



**THE BEST MAN
COMPANY, LLC**

Specializing in At-Risk Student Success

2022-2023

Training Program Catalogue (Virtual and On-site)

**All sessions will be conducted
by Dr. Jesse W. Jackson III**



Specialized Staff Development Training Programs



Urgent Intervention Required for Discipline (UIR-D) Program



All Original Books & Training
Sessions By Nationally
Recognized Behavior Expert
Dr. Jesse W. Jackson III

Don't Kick Them Out!

Student Behavior Institute

*Right Approach * Right Policy * Right Practice*

Suspension does not solve or correct negative student behavior! Educators need a different approach. This training series will empower professional educators with the knowledge, information and understanding they need to improve in school discipline practices and correct negative behavior of at-risk students. These are our objectives in this training program:

- To build teacher self-confidence
- To build teacher expectations for student behavior and performance
- To prevent toxic student behavior
- **To implement effective behavior policies**
- **To build school and classroom structure**
- To learn how to be a reliable teammate
- **To develop consistent daily behavior practices**
- To learn how to confront negative student behavior
- **To increase student/teacher rapport**
- To reduce the incidence of behavioral suspension and expulsion
- To improve disciplinary and behavioral practices with at-risk students
- To understand the root causes of disruptive student behavior
- To better understand the reality of the school-to-prison pipeline
- To better understand the race, culture, and school discipline disconnection
- To teach the behavior we want to see in students
- To learn how to communicate effectively with students
- To build students' confidence and self-esteem to improve their behavior
- To implement behavior strategies that work



Don't Kick Them Out!

School Leadership Behavior Institute



The Right Approach To Student Behavior

All Original Books & Training Sessions By Nationally
Recognized Behavior Expert Dr. Jesse W. Jackson III

"Culturally Responsive School Leadership Training" **How to Build and Maintain a Positive and Productive School Culture** **in the Suspension Ban Era**

The objectives of this training program are to guide school leaders and administration on:

"Don't Kick Them Out!" The Appropriate School Leadership Approach to Managing Negative Behavior

This empowerment seminar will discuss:

- **How to understand the appropriate school leadership approach to managing negative behavior**
- **How to support staff with effective behavior policy**
- How to identify and correct toxic staff behavior
- **How to promote consistent approaches to behavior plans and policy**
- How to develop a healthy school culture & climate
- **How to establish behavioral expectations and standards for staff and students**
- **How to reduce the incidence of behavioral suspension and expulsion**
- How to improve leadership and management skills
- How to better understand how to support staff and students

This program for school administrators consists of four sessions:

1. **Work Together: How to Build and Maintain an Effective Team Culture in Times of Crisis**
2. **How to Build a Powerful School Vision That Serves Students, Staff, and Our Surrounding Community**
3. **How to Improve Your Management and Leadership Skills: Getting Your School's Leadership Team on the Same Page**

Presentation Time: 2-3 hours (per session)

Room Layout: On Campus or in ZOOM/ Virtual Training Room

Anticipated Audience: Cap Limit is 10 to 25

All sessions are facilitated by Dr. Jesse W. Jackson III.

Training Schedule

August or September	January or February
October or November	April or May
Program Cost: \$27,500.00	



All Original Books & Training
Sessions By Nationally
Recognized Behavior Expert
Dr. Jesse W. Jackson III

Urgent Intervention Required for Discipline (UIR-D) Program

Don't Kick Them Out!® (Pre-Kindergarten to 2) Student Behavior Institute

Right Approach * Right Policy * Right Practice

The pre-K Don't Kick Them Out program focuses on the extreme need for behavior foundations in children who are 3 or 4 years old. We have seen an escalation in negative conduct among 3- and 4-year-old children. Pre-K educators will learn:

- ☐ How to recognize those deficits.
- ☐ The top emotional traumas of pre-K students.
- ☐ How to address them with the child.
- ☐ How to address them with the parent.
- ☐ How to maintain professional conduct when working with children who present with extreme traumatic behaviors.
- ☐ Common referrals for pre-K students.
- ☐ The wrong approach to correcting the behavior of a pre-K student.
- ☐ The dangers of pre-K educator burn-out?
- ☐ The personality types of teachers who work with pre-K students.
- ☐ Strategies for creating effective discipline programs in pre-k education.
- ☐ 21 **dos** and don'ts for educators working with pre-K students.

This program consists of the following additional courses:

1. How to Improve Student and Teacher Relationships
2. How to Improve Teamwork and Build a Team Culture within a Professional Staff
3. "Who Is in Control?" The Pillars of Twenty-First-Century Classroom Management: How to Create a Powerful Learning Environment

Presentation Time: 90 minutes to 2 hours (per session)

Room Layout: On campus or on Zoom/Virtual training room





Anticipated Audience: Cap limit is 25 to 50.

All sessions are facilitated by Dr. Jesse W. Jackson III.

Training Schedule

August or September	January or February
October or November	April or May
Program Cost: \$35,000.00	

Includes the parent session and student assembly. (See below)
Includes 50 copies of these books for participants. Additional copies are only \$12.00

Book Title		Book Title	
<i>Suspension Is No Longer an Option!</i> (2017)		<i>Don't Kick Them Out! Why Black & Latino Students Frequently Get Suspended</i> (2014)	
<i>The Student Behavior Handbook</i> (2017)		<i>Closing the School Discipline Gap!</i> (2020)	



All Original Books & Training
Sessions By Nationally
Recognized Behavior Expert
Dr. Jesse W. Jackson III

Urgent Intervention Required for Discipline (UIR-D) Program

Don't Kick Them Out! © (3rd Grade to 6th Grade) Student Behavior Institute

Right Approach * Right Policy * Right Practice

The Don't Kick Them Out (3rd to 6th Grade) Student Behavior Institute focuses on the extreme need for behavior teaching and re-enforcement in adolescent students who are 6 to 11 years old. We have seen an escalation in negative conduct among 3- and 4-year-old children. Elementary educators will learn:

