



The Best Man Company, LLC

Leadership * Team * Culture * Results

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 2022 or September 2022	January 2023 or February 2023
October 2022 or November 2022	April 2023 or May 2023
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 2022 or September 2022	January 2023 or February 2023
October 2022 or November 2022	April 2023 or May 2023
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 2022 or September 2022	January 2023 or February 2023
October 2022 or November 2022	April 2023 or May 2023
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
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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 2022 or September 2022	January 2023 or February 2023
October 2022 or November 2022	April 2023 or May 2023
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)	



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 2022 or June 2022 or July 2022 (Administration)	
August 2022 or September 2022	January 2023 or February 2023
October 2022 or November 2022	April 2023 or May 2023
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! (2021)	
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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 2021, 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 2022 or August 2022 (Administration)	January 2023 or February 2023
October 2022 or November 2022	March 2023 or April 2023
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)	
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The Best Man Company, LLC's
**CULTURAL AWARENESS
MANAGEMENT INSTITUTE**
Helping Coworkers Better Understand
Race Issues That Effects Of All

Cultural Awareness Institute
**Helping Coworkers to Better Understand Race Issues That Affect
Themselves and Others**

Since May 2020, many large school districts and corporations have implemented diversity and inclusion training for their employees. However, they have often relied on traditional diversity training programs. These programs, which cover topics such as implicit bias, have been consistently proven to yield marginal or ineffective results, dividing employees and making them resentful toward one another. These programs consciously offend some participants to make a point, and they offend other participants when they do not explain the history or reasons why people feel and think the way they do. Much of this has been counterproductive, which has led to resentment and ineffective results in the workplace. It is foolish to believe that any training discussion that offends half the room could ever be effective, and it is not surprising that schools and corporations want to avoid this outcome.

The sole purpose of diversity training should be to promote organizational growth. If the training does not lead to growth, it is a waste of time and resources. Moving the organization forward should be the target of all diversity training programs.

In 2020, I wrote the book *Closing the Race Gap: How an Educator Can Effectively Approach the Issue of Race at School and a Workplace Environment*. This book has received overwhelmingly positive feedback from thousands of professionals because it highlights the need for the race and diversity issue to be addressed through a process. The book provides a starting point to clarify how we should discuss race in a workplace environment. There is a difference between how you speak at your place of business and how you speak in the community, on a talk show, or on your social media account; professionals must be aware of and understand this. It also highlights that race management is an ongoing growth and development process that should focus first on building trusting peer relationships and then on building trusting relationships with students and their families (in a school environment). Diversity training must follow this process to be effective and to ensure that organizations experience the growth and development that we all sorely want to see take place.

In this training, we will clearly identify the steps to eliminate race as a barrier in coworker relationships within an organization. This training will address and clarify the following topics:

- why social class mentalities and values have complicated the coworker relationship and how we should address it moving forward
- the process of race management in the workplace
- how to identify your organizational culture level as it applies to race management
- common errors that we make in this process that make the situation worse
- how to identify the trust level among your organization's staff



- the challenges to building trusting relationships between coworkers of different races and ethnicities
- how to simplify race in the workplace
- how to improve your communication skills with coworkers
- how to improve organizational communication
- how to develop productive listening skills for effective results
- problems with the relationship-building concept
- understanding the difference between relationships and relating
- how to build bridges with people from different social backgrounds and cultures
- things to say and not to say to improve workplace relationships with coworkers
- Twenty-one dos and don'ts for building and maintaining trust in coworker relationships

This is an inclusive training that addresses the needs and issues of all cultures and races. This training will not promote a divisive or accusatory approach to the issue of diversity and race. However, it will include an independent self-evaluation, which will help all professionals identify and understand the personal values and history that shape their approach to race and people. Only when we understand ourselves can we seek to understand others.

