING, AGENCY, AND REAL WORLD INVOLVEMENT.