- How to identify traumatic behaviors in students
- How to maintain professional conduct when working with children who present with extreme traumatic behaviors.
- The top emotional traumas of students ages 6 to 11.
- Why at-risk students get suspended so frequently
- Anger management: why some at-risk students display hostile and angry dispositions
- Common behaviors for referrals
- The wrong approach to negative behavior
- 7 teacher personality types
- Why do students disrespect teachers?
- 21 dos & don'ts to solve disruptive classroom behavior
- How to communicate with at-risk students for consistent positive behavioral outcomes
- Methods of successful discipline with at-risk students
- What is the school leaders' role in the discipline process?
- Does race, age and/or gender matter in the discipline process?
- How to address behavioral issues of at risk students

This program consists of the following additional courses:

1. How to Improve Student and Teacher Relationships
2. How to Improve Teamwork and Build a Team Culture within a Professional Staff
3. "Who Is in Control?" The Pillars of Twenty-First-Century Classroom Management: How to Create a Powerful Learning Environment

Presentation Time: 90 minutes to 2 hours (per session)

Room Layout: On campus or on Zoom/Virtual training room

Anticipated Audience: Cap limit is 25 to 50.





All sessions are facilitated by Dr. Jesse W. Jackson III.

Training Schedule

August or September	January or February
October or November	April or May
Program Cost: \$35,000.00	

Includes the parent session and student assembly. (See below)

Includes 50 copies of these books for participants. Additional copies are only \$12.00

Book Title		Book Title	
<i>Suspension Is No Longer an Option!</i> (2017)		<i>Don't Kick Them Out! Why Black & Latino Students Frequently Get Suspended</i> (2014)	
<i>The Student Behavior Handbook</i> (2017)		<i>Closing the School Discipline Gap!</i> (2020)	



All Original Books & Training
Sessions By Nationally
Recognized Behavior Expert
Dr. Jesse W. Jackson III

Urgent Intervention Required for Discipline (UIR-D) Program

Don't Kick Them Out! © (7th to 12th Grade) Student Behavior Institute

Right Approach * Right Policy * Right Practice

The Don't Kick Them Out (7th to 12th Grade) Student Behavior Institute is the last level of defense and of teaching appropriate conduct. The core of the program involves helping teachers support youth in learning to read, control themselves, and follow instructions. At this level, we help high school staff members develop patience and understanding of the traumas and the referrals that create the most common conflicts among high school students. The best approach to negative behavior is always being aware of teacher burn-out – understanding teachers' personalities and which ones might come into conflict with students'. The focus is on helping staff members maintain effective levels of teamwork and mutual support. Consistency at this level is vital to the success of the program. We deal in detail with the 21 dos and don'ts of resolving disruptive behavior in the classroom.

These are our objectives and topics discussed in this training program:

- How to identify traumatic behaviors in students
- The top emotional traumas of students ages 12 to 18.
- How to build teacher self-confidence
- How to build teacher expectations for student behavior and performance
- How to prevent toxic student behavior
- How to **implement effective behavior policies**
- How to learn how to be a reliable teammate
- How to **develop consistent daily behavior practices**
- How to learn how to confront negative student behavior
- How to **increase student/teacher rapport**
- How to reduce the incidence of behavioral suspension and expulsion
- How to improve disciplinary and behavioral practices with at-risk students
- Understanding the dangers of fighting and verbally assaulting behavior
- How to better understand the race, culture, and school discipline disconnection
- How to teach the behavior we want to see in students
- How to learn how to communicate effectively with students
- How to build students' confidence and self-esteem to improve their behavior
- How to implement behavior strategies that work

This program consists of the following additional courses:

1. How to Improve Student and Teacher Relationships
2. How to Improve Teamwork and Build a Team Culture within a Professional Staff
3. "Who Is in Control?" The Pillars of Twenty-First-Century Classroom Management: How to Create a Powerful Learning Environment




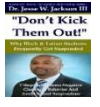


Presentation Time: 90 minutes to 2 hours (per session)
 Room Layout: On campus or on Zoom/Virtual training room
 Anticipated Audience: Cap limit is 25 to 50.
All sessions are facilitated by Dr. Jesse W. Jackson III.

Training Schedule

August or September	January or February
October or November	April or May
Program Cost: \$35,000.00	

Includes the parent session and student assembly. (See below)

Includes 50 copies of these books for participants. Additional copies are only \$12.00

Book Title		Book Title	
<i>Suspension Is No Longer an Option!</i> (2017)		<i>Don't Kick Them Out! Why Black & Latino Students Frequently Get Suspended</i> (2014)	
<i>The Student Behavior Handbook</i> (2017)		<i>Closing the School Discipline Gap!</i> (2020)	



Urgent Intervention Required for Discipline (UIR-D) Program

Classroom Management Institute

*Right Approach * Right Policy * Right Practice*

Who's In Control?

The Necessary Power Pillars Of Classroom Management: How To Create A Productive Classroom Learning Environment

Classroom management is one of the most important pillars for successful teaching and learning. Over the last 40 years, we have struggled to understand how to appropriately and effectively teach the concept of classroom management. Classroom management has been inaccurately defined as “keeping students quiet or under control.” However, this alone does not represent the complete process of classroom management.

Many teachers struggle with managing the personalities and different learning styles of many students. Classroom management—maintaining order and an adult professional presence in a classroom—is not a strategy to be taught; it is the practice of student management, which primarily deals with people management. Poor classroom management reflects poor planning and content delivery. Student management always starts with the foundation of respect. The first level of respect must be the teacher’s respect for themselves, how they treat students, and demanding respect. This is a critical foundation for successful classroom and student management.

