



# The Best Man Company, LLC

Leadership \* Team \* Culture \* Results

**2024-2025**

## 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**

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



All Original Books of 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.**

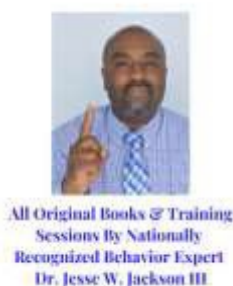
### **Training Schedule**

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



**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 &amp; 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

## **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 (3<sup>rd</sup> to 6<sup>th</sup> 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
<b>Program Cost: \$35,000.00</b>	

**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 &amp; 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! ©  
(7<sup>th</sup> to 12<sup>th</sup> Grade)  
Student Behavior Institute**

***Right Approach \* Right Policy \* Right Practice***

*The Don't Kick Them Out (7<sup>th</sup> to 12<sup>th</sup> 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
<b>Program Cost: \$35,000.00</b>	

**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 &amp; 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 or June or July (Administration)	January or February
August (Back To School)	March or April
October or November	
<b>Program Cost: \$55,500.00</b>	

**Includes 50 copies of these books for participants:**

<b>Eliminating Excuses! How To Help And Teach Students Who Experience Trauma (2018)</b>		<b>Closing the Trauma Gap! ()</b>	
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## 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**

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

**Includes 50 copies of these books for participants:**

<b>Don't Kick Them Out! Why Black &amp; Latino Students Frequently Get Suspended (2014)</b>		<b>Suspension Is No Longer An Option! (2017)</b>	
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*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**



Dr. 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)	
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### Training Schedule

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





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*

CLOSING THE  
SCHOOL  
ATTENDANCE GAP!



DR. JESSE W. JACKSON III

## 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)

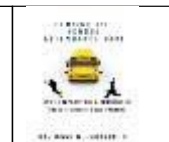
Room Layout: On Campus or in ZOOM/Virtual Training Room

Anticipated Audience: Cap Limit Is 25-50

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

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
<b>Program Cost: \$25,500.00</b>	

**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>			



# **Specialized Training Programs for Workplace Issues**



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

## THE BEST MAN COMPANY, LLC'S **WORKPLACE CONDUCT AWARENESS INSTITUTE**

Promoting A ZERO-Tolerance Culture For  
Sexual Harassment \* Inappropriate Staff with Students

### **Closing the Misconduct Gap!! (Identifying Proactive Strategies To Decrease Negative Sexual Misconduct Situations in a School Environment)**

Sexual abuse and harassment are an epidemic in our society! The discovery and exposure of sexual misconduct in workplaces and schools is at all-time high. Over the course of the past 5 years, a historic number of education professionals have been terminated or arrested because of allegations of the sexual abuse of students or coworkers. Such abuse is completely unacceptable! There must be a zero-tolerance culture within every school and workplace for sexual misconduct or harassment. Lawsuits and terminations of employment have unfortunately become common responses to these allegations. It is critical that education leaders and their staff understand how these situations come about, the signs of these situations, and the proactive ways to prevent inappropriate sexual relationships with students and sexual abuse or misconduct in the workplace. This conduct awareness training will help participants better understand the following:

- how to deal with the changes in the 21st-century education system population
- how to learn about new trends in sexual misconduct in schools
- signs of sexual misconduct in workplace
- increasingly sensitive gender and culture differences
- how to be aware of the dangers of making opposite sex coworkers or students feel uncomfortable
- how to identify healthy and appropriate interactions between professional coworkers
- the dangers of dating coworkers
- what things are inappropriate to say or do in the workplace
- what constitutes inappropriate conduct or practices with students
- how to develop appropriate social media practices with staff and students
- the dangers of inappropriate sexual social media content for an education professional
- the reality of personal space
- how to protect yourself against sexual harassment claims
- how to address issues of sexual abuse (rape and molestation) in schools
- how to appropriately and successfully address the issue of sexual misconduct in a school
- what to say and what not to say
- and much more



## I. How to Better Understand Sexual Abuse: Eight DOs & DON'Ts to Help Students Heal and Move Forward From Sex Abuse

Molestation is the most monstrous crime against humanity. Millions of children around the world are victims of molestation, and more than 50 million adults are living with the effects of being molested as a child. **Estimates are that only 35% of sexual abuse is reported.** Children can be frightened or embarrassed and many times do not say anything.