Presentation Time: 2-3 hours (per session)

Room Layout: On Campus or in a Zoom Virtual Training Room

Training Schedule

August 2022 or September 2022	January 2023 or February 2023
October 2022 or November 2022	April 2023 or May 2023
Program Cost: \$35,000.00	



The Best Man Company, LLC's
**CORPORATE CULTURAL
AWARENESS INSTITUTE**
**Helping Workplace Leaders To Better Understand
Race Issues That Affect Their Workforce and Client Base**

**Closing the Race Gap: Identifying Proactive, Culturally Responsive Race-
Management Strategies That Decrease Negative Situations and Develop
Healthy, Positive Race Relations in the Workplace**

In 2022, after years of debate and discussion, it is clear that race still matters greatly. Race issues can be emotional and inflammatory. Post-COVID-19, the rules of race engagement have changed. If a management professional mismanages a race-related matter, it can destroy their career and livelihood. I have seen over 170 management personnel terminated for things they have said over the past year. Therefore, race issues require a disciplined professional approach, one which is not theory, feeling, or concept driven. Today's workforce managers require a better understanding of how to apply professional conduct to the issue of race. There are clearly things one should say and address in the workplace and things one should not.

In this groundbreaking training, we will teach workplace leaders and managers the following:

- How to appropriately and successfully address the issue of race in a workplace environment
- How to understand the differences between race issues and social-class issues and why not to compare the two
- How to properly manage social media culture in the workforce
- 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 a situation
- What to do when someone calls you a racist

This training will help create an environment in which workplace leaders and managers can learn and better understand the critical issues concerning racial differences and create a racially competent workforce. This program consists of these additional courses:

1. How To Build Trusting Employee-Management Relationships
2. How to Build Team Culture in a Workplace Environment

Presentation Time: 2-3 hours (per session)

Room Layout: On Campus or in a Zoom Virtual Training Room

Program Cost: \$75,500.00	
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For Law Enforcement Leaders and Organization

THE LAW ENFORCEMENT LEADERSHIP INSTITUTE

Ethics* Awareness * Culture *Family

The relationship between law enforcement and inner-city and minority communities is extremely fractured. With society, family, and cultural differences constantly evolving, law enforcement officials will need a new level of training and understanding to create a safe environment not only for their citizens but also for themselves.

The purpose of the Best Man Police Academy, LLC is to help all law enforcement officials and support staff develop a high level of community and cultural awareness through social and emotional education. Now more than ever it is critical that police be trained in social and emotional awareness skills so they can prevent dangerous situations from escalating. With the danger and threats in society at an all-time high, it is particularly important to understand that we do not need our police to become less vigilant toward crime. Instead, we need them to develop the capability to understand the emotional issues and emotional dispositions that can differ between cultures and communities. This training program will focus on building understanding and awareness for law enforcement professionals in these critical areas:

- Cultural and racial diversity in communities
- The effects of poverty on inner-city communities
- The process of reintegrating law enforcement into our education system as positive relationship builders
- The development and maintenance of healthy personal lives and relationships with their families and children
- The art of communal healing and wellness
- The creation of dialogues and relationships with our communities that are productive while staying vigilant against crime and evil conduct
- And much more

Police are extremely important to society. They are crucial to our safety and security, which must be maintained at all times. We must develop a better dialogue and relationship between law enforcement and the community it serves. **We believe that there are no such things as bad police officers. However, there are damaged and broken people who have a badge.** These individuals have the ability to create a negative reputation for law enforcement. This program is aimed at building the type of rapport and dialogue that can counteract these problems and produce healthy outcomes within our communities.

The Best Man Police Academy provides two training programs.

The first training program is for all management-level officials, police chiefs, ranking officers, and administrative staff who interact with the community. This training greatly emphasizes the importance



of communication skills, keeping a level tone of voice, managing difficult people, and having a vision for your community that is productive and healthy for all parties involved.

The second training program involves staff development, which is for detail officers and all officers who work in the field or interact with the public on a day-to-day basis.

This program offers three primary packages for law enforcement officials, and they each include direct reading materials. If you serve a diverse population, a population that is experiencing high rates of crime or substance abuse, or an African American community, this training package is ideal for you and your staff. For more information, call our offices at 1-888-937-9052.

This program consists of additional courses:

1. How to Build Trusting Employee-Management Relationships
2. **How to Build Team Culture in a Workplace Environment**
3. **How Management Can Help Impoverished Employees Defeat the Poverty Mentality (Understanding the Difference Between Poor, Impoverished, and Middle Class)**

Presentation Time: 2-3 hours (per session)

Room Layout: On Campus or in a Zoom Virtual Training Room

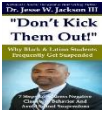
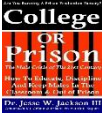
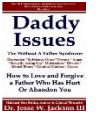
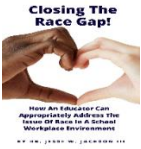