In today’s classroom, teachers must understand how their personality, energy, approach to teaching and learning, and the way they allow students to treat them will be vital to maintaining control in the classroom.

This training program will give teachers clear blueprints on how to carry themselves and better understand their personalities and approaches in an authoritative position.

This training program will help guide teachers through critical foundational principles of how to build and maintain a successful classroom and student management approach in their learning environment. This training will challenge, guide, and build teachers’ confidence and belief. When students are not learning and not receptive to what the teacher is instructing, it can damage their confidence. Once confidence has been affected and altered, teaching and learning are almost impossible. If a teacher does not have confidence in themselves, they will struggle with teaching and helping students learn. If a teacher does not have self-control, they will overexert their authority and create an environment that does not promote teaching and learning.



This training series will teach and help instructors:

- To better understand why classroom management has become a severe issue.
- Why destructive habits were developed during COVID-19
- The 21 powerful pillars for student management
- How to establish productive and positive classroom culture
- The importance of creating structure in classroom environment
- How to implement and teach classroom etiquette

- How to promote order
- The significance of taking ownership of classroom
- The art of being consistent
- How to avoid teacher burnout
- How to be aware of personal traumas that impact the classroom environment
- How to improve communication
- How to understand the necessity of confrontation in a student-teacher relationship
- Positive behavior approaches that work at elementary and upper levels of education
- Four things that all successful teachers must do
- Strategies to improve engagement in classroom
- How to deal with rebellious students
- The importance of identifying and understanding your personality type
- How to identify student personality types
- Dos and don'ts of successful student classroom management
- Dos and don'ts for dealing with disruptive students (how to set boundaries)
- The impact of social class differences on education and approach to classroom conduct
- How to effectively help students who have not yet understood how to act and importance of education
- How to develop productive self-identity
- How to build appropriate student-teacher relationships
- How to avoid being boring
- How to improve engagement for at-risk students
- Twelve pillars of classroom innovation

This training excels at helping teachers build themselves up professionally and personally to approach the difficult job of teaching today's students. It will also help teachers understand the necessary approach that must be taken to foster an educational environment that has order and the proper guidance to develop student learning ability. This training will improve a teacher's classroom and student management approaches and maintain a productive learning environment for all students.

Includes 50 copies of these books for participants:

Closing The Relationship Gap! (2018)		Suspension Is No Longer An Option! (2017)	
--------------------------------------	---	---	---

Training Schedule

May or June or July (Administration)	January or February
August (Back To School)	March or April
October or November	
Program Cost: \$55,500.00	



The Best Man Company, LLC's
STUDENT
TRAUMA INSTITUTE
*Recognize * Resolve * Recovery*

Closing the Trauma Gap! How to Help Teachers Better Understand Student Trauma (Identifying Trauma-Management Strategies that Decrease Negative Student Behavior) (Multiple Sessions)

In this detailed and extensive training, we will help school educators better understand the following:

- Fundamental trauma-management strategies
- How to help students build resiliency and adapt to and recover from their own trauma
- Adult barriers to helping students with trauma
- What trauma is and what it's not
- Negative student responses to trauma
- Five strategies for improving school-wide trauma-resolution practices in a trauma-zone school
- Signs of residual adult trauma
- Twelve principles for developing a trauma-sensitive culture
- Emotional-trauma management strategies that work
- Dos and don'ts for successful student-trauma management

This training will provide comprehensive awareness of the details that give birth to trauma, how traumas are often mismanaged by students and adults, and the most consistent and healthy ways for school staff to manage trauma for the most productive results.

Presentation Time: 2-3 hours (per session)

Room Layout: On Campus or in ZOOM/ Virtual Training Room

Anticipated Audience: Cap Limit is 60 to 100

Training Schedule

May or June or July (Administration)	January or February
August (Back To School)	March or April
October or November	
Program Cost: \$55,500.00	

Includes 50 copies of these books for participants:

Eliminating Excuses! How To Help And Teach Students Who Experience Trauma (2018)		Closing the Trauma Gap! ()	
---	---	--	---

DON'T KICK THEM OUT! NEW TEACHER ACADEMY!

All Original Books & Training Sessions By Nationally
Recognized Behavior Expert Dr. Jesse W. Jackson III

The Blueprint To Success For A First Year Teacher in A Trauma Zone School (Guiding New Teachers Through The First Three Years In Classroom) (4 Part Series)

The teaching profession has changed. Many teachers are leaving four-year college teaching programs with a lack of understanding of what is necessary to successfully teach in a school in a trauma zone. These are places where children come to school after experiencing emotional trauma and negative life events within their families and community. Many students in these environments suffer from ongoing emotional distress and emotional issues and often act out in unproductive and negative ways. It is imperative that new teachers and staff know how to manage the trauma of their students properly so that they do not become enablers of negative conduct. This training program will guide new teachers and staff in:

- How to increase their understanding of cultural differences
- How to develop their communication skills and learning approaches to deal with at-risk students
- How to proactively gain knowledge and insight of student backgrounds to develop and cultivate healthy, productive, and appropriate student-adult relationships
- How to reduce incidences of negative behavior resulting in suspension or expulsion
- 25 action steps to improve negative student behavior.
- The do's and don'ts of working with students with trauma.
- How to best understand students who experience trauma.
- How to best teach and support students who experience trauma.
- How to build a productive academic working relationship with students and continue the growth and development process beyond their first year on the job and throughout their teaching career.

This training program consists of multiple courses that will cover the critical issues a new teacher can face. This training program will guide teachers in the brutal realities of teaching in an impoverished environment, including how to manage a classroom in this environment, how to prevent teacher burnout, and how to properly manage relationships with their coworkers.