The National Institute for Mental Health found that only 1–10% of victims ever tell that they were abused. Boys report far less than girls. Consider these brutal facts:

- Most sexual abuse happens between the ages of seven and 13.
- There are over 491,720 registered sex offenders in the United States.
- Molesters who are known by the family or victim are the most common abusers. The “Acquaintance Molester” accounts for 70–90% of reported cases. Source: [www.childsafetips.abouttips.com](http://www.childsafetips.abouttips.com)

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

- the dangers of sex abuse trauma
- sexual abuse trends
- signs of sexual abuse in students
- how to properly support students who might suffer from sexual abuse trauma

This training will provide comprehensive awareness of the details that give rise to sexual misconduct situations and the most consistent and healthy ways for school staff to proactively prevent sexual misconduct and harassment situations in the (school) workplace.

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

August or September (Back To School)	February or March
October or November	
<b style="color: red;">Program Cost: \$35,500.00</b>	

Includes 50 copies of these books for participants:

<p><b>“I’m Not A Victim!” 8 Dos &amp; Don’t To Heal And Move Forward From Molestation (2012)</b></p>	
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# **WORK TOGETHER**

## **How to Improve Teamwork and Build a Team Culture Among Professional Staff**

Our objectives:

- Improve business and staff productivity.
- Improve teamwork.

Teamwork is a very critical part of organizational success. Whether you run a for-profit business or a school, working together is crucial to accomplishing the vision and mission of your organization. We live in a society that promotes individualism, and little emphasis is placed on the importance of working together. This training program was developed to help professional staff members understand how they should work together and why.

In this training, participants will learn:

- Four Ways to Build a Team Workplace Culture
- How to Develop a Team-Conscious Environment
- How to Work Together
- How to Be a Professional and Conduct Yourself in the Workplace

In this training, I want to share valuable principles that will help develop high levels of teamwork, a team-conscious environment, professionalism, and strong and appropriate leadership.



Presentation Time: 2-3 hours (per session)

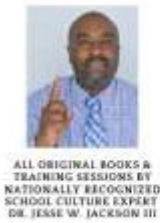
Room Layout: On Campus or in ZOOM/ Virtual Training Room

Anticipated Audience: Cap Limit is 60 to 100

Training Schedule	
August or September (Back To School)	
October or November	
February or March	
<b>Program Cost: \$25,500.00</b>	

Includes 50 copies of these books for participants:

<b>Work Together! How To Identify And Eliminate Toxic People From Your Workplace Environment</b>		<b>Closing The School Culture Gap!</b>	
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Promoting A ZERO-Tolerance Culture For Toxic Adult Behavior

## **TOXIC WORKPLACE CONDUCT AWARENESS INSTITUTE**

Gossiping \* Negative Attitudes \* Poor Work Ethic \* Stealing \* Abusive  
\* Bullying \* Tardiness \* Absenteeism \* Lying \* Leadership disloyalty

### **How to Quickly Improve a Toxic Workplace Environment and Build Zero Tolerance for Internal Conflict Culture**

Our objectives:

- Decrease workplace conflict
- Improve business and staff productivity
- Reduce employee turnover
- Decrease employee disciplinary action
- Help disgruntled employees find the right place for them
- Decrease sick days and absenteeism
- Improve professional conduct practices
- Improve staff cooperation
- Promote healthy relationships among coworkers

Workplace culture, by definition, is what we believe and how we behave in the workplace environment. In today's workplace, environment often dictates the productiveness of the workforce. It is wishful thinking to assume that staff will easily overcome a toxic work environment and still provide optimal results. A positive workplace environment is essential for the success of any organization. Disharmony and negative talk and comments toward others are the seeds of organizational failure.

In the past, employers have overlooked or ignored these dangerous, toxic staff behaviors, which often alienate good people and decrease production over time. In this training program, I will share valuable principles and action strategies to help eliminate toxic people and negative behavior in the workplace environment and improve staff workplace performance and outcomes. Participants will learn the following:

- How to identify unacceptable toxic workplace behaviors
- The effects of negative/toxic people on the workplace environment
- How to maximize employee potential
- How to improve and clean up a toxic workplace environment
- How employees can manage their personal issues at home
- How to focus on improving job performance
- How employees can be professional and conduct themselves in the workplace



- When employment termination is necessary
- How to recognize the signs and personalities of an unemployable employee
- How to promote zero tolerance for internal conflict culture

This training will improve workplace conduct and eliminate toxic adult behavior if management reenforces the training principles.