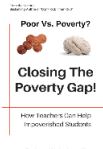
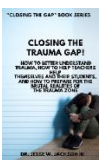

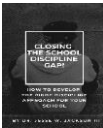

Program Cost: \$75,500.00	
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Training Program Resources

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

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

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

Don't Kick Them Out! Why Black & Latino Students Frequently Get Suspended (2014)		\$16.95
<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
<i>Daddy Issues: Why Fathers Are Important (2009)</i>		\$10.00
Closing The Race Gap! How An Educator Can Appropriately Address The Issue Of Race In A School Workplace Environment		\$15.00
Closing The Communication Gap! (2019)		\$15.00
Closing The Poverty Gap! (2020)		\$15.00
Closing the Trauma Gap! (2021)		\$25.00
Closing The School Culture Gap!		\$15.00
Closing The School Discipline Gap!		\$25.00
Social Distance!		\$15.00

Closing The Central Office Gap!		\$15.00
Closing The Test Taking Gap!		\$10.00
Closing The School Board Gap!		\$25.00
Watch Your Mouth!		\$10.00
Watch Your Mouth!(Spanish)		\$10.00

Purchase orders are accepted.
Please allow 2-3 weeks for shipping.
Order online at: www.plantaseedmedia.com

**THE BEST MAN
COMPANY, LLC***Overcoming Barriers to Student Success*

The Best Man Company, LLC is a professional development company that specializes in training resources for schools to address student trauma, race and cultural issues, and COVID-19 school re-entry trauma, and to foster better student-teacher relationships and improve students' behavior and academic performance.

We provide onsite and virtual trainings, books, school executive coaching and consulting, and professional development training for all K-12 school staff, administrators, school board members, students, and parents.

The Best Man Company, LLC's mission is to support schools in graduating students and producing taxpaying citizens.

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

Plano, TX 75024

Contact: Jesse W. Jackson III

Office: 248-842-5041

Fax: 888-215-6481

Email: info@bestmancompany.com



Dr. Jesse W. Jackson III is an internationally recognized school executive 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 1,300 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.

During the covid-19 pandemic and school crisis, Dr. Jackson has become one of the most trusted sources for school leadership by developing the Covid-19 School Re-Entry Process Training Program, which more than 200 schools and districts have used to provide an emotionally safe blueprint for returning staff and students.

Dr. Jackson continues to travel weekly throughout the United States, providing students with hope and options, giving parents confidence and teachers clarity, and offering school leaders an irrefutable blueprint for school success.



Recently, Dr. Jackson has developed the Cultural Awareness Institute to provide guidance for school leaders, teachers and staff to address the issue of race in their school. During the 2020-2021 school, Dr. Jackson provided training and consulting services for over 12,000 professionals (via in-person and Zoom) in the United States, maintaining an consistent training rating of a perfect four by 94% of all attendees.

In addition, Dr. Jackson has developed the *New Teacher Orientation* training program in order to better prepare teachers for the Non-Suspension Era and the realities of teaching in impoverished school environments. The program focuses on running the classroom; preventing teacher burnout; and managing workplace relationships with coworkers and family members.

Dr. Jackson's goal is to equip one hundred thousand schools with the necessary professional skills and understanding required to teach and meet the growing needs of today's students.

- Dr. Jackson is a nationally recognized educational consultant in the area of at-risk student graduation and learning practices.
- As a keynote speaker, seminar leader, and licensed professional counselor, Dr. Jackson has addressed over 600,000 people in his career.
- Dr. Jackson has given over 350 successful trainings on race and diversity issues in the workplace.
- Dr. Jackson has conducted professional development training in 43 U.S. states.
- Dr. Jackson delivered over 100 virtual sessions has conducted professional development training during pandemic with over 100,000 participants sessions during pandemic. in 43 U.S. states.
- Dr. Jackson conducts over 200 in-house training programs and keynote events per year.
- Dr. Jackson is a practicing licensed counselor. Dr. Jackson has been in private practice since 1998.
- Through his counseling program, Dr. Jackson directly supports over 1,000 clients per month with some form of counseling services.
- **Through his leadership guidance program, Dr. Jackson directly supports over 100 organization leaders per month.**
- Dr. Jackson has had over 450,000 readers of his books worldwide.

Dr. Jackson has been the full-time managing partner of The Best Man Company, LLC since 2011. **Dr. Jackson will be the sole trainer on these projects.**