Presentation Time: 2-6 hours (per session)

Room Layout: On Campus or in ZOOM/ Virtual Training Room

Anticipated Audience: Cap Limit is 10 to 40

Training Schedule

July or August or September	February or March
October or November	April or May
Program Cost: \$20,000.00	

Includes 50 copies of these books for participants:

Don't Kick Them Out! Why Black & Latino Students Frequently Get Suspended (2014)		Suspension Is No Longer An Option! (2017)	
---	---	--	---



Master Class for School Professionals in Relationship Building With Co-Workers, Students and Families



All Original Books & Training
Sessions By Nationally
Recognized School Culture
Expert, Dr. Jesse W. Jackson III

Workplace Relationship Institute

Developing Healthy Relationships With Students and Families

Relate * Connect * Identity



Jesse W. Jackson III

Building relationships with students has been at the epicenter of the education discussion for the past 20 years. Experts have widely believed that teachers who build strong relationships with their students achieve more productive academic and behavioral outcomes.

However, I have personally found that this may be true in some settings, just not in what you have seen. I have worked in more than 1,400 schools and trained over 600,000 professionals in 42 states, and such productive outcomes are not what I have observed. Like most things in the field of education, the idea of the benefits of good relations with students is presented with the best intentions but is limited and shortsighted. Many of the educational models assume a best-case scenario and build the training model around that assumption, which is what has occurred with training teachers to build relationships with their students. The problem with this is that it fails to highlight and acknowledge some fundamental truths. Encouraging teachers to build relationships with students sounds prudent, but it neglects the brutal reality that many teachers struggle in their own personal relationships and with their own social skills. It is a poor assumption that a teacher is automatically equipped with the social and relationship skills to build rapport with students, and this consistently puts many teachers in an uncomfortable, anxiety-laden position in the classroom. I have witnessed this firsthand. I have never met a teacher who does not care about students, but I have met thousands of teachers who do not like people. They got into teaching for personal reasons, which cannot be held against them. Telling teachers to build relationships with students assumes that the teacher understands boundaries and how to appropriately engage with a child who might be from a different race or social class and who has a completely different mentality, set of values, and approach to and view of the adult-child relationship. The overwhelming majority of our teaching faculty come from the working middle class or working poor and bring with them the mentality and values of those groups, and they are being asked to relate to students and families who have a mentality and values that come from poverty or welfare entitlement. The values of these groups preclude them from seeing education the same way. When we tell a teacher to build a relationship with a student whose ideas they do not relate to or understand, we are venturing down a dangerous path. Many teachers believe that allowing students to break rules or having low standards and permitting students to underachieve is acceptable because of some of the counterproductive messages that teachers have received in their training. I believe is one of the most unproductive pieces of advice that we have given teachers in the past decade of education.

Teachers need training in how to better relate to their students before trying to build relationships. It is important to relate to people before building a relationship, and the truth is many teachers simply do not relate. This is not negative; it is reality but can be improved with proper training and guidance.

The Workplace Relationship Institute will focus on why relating to students is more important than building relationships. Teachers cannot help students in a teaching and learning situation to which they cannot relate. Relating is the first pillar of improving at-risk student academic performance and behavior issues.

This institute will help participants achieve the following:

- learn the difference between relating and relationships and which comes first;
- understand what it really means to build a relationship with students and the problems with the relationship model;
- learn what to say and what not to say when relating to and understanding students;
- understand how to relate to students;
- identify the obstacles of teachers' connecting with students;
- understand the social class disconnect;
- discern between middle-class teachers' values and impoverished students' values and mentality;
- discern between middle-class language and the language of poverty;
- understand workplace relationships;
- learn the art of workplace communication;
- understand the workplace communication pillars;
- understand how to rebuild students' belief in education; and
- learn the four things winning teachers do to ensure great results when relating to students.

This institute will help teachers better relate to their students and provide a path to building healthy and productive classroom relationships, which will ultimately aid and support us with positive academic results.

Presentation Time: 2-3 hours (per session)

Room Layout: On Campus or in ZOOM/ Virtual Training Room

Anticipated Audience: Cap Limit is 6 to 20

Includes 50 copies of these books for participants:

Closing The Relationship Gap! (2020)		Closing The Communication Gap! (2020)	
--------------------------------------	---	---------------------------------------	---

Training Schedule

August (Back To School)	January or February
October or November	March or April
Program Cost: \$35,000.00	



For School District & Central Office Personnel and Teams



ALL ORIGINAL BOOKS &
TRAINING SESSIONS BY
NATIONALLY
RECOGNIZED SCHOOL
CULTURE EXPERT
DR. JESSE W. JACKSON III

THE SCHOOL ATTENDANCE & TRUANCY PREVENTION INSTITUTE

How to Improve Student Attendance



How To Improve The Attendance Of Today's Students And Parents

Regular attendance at school is vital for a student's success. It is impossible to recover the time lost from a missed day, and the more a student misses, the farther they fall behind. This seminar will help school staff to take the best steps to improve attendance.

This empowerment seminar will help teachers to understand:

- Why Students Come To School Late
- How To Improve Attendance Of At-Risk Students
- How To Best Use A Truancy Department Staff
- Things That You Can Control (Or At Least Influence)
- Those Strategies That Have A Proven And Positive Impact On School Attendance
- 10 Power Methods To Teach And Work With Title I Students And Parents

Presentation Time: 2-3 hours (per session)

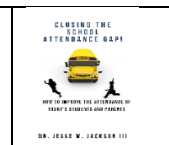
Room Layout: On Campus or in ZOOM/Virtual Training Room

Anticipated Audience: Cap Limit Is 25-50

Training Schedule
August or September (Back to School)
October or November
February or March
Program Cost: \$15,500.00

Includes 50 copies of these books for participants:

Closing the School Attendance Gap! ()





All Original Books & Training
Sessions By Nationally
Recognized Behavior Expert
Dr. Jesse W. Jackson III

All Students Can Learn! **The At-Risk Student Instructional Improvement Institute**



Closing the Instructional Gap: How to Improve Fundamental Instructional Practices for At-Risk Students

No one likes a boring teacher! Teachers themselves do not like to attend boring staff development workshops. College students hate boring professors, and even kindergarteners hate unengaging and dull kindergarten teachers. This is especially true of the at-risk population, which has really boomed over the last 10 years.