Presentation Time: 2-3 hours (per session)

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

Anticipated Audience: Cap Limit is 30 to 60

Training Schedule
August or September (Back To School)
October or November
February or March
<b>Program Cost: \$25,500.00</b>

Includes 50 copies of these books for participants:

Work Together! How To Identify And Eliminate Toxic People From Your Workplace Environment		Closing The School Culture Gap!	
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# 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**

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

**Includes 50 copies of these books for participants:**

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

<b>August</b>	<b>January or February</b>
<b>October or November</b>	<b>March or April</b>
<b>Program Cost: \$35,000.00</b>	



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 , 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



### Training Schedule

August	January or February
October or November	March or April
Program Cost: \$75,500.00	





*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

**Training Schedule**

<b>August (Administration)</b>	<b>January or February</b>
<b>October or November</b>	<b>March or April</b>
<b>Program Cost: \$75,500.00</b>	



# **Specialized Training Programs for School Leaders and Department Managers**



The Best Man Company, LLC's

## THE ELITE SCHOOL BOARD INSTITUTE

Vision\* Leadership \* Culture \*Academic Achievement

### How School Board Members Can Effectively Lead And Support School Administration, Teachers, Parents, And Students For The Most Productive Outcomes And Results

Elected school board members are critical to the success of any school district or charter school program. The common issue in most districts is a major disconnect between the school board, the superintendent's office, central office, and the building principals, the person executing the mission at the building level. It has become critical that all members of this process be aligned with the same vision, understanding and awareness of the process required to have success.

This training is a groundbreaking work that will provide an advanced level of training and guidance for school board members. This training will discuss in detail:

- What's the purpose of the school board?
- How to fully understand the population or school in which you serve.
- The signs of a failing or marginal school district.
- How to develop a vision for your school district and what your mission should be
- Understanding the trauma of our student and staff population.
- The 17 success principles of a legacy school board.
- The 14 dos and don'ts of a school board member.
- How a school board member can best partner and support the school superintendent.
- **The appropriate school board leadership approach to appropriate behavior policies, (expulsion and suspensions)**
- **How to build and maintain an effective team culture in times of crisis**
- How to hire and choose the right superintendent for your district.

This training and book will take you step by step and lay out details of critical issues that every school board member must learn and understand.

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 School Board Gap! (2020)



#### Training Schedule

August (Back To School)	January or February
October or November	March or April
<b>Program Cost: \$25,000.00</b>	



**Vision\* Leadership \* Culture \* Academic Achievement**

# **THE SCHOOL SUPERINTENDENT COACHING PROGRAM**

**For Current & Aspiring School Superintendents**

## **Services & Fee Outline:**

**(1) Executive coaching and consulting services for the district superintendent.**

**This includes one-on-one or group consultation with the lead consultant (Dr. J. Jackson) on COVID-19 school re-entry and racial and cultural issues in the school, attending requested virtual meetings or training sessions (with one-month advance notice).**

**(2) Executive leadership training. Dr. Jackson will provide the district superintendent with ongoing training and learning opportunities on developing a healthy school culture and climate. Some of the topics that will be discussed are:**

1. Working 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 the Surrounding Community
3. How to Develop a Positive School District Culture and Climate
4. Getting Your School's Leadership Team on the Same Page

**(3) Strategic planning to assist with building a healthy districtwide vision, culture and climate.**

**(4) Assist district superintendent with promoting a healthy partnership between the school board and the district staff.**

**(5) Dr. Jackson will provide a monthly video or ZOOM training session/message for the superintendent.**

**(6) Dr. Jackson will continue to be available for phone consultations and meetings to the school superintendent.**

**Cost: \$20,000.00 per school year.**






## OBJECTIVES

- Ensure health and safety protocol post-COVID-19
- Wisely and professionally address race in the workplace
- Develop a productive workforce culture
- Improve customer service practices during post-COVID-19
- Understand how to maximize employees' workplace performance
- Consistently address needs of the staff, students, and parents post-COVID-19
- Improve Teamwork
- Improve State Testing Results
- How to Improve Your Management and Leadership Skills
- How to Keep the School Leadership Team on the Same Page
- How To Deal With Stress

The – school year will be the most challenging in history for many. This training will provide school executives with advanced crisis leadership strategies and skills to successfully navigate post- COVID-19 and civil unrest and avoid many of the pitfalls of the upcoming school year. This program consists of additional courses:

1. The Appropriate School Leadership Approach to Managing Negative Behavior post-COVID.
2. School Leadership Trauma Management: How to Help and Support a Staff Experiencing Life Trauma Post -COVID (Dos and Don'ts for Helping Staff in Crisis)
3. Workplace Management: Identifying And Eliminating Toxic Adult Conduct In The Workplace Environment Post-Covid
4. Work Together: How to Effectively Build And Maintain Team Culture In Times of Crisis
5. Work and Family: How Administrators Can Effectively Manage the Demands of Their Jobs and the Requirements of Their Marriages and Families.

Closing The Leadership Gap! (2019)		Raising The Standards (2017)	
Social Distance!			

## Training Schedule

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





For Current & Aspiring Assistant Principals

## THE ASSISTANT PRINCIPAL LEADERSHIP DEVELOPMENT INSTITUTE

Discipline \* Management \* Loyalty \* Support \* Academics

### How Assistant School Administrators Can Effectively Support Their Principal and Coworkers for the Best School Outcomes

Our objectives in this training program are as follows:

- ☐ Understanding the appropriate school leadership approach to managing negative behavior
- ☐ Reviewing how to best support your principal
- ☐ Learning how to build a winning team culture
- ☐ Recognizing the roles and responsibilities of an effective assistant principal
- ☐ Improving leadership and management skills
- ☐ Supporting the mission of the school leader
- ☐ Working as a team
- ☐ Decreasing complaints
- ☐ Managing and correcting discipline problems
- ☐ Improving relationships between students and parents
- ☐ Appreciating the process of loyalty

The assistant principal job is a midlevel management position that requires a high degree of people and communication skills. The typical assistant principal is hired because they were a good classroom teacher. However, these two jobs and the skills required to be successful in both are completely different. Teaching is primarily about communicating with students. An assistant principal has to communicate with coworkers, the district office, parents, their principal, and the building secretaries. This is not an easy adjustment for most teachers, and they require effective training and guidance to be successful. Unfortunately, much of that training and guidance is nonexistent or delivered by a principal who relies on what worked for them. We often hear, "They will figure it out!" This type of attitude and approach has ruined the confidence and working relationships of hundreds of assistant principals and stagnated their careers. A mismanaged assistant principal can become a lifetime appointment. No assistant principal should get into the role to be a lifetime assistant. This stagnation defeats the purpose of the job and ultimately becomes a drain on the organization because there are no qualified leaders in the organization's pipeline.

Assistant principal is one of the most challenging jobs because it is a thankless one. It is a job that requires the individual to sacrifice their career and aspirations for the benefit of their school leader. **Most assistant principals take this job not realizing the amount of sacrifice required to excel in the role.**

Every organization must have a leadership training program for aspiring and future administrative personnel. Post-COVID-19, this will be more important than ever. Many principals feel they were not prepared for their first principal job and made many unnecessary errors.



This multiple-session training program provides assistant principals with critical understanding of how to honorably support their building principal and develop valuable leadership and management skills and strategies for successful school management.

This program consists of these additional courses:

1. **“Don’t Kick Them Out!”: The Appropriate School Leadership Approach to Managing Negative Behavior (Four-Part Series)**
2. **How to Improve Your Management and Leadership Skills**
3. **The Roles and Responsibilities of an Effective Assistant Principal**
4. **The Seven Areas Where Your Principal Needs Support: Seven Steps to Prepare to Become a Great Principal**

Presentation Time: Four training sessions

Room Layout: Training Room

Anticipated Audience: 10 to 25

### Training Schedule

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

### Staff Book List (All attendees get these books)

Book Title		Book Title	
Suspension Is No Longer An Option! (2017)		Don’t Kick Them Out! Why Black & Latino Students Frequently Get Suspended (2014)	
Raising The Standards (2017)		Work Together! How To Improve Teamwork, Be Professional And Eliminate Toxic People From Your Workplace Environment	



For School and District Leadership Teams

## THE SCHOOL LEADERSHIP TEAM INSTITUTE

Culture \* Teamwork \* Loyalty \* Roles \* Competency \* Management Skills

### How the School Leadership Team Can Effectively Support Their Principal and Coworkers for the Best School Outcomes

Our objectives in this training program are as follows:

- ☐ Understanding the appropriate school leadership approach to managing negative behavior
- ☐ Reviewing how to best support your principal
- ☐ Learning how to build a winning team culture
- ☐ Recognizing the roles and responsibilities of an effective assistant principal
- ☐ Improving leadership and management skills
- ☐ Supporting the mission of the school leader
- ☐ Working as a team
- ☐ Decreasing complaints
- ☐ Managing and correcting discipline problems
- ☐ Improving relationships between students and parents
- ☐ Appreciating the process of loyalty

The leadership team is a midlevel management role that requires a high degree of people and communication skills. A leadership team must communicate with coworkers, the district office, parents, their principal, and the building secretaries. This is not an easy adjustment for most teachers, and they require effective training and guidance to be successful.

This multiple-session training program provides the school leadership team with critical understanding of how to honorably support their building principal and develop valuable leadership and management skills and strategies for successful school management.

This program consists of these additional courses:

1. **“Don’t Kick Them Out!”: The Appropriate School Leadership Approach to Managing Negative Behavior (Four-Part Series)**
2. **How to Improve Your Management and Leadership Skills**
3. **The Roles and Responsibilities of an Effective Leadership Team**
4. **The Seven Areas Where Your Principal Needs Support**

Presentation Time: Four training sessions

Room Layout: Training Room

Anticipated Audience: 10 to 25

#### Training Schedule

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



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 DISTRICT OFFICE MANAGEMENT AND LEADERSHIP INSTITUTE

Culture \* Teamwork \* Vision \* Roles \* Competency \* Management Skills



A public-school district's central office is the lifeline where all company operations are housed. If the central-office executive directors do not fully understand their roles and work together as a cohesive unit, the district will operate at a marginal capacity. In my career, I've had the privilege of working with over 1,375 schools and hundreds of school districts. I've seen the best organizational business practices and the worst. Among the successful school districts I've worked with, an overwhelming number have shown the same pattern. These districts work together and complement each other's departments and objectives. There is no negative competition among the administrative cabinet. After fully evaluating my experiences, I know that the continuity of a school district's central-office administration is critical to its success.

This training institute's purpose is to be a resource for central-office and district-office staff nationwide and to provide a basic blueprint of the best ways to help your building principals, in turn who help your students (your clients) and your teachers (your primary salespeople). It is vital that the district office be connected and have a good understanding of the populations we serve and the best methods to achieve success.

This training institute will deal with critical issues such as the following:

- Primary purpose of central-office personnel;
- Brutal reality of the students we serve today;
- Top three indicators of your climate and culture;
- Twelve signs of a failing or marginal school district;

This training institute will provide some priceless training to those in central offices. A broken culture can cost a school district millions of dollars and even put it out of business. This training institute will be one of the most valuable resources for your personal use and training.

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

### Training Schedule

August or September (Back to School)
October or November
February or March
<b>Program Cost: \$35,500.00</b>

Includes 50 copies of this book for participants:

*Closing the Central Office Gap!*





All Original Books of Training  
Seminars By Nationally  
Recognized School Executive  
Experts, Dr. Jesse W. Jackson III

## School Executive Family Life Institute

*Helping Executives Manage Work, Marriage & Family*

### **Work and Family: How Administrators Can Effectively Manage the Demands of Their Jobs and the Requirements of Their Marriages and Families.**

One of the greatest challenges in a professional educator's life is maintaining a healthy and balanced marriage. While the demands of school administration have increased, the time and patience dedicated to sustaining a healthy relationship have decreased. Over the last 10 years, I've seen thousands of my colleagues struggle and even lose their marriages in the process of becoming awesome school executives. Being an school executive is very hard on a marriage. It takes 50-60 hours a week of preparation and real-time service to be an elite school executive particularly if you don't have an good team. If you are most superintendents or principal, you work all six to seven days. There are no days off. You're always thinking about your next move to improve the district or your campus.

School executives need more support in their personal lives than ever before. The days of believing that individuals separated their personal lives from their professional lives are over. We must invest in the professionals who serve our students and families for a living, to help them maintain healthy and productive marital relationships. This training program will provide school executives with advanced marriage and family strategies and skills to successfully keep your marriage and family healthy and priority with the stress and pressure of the job, post-COVID-19 and civil unrest.

