



# **THE BEST MAN COMPANY, LLC**

*Specializing in At-Risk Student Success*

**2023-2024**

## **Behavior Training Program Catalogue (Virtual and On-site)**

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



Urgent Intervention Required for Discipline (UIR-D) Program



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

## Don't Kick Them Out! Student Behavior Institute

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

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

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



# Don't Kick Them Out!

## School Leadership Behavior Institute



The Right Approach To Student Behavior

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

### “Culturally Responsive School Leadership Training” How to Build and Maintain a Positive and Productive School Culture in the Suspension Ban Era

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

#### “Don’t Kick Them Out!” The Appropriate School Leadership Approach to Managing Negative Behavior

This empowerment seminar will discuss:

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

This program for school administrators consists of four sessions:

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

Presentation Time: 2-3 hours (per session)

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

Anticipated Audience: Cap Limit is 10 to 25

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

#### Training Schedule

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



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**

<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)	



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 (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






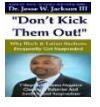


Presentation Time: 90 minutes to 2 hours (per session)  
 Room Layout: On campus or on Zoom/Virtual training room  
 Anticipated Audience: Cap limit is 25 to 50.  
**All sessions are facilitated by Dr. Jesse W. Jackson III.**

### 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)	





Urgent Intervention Required for Discipline (UIR-D) Program

# Classroom Management Institute

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

## Who's In Control?

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

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

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

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

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

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

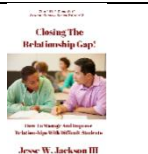

This training series will teach and help instructors:

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

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

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

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

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

### Training Schedule

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



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

# Fighting & Physical Altercation Prevention Institute

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



This training series will clearly explain and provide guidelines for preventing and properly legislating fighting out of your building.

In this training, we will discuss the following:

- The brutal reality of trauma in the lives of many students
- The definition of fighting in school
- The distinction between a street fight and a school fight
- Why students fight to resolve conflicts
- The social-econ views that influence fighting and our fight policies
- Appropriate descriptive language for fighting
- The eight Ws for campus fight prevention
- A progressive action plan to eliminate fighting
- How to fully understand trauma, its residuals, and its effect on our students and community
- How to emotionally manage student trauma
- How to prevent fighting on campus and find the right behavior policies for preventing and eliminating student fighting

This online training will also provide a comprehensive plan to show the difference in policy implementation at different levels: the K-5 level, the junior high level, and the high school level. These policies are not the same, and they cannot be implemented in the same way. This training will show you how to implement fighting prevention practices and anti-hitting policies that will allow you to maintain a productive, safe school.

This course is now available online through September 16, 2023.

This online course is for ALL superintendent, principals, dean of students and other security personnel. This training can be used as tool for teachers to better help them understand their role in fight prevention on school campus.



# 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**

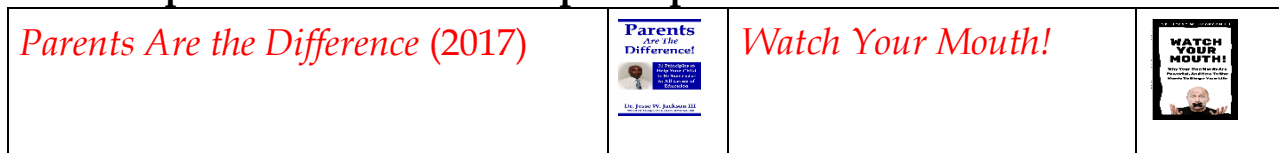
Participants will learn about the following:

- 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:**



### Training Schedule

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

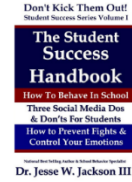


# The Best Man Company, LLC's

## STUDENT SUCCESS

### INSTITUTE

Academics \* Behavior \* Life



## 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)	
---	--


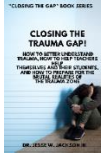




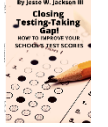



# Training Program Resources

## 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. The Student Behavior Handbook (2017)		\$10.00
6. Work Together! How To Identify And Eliminate Toxic People From Your Workplace Environment		\$10.00
7. Parents Are the Difference (2017)		\$10.00



<p>8. <b>Eliminating Excuses! How To Help And Teach Students Who Experience Trauma (2018)</b></p>		<p>\$10.00</p>
<p>9. Suspension Is No Longer An Option! (2017)</p>		<p>\$10.00</p>
<p>10. Raising The Standards (2017)</p>		<p>\$10.00</p>
<p>11. Team Effort: Why All School Staff Is Important (2017)</p>		<p>\$10.00</p>
<p>12. Don't Kick Them Out! Why Black &amp; Latino Students Frequently Get Suspended (2014)</p>		<p>\$16.95</p>
<p>13. <b>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</b></p>		<p>\$14.95</p>
<p>14. <b>Daddy Issues: Why Fathers Are Important (2009)</b></p>		<p>\$10.00</p>
<p>15. Closing The Race Gap! How An Educator Can Appropriately Address The Issue Of Race In A School Workplace Environment</p>		<p>\$15.00</p>
<p>16. Closing The Communication Gap! (2019)</p>		<p>\$15.00</p>

<p>17.Closing The Poverty Gap! (2020)</p>		<p>\$15.00</p>
<p>18.Closing the Trauma Gap! ()</p>		<p>\$25.00</p>
<p>19.Closing The School Culture Gap!</p>		<p>\$15.00</p>
<p>20.Closing The School Discipline Gap!</p>		<p>\$25.00</p>
<p>21.Social Distance!</p>		<p>\$15.00</p>
<p>22.Closing The Central Office Gap!</p>		<p>\$15.00</p>
<p>23.Closing The Test Taking Gap!</p>		<p>\$10.00</p>
<p>24.Closing The School Board Gap!</p>		<p>\$25.00</p>
<p>25.Watch Your Mouth!</p>		<p>\$10.00</p>
<p>26.Watch Your Mouth!(Spanish)</p>		<p>\$10.00</p>



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

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

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

### **The Best Man Company's Goals**

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

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

The Best Man Company, LLC

P.O. Box 251722

Plano, TX 75025

Contact: Jesse W. Jackson III

Office: 877-812-6439

Fax: 888-215-6481

Email: [info@bestmancompany.com](mailto:info@bestmancompany.com)



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

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

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

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