We are teaching a different kind of student today for many reasons. As society changes, students change. Today's society provides us with a tool that promotes attention deficits (social media), and keeping the attention of students can be difficult. This calls for instructors and schools to be skillful in delivering more comprehensive, culturally relevant content to students.

Instruction has always been a challenge. We have all experienced boring teachers who offered no mental stimulation and even prevented us from learning. As instructors, we must be aware of how we deliver content to our students. This book challenges teachers to evaluate their instructional practices and offers some basic guidance on how to improve teaching for today's ever-evolving student population. This book sheds light on the following:

- Components of a successful teacher;
- Top eight barriers to academic performance;
- How teachers can help students maximize their potential;
- Barriers facing young teaching professionals;
- Teacher personalities that create conflicts and those that work best with at-risk students;
- Fundamental daily classroom performance processes;
- Developing a healthy classroom culture;
- Avoiding being boring;
- Improving your consistency;
- Building your students' confidence;
- Four things that winning teachers do;

- Improving as a teacher;
- Keeping at-risk student focused on education and avoiding the dropout trap;
- 15 dos & don'ts for high classroom performance; and
- Improving classroom performance.

These fundamentals will help you improve your daily teaching and instructional practices that we must all be open to learning and improving. This book will give you some basics for preparing and engaging with the way today's students learn. Take careful notes, and use the ideas for discussion and personal growth.

This program consists of additional courses:

1. How to Avoid Being Boring
2. 21 Strategies to Improve Classroom Engagement of At-Risk Students
3. What Is Engagement?




Presentation Time: 2–3 hours (per session)

Room Layout: On Campus or in ZOOM/Virtual Training Room

Training Schedule

August or September	January or February
October or November	April or May
Program Cost: \$25,500.00	

Includes 50 copies of these books for participants:

<i>Closing the instruction Gap!</i>		<i>Pay Attention! 21 Strategies to Improve Classroom Engagement of At-Risk Students (2016)</i>	
<i>Closing the Test-Taking Gap!</i>			

Diversity and Race Management Training Programs



The Best Man Company, LLC's
**CULTURAL AWARENESS
INSTITUTE**

*Helping Teachers Better Understand Race
Issues That Affect Their Students*

Closing The Race Gap! (Identifying Proactive Culturally Responsive Race-Management Strategies That Decrease Negative Situations, And Develop A Healthy And Positive Race-Relation Environment)

In , after years of debate and discussion, it is very clear that race still matters. The field of education has a responsibility to lead the way in destroying the toxic spirit of racism. In the field of education, we have an advantage because we can teach and share ideas that advance the issue of race. This occurs only with awareness and understanding and requires that people hear and recognize the views of others.

In this groundbreaking training, we will teach our participants some very important tools and strategies that encourage a more forward view and understanding of how to best approach the issue when working and talking with students. This training will teach educators:

- how to appropriately and successfully address the issue of race in a school;
- how to understand the differences between race issues and social-class issues and why not to compare the two;
- how to gain a better understanding of police brutality and the issue of race;
- what things to say and not to say;
- what things to do and not to do if you desire to improve the situation;
- what to do when someone calls you a racist;

This training will help create an environment in which educators can learn and better understand critical issues concerning racial differences.

This program consists of additional courses:

1. Culturally Responsive Teaching: How To Build Trusting Student & Teacher Relationships
2. **Closing The Poverty Gap! How Teachers Can Help Impoverished Students Defeat The Poverty Mentality (Understanding the difference between Poor, Poverty and Middle Class)**



Presentation Time: 2-3 hours (per session)

Room Layout: On Campus or in ZOOM/ Virtual Training Room

Training Schedule

July or August (Administration)	January or February
October or November	March or April
Program Cost: \$35,500.00	

Includes 50 copies of these books for participants:

Closing The Race Gap! How An Educator Can Appropriately Address The Issue Of Race In A School Workplace Environment (2020)		Closing The Poverty Gap! (2020)	
---	---	--	---



Specialized Training Programs for Parents and Students



The Best Man Company, LLC's
**PARENTAL GUIDANCE &
LEADERSHIP INSTITUTE**
*Plan * Direction * Support*

Parent Training Services

Our objectives in this training program are the following:

- To improve the parent- child relationship;
- To help parents and teachers to partner in the students' academic success;
- To help educators increase their understanding of cultural differences and diversity; and
- To teach students how to conduct themselves in a classroom setting for the best possible academic results.

Post-Covid-19 Parenting Education Blueprint **Post- Covid-19 Parenting Strategies for Keeping Your Kids** **Focused on Their Education and Future**

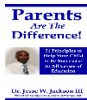

Participants will learn about the following:

- Helping children at home during this crisis or other traumatic times;
- Hygiene practices to help your kids stay healthy;
- Resolving past hurts and disappointments;
- **Disciplining children for the best results; and**
- **Planning for your child's academic and economic future.**

The Covid-19 crisis has presented parents and families with many challenges. Families have been affected personally, often by illness and even death. Schools have been closed, forcing families to turn to e-learning and home schooling. This training will provide parents and caregivers with some fundamental guidance on getting through the crisis and helping their children succeed in education and life post-Covid-19.