School executives will learn:

- How to be married to a high performing school administrator
- How to manage your family time as a high performing school administrator
- How to make family time as a high performing school administrator
- How to stay connected with one another
- How to decrease arguing and marital conflict
- How to increase the quality of time you spend to together
- How to infidelity proof your marriage
- How to get on the same financial page and stop fighting about money
- High performing administrator time management
- How to work 60 hours a week and still make family a priority

Presentation Time: 60 minutes.

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

Anticipated Audience: Cap Limit Is 10-35



### Training Schedule

August or September

October or November

February or March

April or May

**Program Cost: \$25,500.00**

**Includes 50 copies of these books for participants:**

<i>Momma Issues! The Oppressive Mother Syndrome</i> (2015)		<i>Daddy Issues: Why Fathers Are Important</i> (2009)	
<i>Education &amp; Marriage</i> (2018)		<i>How to Avoid Divorce</i> (2016)	





# **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>	
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### Training Schedule

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



**The Best Man Company, LLC's**

**STUDENT SUCCESS**

**INSTITUTE**

**Academics \* Behavior \* Life**



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

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**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
<b>Program Cost: \$12,500.00</b>	

Includes 50 copies of these books for participants:

<i>The Student Behavior Handbook</i> (2017)	
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# 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 21<sup>st</sup>-Century Athlete
- The Characteristics for High-Risk Criminal Conduct
- The Roles & Responsibilities of 21<sup>st</sup>-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
<b>Program Cost: \$15,500.00</b>	

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 &amp; out of Prison</i>	
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For Executive Secretaries, Office Managers and Support Staff



ALL ORIGINAL BOOKS & COURSE MATERIALS ARE REPRODUCED BY THE BEST MAN COMPANY

## THE SCHOOL OFFICE AND SUPPORT STAFF INSTITUTE

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



Dr. James W. Anderson 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 personal 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
<b>Program Cost: \$13,500.00</b>

Includes 50 copies of this book for participants:

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





THE BEST MAN COMPANY, LLC'S

## 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
<b>Program Cost: \$10,000.00</b>	

**Includes 50 copies of this book for participants:**

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





# Specialized Training Institutes



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	
<b>Program Cost: \$27,500.00</b>	

Includes 50 copies of these books for participants:

Closing the Charter School Gap! (2020)	
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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>	
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## Training Schedule

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



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
<b>Program Cost: \$30,000.00</b>	

Includes 50 copies of these books for participants:

*Closing the Poverty Gap!*










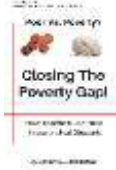










# Training Program Resources

## 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. <b>Work Together! How To Identify And Eliminate Toxic People From Your Workplace Environment</b>		\$10.00
9. <b>Parents Are the Difference (2017)</b>		\$10.00
10. <b>Success Or Failure, Teachers Are The Difference!</b>		\$10.00
11. <b>Momma Issues! The Oppressive Mother Syndrome (2015)</b>		\$10.00
12. <b>Eliminating Excuses! How To Help And Teach Students Who Experience Trauma (2018)</b>		\$10.00
13. <b>Suspension Is No Longer An Option! (2017)</b>		\$10.00
14. <b>Raising The Standards (2017)</b>		\$10.00
15. <b>"I'm Not A Victim!" 8 Dos &amp; Don't To Heal And Move Forward From Molestation (2012)</b>		\$10.00
16. <b>White Teachers, Black Students! How To Improve Our Communication, Cultural Awareness And Learning Approaches For Black Students &amp; Parents (2014)</b>		\$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 &amp; Out of Prison</i>		\$14.95
20. <i>Daddy Issues: Why Fathers Are Important (2009)</i>		\$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
Toxic Family!		\$19.00



**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 Po  
Box 251722

Plano, TX 75025

Contact: Jesse W. Jackson III

Office: 248-842-5041

Fax: 888-215-6481

Email: [info@bestmancompany.com](mailto: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 Culture Awareness Institute to provide guidance for school leaders, teachers and staff to address the issue of race in their school. During the 2020- 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 225 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 authored seventy-two books, eleven of which have become international bestsellers, including the male development classics *The Best Man*, *College or Prison: The Male Crisis of the 21<sup>st</sup> Century*, *Don't Kick hem Out!*, *Can We*



*Keep Black Boys Out of Prison?, Closing The Race Gap!, and Success or Failure: Leaders are the Difference.*

- Dr. Jackson has had over 400,000 readers of his books worldwide.

Dr. Jackson has been the full-time managing partner of The Best Man Company, LLC since 2011.