Presentation Time: 1-1.5 hours

Includes 50 copies of these books for participants:

<i>Parents Are the Difference (2017)</i>		<i>Watch Your Mouth!</i>	
--	---	--------------------------	---

Training Schedule

August or September	February or March
October or November	April or May
Program Cost: \$15,500.00	

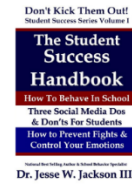


The Best Man Company, LLC's

STUDENT SUCCESS INSTITUTE



Academics * Behavior * Life



THE BEST MAN COMPANY, LLC'S STUDENT & GROWTH DEVELOPMENT INSTITUTE

Self Control And Self Discipline

Avoiding Destructive Behaviors Institute School Student Enrichment Program (Monthly Student Development Program)

Objectives/Sessions include the following:

- Understanding how to set success goals;
- Understanding why education is important and how to become a scholar;
- Increasing self-awareness;
- Healing from past life traumas;
- Providing students with the necessary life and coping skills to manage past and current life traumas;
- Improving emotional wellness and life outlook;
- Improving student motivation; and
- Ensuring high school graduation,

This program is designed to help students better understand and process negative life events and past traumas. **Group topics will include but are not limited to the following:**

- Substance Abuse ;
- Mental & Emotional Abuse;
- Depression;
- Being a Better Student; and
- Planning Your Academic and Financial Future.

Presentation Time: 30-45 minutes.

Room Layout: On Campus or in ZOOM/Virtual Training Room

Anticipated Audience: Cap Limit Is 60-100



Training Schedule

August or September	January or February
October or November	April or May
Program Cost: \$12,500.00	

Includes 50 copies of these books for participants:

The Student Behavior Handbook (2017)





Specialized Training Programs for Support Staff

DON'T KICK THEM OUT

ATHLETIC STAFF ACADEMY!

All Original Books & Training Sessions By Nationally
Recognized Behavior Expert Dr. Jesse W. Jackson III

The Competitive Advantage: For All Athletic Staff

How to Maximize Youth Athletic Potential, Prevent Criminal Conduct & Violations, How to Improve Leadership Ethics & Decision-Making

In this training program, athletic staff will learn:

- How to Understand the Trends of the 21st-Century Athlete
- The Characteristics for High-Risk Criminal Conduct
- The Roles & Responsibilities of 21st-Century Coaches
- What Do We Need From Coaches & Athletic Programs
- How to Avoid and Prevent Sexual Misconduct
- How to Understand the Criminal Conduct Process & Prevent/Manage Criminal Conduct
- How to Recruit the Right Players and Select the Right Coach
- Maximize Athletic Potential Into Post-Secondary Opportunities

In this training program, I will share valuable principles and action strategies with coaches to best develop and support district athletes to maximize their academic and athletic potential and avoid off-the-fields pitfall. **Includes a copy of Dr. Jackson's new book, *Respect the Game!***

Presentation Time: 2-3 hours (per session)


Room Layout: On Campus or in ZOOM/Virtual Training Room

Anticipated Audience: Cap Limit Is 25-50

Training Schedule

August or September	January or February
October or November	April or May
Program Cost: \$15,500.00	

Includes 50 copies of these books for participants:

<i>Respect The Game</i> (2011)		<i>College Or Prison: The Male Crisis of the 21st Century: How to Educate, Discipline and Keep At-Risk Males in the Classroom & out of Prison</i>	
--------------------------------	---	---	---



For Executive Secretaries, Office Managers and Support Staff



ALL ORIGINAL BOOKS &
TRAINING SESSIONS BY
NATIONALLY RECOGNIZED
SCHOOL CULTURE EXPERT
DR. JESSE W. JACKSON III

THE SCHOOL OFFICE AND SUPPORT STAFF INSTITUTE

People Management * Office Roles * Competency * Customer Service * Management Skills



Dr. Jesse W. Jackson III

Administrative Office Staff Training Services

Our objectives in this training program include the following:

- Helping office staff increase their understanding of cultural differences and diversity;
- Helping office staff improve their communication and supportive approaches to staff, parents, and students;
- Improving communication and business skills; and
- Improving basic skills, such as proofreading/editing, filing, record keeping, and conference and meeting planning.

Office staff are essential to the success of any school. It is critical office personnel understand the importance of their job and the details the job encompasses. No school can be successful with a sub-optimum office staff. This seminar will help office staff to understand how to effectively:

- Run a school front office;
- Help the principal to be successful;
- Improve customer service;
- Deal with difficult parents;
- Deal with difficult students;
- Deal with difficult staff; and
- Respond in a crisis protocol.

Presentation Time: 2-3 hours (per session)

Room Layout: On Campus or in ZOOM/Virtual Training Room

Anticipated Audience: Cap Limit Is 20-40

Training Schedule
August or September (Back to School)
October or November
February or March
Program Cost: \$13,500.00

Includes 50 copies of this book for participants:

Team Effort: Why All School Staff Is Important (2017)



Dr. Jesse W. Jackson III



THE BEST MAN COMPANY, LLC'S



ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 05-11-2010 BY 60320
DR. JEROME W. JACKSON III

THE SCHOOL BUS DRIVER AND SUPPORT STAFF INSTITUTE

For All Bus Drivers and Staff



Our goal is to empower bus drivers with the necessary social and emotional skills to work our students. Our objectives in this training program are the following:

- Helping bus drivers increase their understanding of cultural differences and diversity;
- Helping bus drivers improve their communication and learning approaches to students;
- Reducing bus incidences; and Improve disciplinary and behavioral practices.

Who Is in Control?" The Pillars of 21st-Century Bus Management: How to Create a Safe Bus Environment/ How to Manage and Address Behavior Problems on the Bus (3-Part Series)

Bus drivers need a dynamic approach. This seminar will empower professional bus drivers with the knowledge, information, and understanding they need to improve on the bus practices to avoid negative behavior. This empowerment seminar includes the following topics:

- Why Do Students Disrespect Bus Drivers?
- 21 Dos and Don'ts for Solving Disruptive Bus Behavior
- How to Communicate With At-Risk Students for Consistent Positive Behavioral Outcomes
- How to Address Behavioral Issues of At-Risk Students
- How to Deal With Parents

This seminar will help bus staff to understand how to effectively:

- Maintain order among students;
- Maintain good interpersonal relationships;
- Observe and report incidents and other problems;
- Get along with students, coworkers, bus drivers, parents/guardians, and the general public;
- Maintain confidentiality of information as required by school policy;
- Maintain control and peace on the bus at all times; and
- Supervise orderly loading and unloading of students.

Presentation Time: 2-3 hours (per session)

Room Layout: On Campus or in ZOOM/Virtual Training Room

Anticipated Audience: Cap Limit Is 20-50

Training Schedule

August (Back To School)	February or March
Program Cost: \$10,000.00	

Includes 50 copies of this book for participants:

<i>Team Effort: Why All School Staff Is Important (2017)</i>	
--	--



Specialized Training Institutes



Master Training Program Charter School Management and Staff

All Original Books & Training
Sessions By Nationally
Recognized Charter School
Development Expert
Dr. Jesse W. Jackson III

Charter School Success Institute



Leadership * Enrollment * Results

The -22 school year will be the most challenging in history for many schools. Many charter schools will need to fight to save their businesses, or they may experience massive growth (as a result of other schools closing). Recognizing the effects of COVID-19; civil unrest; ongoing trauma; students' learning loss; permanent distance learning; and high levels of depression, grief, and loss will be mandatory for every charter school organization to thrive and survive post-COVID-19.

This training program will wisely guide and advise large and small charter school organizations regarding the best approaches and action plans for charter school success (during and after COVID-19) in . The training will boldly and accurately address:

- how to sell your charter school to clients and the community
- **the art of hiring and dealing with staff-related issues – and much more**
- how to approach academic services post-COVID-19
- how to maintain and increase school enrollment post-COVID-19
- how to take advantage of another school's failure to successfully educate its students
- **how to address issues of student and staff trauma**
- how to appropriately address the issue of race in the workplace
- **when and how to recruit students**
- **how to manage toxic staff members in a crisis and during the rest of the year**
- how to improve customer-service practices
- how to position your school to be competitive and attract new students
- how to make parents happy and use them to market your school

Presentation Time: 3 hours (per session)

Room Layout: On Campus or in ZOOM/ Virtual Training Room

Anticipated Audience: Cap Limit is 30

Training Schedule

July (Administration)	January or February
August (Back To School)	March or April
October or November	
Program Cost: \$27,500.00	

Includes 50 copies of these books for participants:

Closing the Charter School Gap! (2020)	
--	--



Master Training Program Rural Management and Staff



All Original Books & Training
Sessions By Nationally
Recognized Charter School
Development Expert
Dr. Jesse W. Jackson III

Rural School Success Institute

Education * Work * Behavior * Families

Rural schools present distinct challenges for today's educators. The changes in family dynamics and values affect how rural education looks. Rural poverty is often dangerously cast as an attack on the importance of education. Much of the funding, programs, and research is based on inner-city title schools, while rural schools are often neglected. I have worked with over 100 rural schools throughout the nation and understand their special qualities and the required approaches to education, student behavior, trauma, and state testing. It takes specific and consistent practices to properly support and guide rural schools to success. This ground-breaking training series will help rural school teachers and administrators to better understand the following:



- What are common challenges of impoverished students?
- How does poverty emotionally impact teaching staff?
- How can we overcome the poverty mindset?
- How can we approach academic services post-Covid-19 in rural areas?
- How can we address issues of student and staff trauma?
- How can we appropriately address the issue of race in the workplace?
- How can we manage toxic staff members in a crisis and during the rest of the year?
- How can we connect rural students with the importance of education?
- How can we stay motivated and engaged in the learning process?
- How should we address the importance of daily school attendance?

Presentation Time: 2-3 hours

Room Layout: Training Room or Online

Anticipated Audience: 20-40

Includes 50 copies of these books for participants:

<i>Closing the Poverty Gap!</i>		<i>Pay Attention! 21 Strategies to Improve Classroom Engagement of At-Risk Students (2016)</i>	
---------------------------------	---	--	---

Training Schedule

August or September	February or March
October or November	April or May
Program Cost: \$27,500.00	



Master Training Program For Schools Surrounded by Poverty



All Original Books & Training
Sessions By Nationally
Recognized School Culture
Expert, Dr. Jesse W. Jackson III

Poverty Institute

Guiding Students and Families

Out of Poverty Via the Education Process



How Teachers Can Help Impoverished Students Defeat the Poverty Mentality

Poverty is one of society's major ills, yet it is also one of the most misunderstood issues that we face in education. We have been misled that poverty is just a financial state, but poverty is also an emotional condition that influences our values and our views of the world. Many of our students were born and raised and developed in our human services system, which provides entitlement benefits like food, resources, and medicine. In the middle-class working lifestyle, we believe that the things that we obtain come through the theory of hard work and effort. This creates both a fundamental difference of perspective about the value of education and a great conflict between our day-to-day beliefs about what education should be and how we should approach life. In this training, Dr. Jackson will boldly provide clarity, understanding, and answers for the following questions:

- What are the common challenges of impoverished students?
- What is poverty?
- What are poverty's effects on the classroom and students' ability to learn and connect with their teachers?
- What is the real cultural disconnect?
- What does it look like when middle-class values and lower-class values meet?
- How does poverty emotionally impact teaching staff?
- How does poverty impact students' behavior?
- How should teachers approach the issue of poverty?
- What are the right and wrong ways to approach poverty?
- How can we overcome the poverty mindset?

Presentation Time: 2-3 hours

Room Layout: Training Room or Online

Anticipated Audience: 20-40

Training Schedule

August or September	February or March
October or November	April or May
Program Cost: \$30,000.00	

Includes 50 copies of these books for participants:










Closing the Poverty Gap!

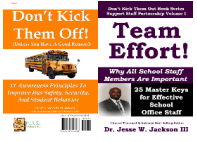
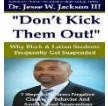
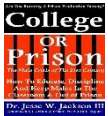
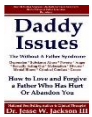
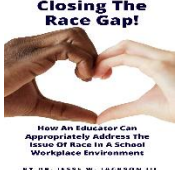


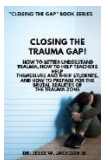






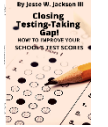



Training Program Resources

Staff Book List (All books are by Dr. Jackson)

Book Title		Cost
1. Closing The Relationship Gap! (2018)		\$14.95
2. Closing The Leadership Gap! (2019)		\$14.95
3. Warning Signs of a School Shooter (2016)		\$10.00
4. Pay Attention! 21 Strategies to Improve Classroom Engagement of At-Risk Students (2016)		\$12.00
5. Respect The Game (2011)		\$12.00
6. Educators & Marriage: 10 Steps to Maintaining a Successful Marriage with an Educator (2016)		\$10.00
7. The Student Behavior Handbook (2017)		\$10.00

8. Work Together! How To Identify And Eliminate Toxic People From Your Workplace Environment		\$10.00
9. Parents Are the Difference (2017)		\$10.00
10. Success Or Failure, Teachers Are The Difference!		\$10.00
11. Momma Issues! The Oppressive Mother Syndrome (2015)		\$10.00
12. Eliminating Excuses! How To Help And Teach Students Who Experience Trauma (2018)		\$10.00
13. Suspension Is No Longer An Option! (2017)		\$10.00
14. Raising The Standards (2017)		\$10.00
15. "I'm Not A Victim!" 8 Dos & Don't To Heal And Move Forward From Molestation (2012)		\$10.00
16. White Teachers, Black Students! How To Improve Our Communication, Cultural Awareness And Learning Approaches For Black Students & Parents (2014)		\$10.00

17. Team Effort: Why All School Staff Is Important (2017)		\$10.00
18. Don't Kick Them Out! Why Black & Latino Students Frequently Get Suspended (2014)		\$16.95
19. <i>College Or Prison, The Male Crisis of the 21st Century: How to Educate, Discipline and Keep At-Risk Males in the Classroom & Out of Prison</i>		\$14.95
20. Daddy Issues: Why Fathers Are Important (2009)		\$10.00
21. Closing The Race Gap! How An Educator Can Appropriately Address The Issue Of Race In A School Workplace Environment		\$15.00
22. Closing The Communication Gap! (2019)		\$15.00
23. Closing The Poverty Gap! (2020)		\$15.00
24. Closing the Trauma Gap! ()		\$25.00
25. Closing The School Culture Gap!		\$15.00

26. Closing The School Discipline Gap!		\$25.00
27. Social Distance!		\$15.00
28. Closing The Central Office Gap!		\$15.00
29. Closing The Test Taking Gap!		\$10.00
30. Closing The School Board Gap!		\$25.00
31. Watch Your Mouth!		\$10.00
32. Watch Your Mouth!(Spanish)		\$10.00



The Best Man Company, LLC is an education consulting company that specializes in training resources for schools to address at-risk student issues which include but are not limited to student trauma and behavior issues, attendance, violence, race and gender issues, financial hardship, poverty mentality and academic engagement.

We provide onsite and virtual trainings, books, and professional development training for all K-12 school staff, support staff, students, and parents.

The Best Man Company, LLC's mission is to help education professionals and parents to better understand how to overcome barriers to student success.

The Best Man Company's Goals

- Increase student achievement and high school graduation rates.
- Help students discover the life paths that match their skill sets.
- Help students, parents, and professionals recover from life trauma and emotional setbacks and repair their family relationships.
- Provide professional development training for staff members and parents who work with at-risk students

The Best Man Company, LLC has provided professional development training throughout the nation since 2007.

The Best Man Company, LLC

P.O. Box 251722

Plano, TX 75025

Contact: Jesse W. Jackson III

Office: 877-812-6439

Fax: 888-215-6481

Email: info@bestmancompany.com



Dr. Jesse W. Jackson III is an internationally recognized school improvement coach and trainer who specializes in at-risk student achievement and in changing organizational culture.

Dr. Jackson has been in private practice since 1998 and is currently one of the most requested staff-development trainers in the United States on the topics of negative student behavior, staff problems, and decisive workplace leadership. His organization has trained thousands of professional staff members, parents, and students worldwide. As a keynote speaker, seminar leader, coach, and professional counselor, Dr. Jackson addresses more than 300,000 people each year.

He has written seventy books, several of which have become international bestsellers, including *The Best Man*; *Daddy Issues: Why Fathers Are Important*; *College or Prison: The Male Crisis of the 21st Century*; *"Don't Kick Them Out!"*; *Suspension Is not an Option!* *Closing the Poverty Gap!*; *How to Help and Teach Students Who Experience Trauma*; *How to Prevent Educator Burnout*; and *Success or Failure: Leaders Are the Difference*.

Dr. Jackson has visited and trained staff at more than 1,600 schools throughout the United States, establishing a reputation as a difference-making game-changer for the organizations he has worked with. Schools that partner with Dr. Jackson commonly see lower suspension rates, higher graduation rates, improved standardized test scores, better student-teacher relationships, and more productive staff performance.