

**Dr. Jesse W. Jackson III**

LEADERSHIP \* TEAMWORK \* CULTURE \* RESULTS

**2022-2023**

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

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

# **Specialized Staff Development Training Programs**



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!

### Student Behavior Institute

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

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

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

# Don't Kick Them Out!

## School Leadership Behavior Institute



The Right Approach To Student Behavior

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

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

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

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

This empowerment seminar will discuss:

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

This program for school administrators consists of four sessions:

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

Presentation Time: 2-3 hours (per session)

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

Anticipated Audience: Cap Limit is 10 to 25

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

#### Training Schedule

August 2022 or September 2022	January 2023 or February 2023
October 2022 or November 2022	April 2023 or May 2023
<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 2022 or September 2022</b>	<b>January 2023 or February 2023</b>
<b>October 2022 or November 2022</b>	<b>April 2023 or May 2023</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 2022 or September 2022	January 2023 or February 2023
October 2022 or November 2022	April 2023 or May 2023
<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 2022 or September 2022	January 2023 or February 2023
October 2022 or November 2022	April 2023 or May 2023
<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 2021 or June 2021 or July 2021 (Administration)	January 2022 or February 2022
August 2021 (Back To School)	March 2022 or April 2022
October 2021 or November 2021	
<b>Program Cost: \$55,500.00</b>	

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

<p><b>Eliminating Excuses! How To Help And Teach Students Who Experience Trauma (2018)</b></p>		<p><b>Closing the Trauma Gap! (2021)</b></p>	
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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 2021 or August 2021 or September 2021</b>	<b>February 2022 or March 2022</b>
<b>October 2021 or November 2021</b>	<b>April 2022 or May 2022</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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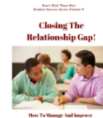


All Original Books & Training  
Sessions By Nationally  
Recognized School Culture  
Expert, Dr. Jesse W. Jackson III

## **Workplace Relationship Institute**

**Developing Healthy Relationships With Students and Families**

**Relate \* Connect \* Identity**



Jesse W. Jackson III

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

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

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

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

This institute will help participants achieve the following:

- learn the difference between relating and relationships and which comes first;

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

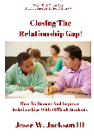

This institute will help teachers better relate to their students and provide a path to building healthy and productive classroom relationships, which will ultimately aid and support us with positive academic results.

Presentation Time: 2-3 hours (per session)

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

Anticipated Audience: Cap Limit is 6 to 20

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

Closing The Relationship Gap! (2020)		Closing The Communication Gap! (2020)	
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### Training Schedule

August 2021 (Back To School)	January 2022 or February 2022
October 2021 or November 2021	March 2022 or April 2022
<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*



## 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 2021 or September 2021 (Back to School)
October 2021 or November 2021
February 2022 or March 2022
<b>Program Cost: \$15,500.00</b>

Includes 50 copies of these books for participants:

<i>Closing the School Attendance Gap!</i> (2021)	
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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 2021 or September 2021	January 2022 or February 2022
October 2021 or November 2021	April 2022 or May 2022
<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 2021 or September 2021 (Back To School)	February 2022 or March 2022
October 2021 or November 2021	
<b style="color: red;">Program Cost: \$35,500.00</b>	

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

<p>"I'm Not A Victim!" 8 Dos &amp; Don't To Heal And Move Forward From Molestation (2012)</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 2021 or September 2021 (Back To School)
October 2021 or November 2021
February 2022 or March 2022
<b>Program Cost: \$25,500.00</b>

Includes 50 copies of these books for participants:

<p><b>Work Together! How To Identify And Eliminate Toxic People From Your Workplace Environment</b></p>		<p>Closing The School Culture Gap!</p>	
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ALL ORIGINAL BOOKS &  
TRAINING SESSIONS BY  
NATIONALLY RECOGNIZED  
SCHOOL CULTURE EXPERT  
DR. JESSE W. JACKSON III

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 2021 or September 2021 (Back To School)
October 2021 or November 2021
February 2022 or March 2022
<b>Program Cost: \$25,500.00</b>

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

<p><b>Work Together! How To Identify And Eliminate Toxic People From Your Workplace Environment</b></p>		<p><b>Closing The School Culture Gap!</b></p>	
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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 2021, after years of debate and discussion, it is very clear that race still matters. The field of education has a responsibility to lead the way in destroying the toxic spirit of racism. In the field of education, we have an advantage because we can teach and share ideas that advance the issue of race. This occurs only with awareness and understanding and requires that people hear and recognize the views of others.

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

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

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

This program consists of additional courses:

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

Presentation Time: 2-3 hours (per session)

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

**Training Schedule**

<b>July 2022 or August 2022 (Administration)</b>	<b>January 2023 or February 2023</b>
<b>October 2022 or November 2022</b>	<b>March 2023 or April 2023</b>
<b>Program Cost: \$35,500.00</b>	

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

<p style="color: red;"><b>Closing The Race Gap! How An Educator Can Appropriately Address The Issue Of Race In A School Workplace Environment (2020)</b></p>		<p style="color: red;"><b>Closing The Poverty Gap! (2020)</b></p>	
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The Best Man Company, LLC's  
**CULTURAL AWARENESS  
MANAGEMENT INSTITUTE**  
Helping Coworkers Better Understand  
Race Issues That Effects Of All

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

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

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

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

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

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

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

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

Presentation Time: 2-3 hours (per session)

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

### Training Schedule

August 2022 or September 2022	January 2023 or February 2023
October 2022 or November 2022	April 2023 or May 2023
<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 2022, after years of debate and discussion, it is clear that race still matters greatly. Race issues can be emotional and inflammatory. Post-COVID-19, the rules of race engagement have changed. If a management professional mismanages a race-related matter, it can destroy their career and livelihood. I have seen over 170 management personnel terminated for things they have said over the past year. Therefore, race issues require a disciplined professional approach, one which is not theory, feeling, or concept driven. Today's workforce managers require a better understanding of how to apply professional conduct to the issue of race. There are clearly things one should say and address in the workplace and things one should not.

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

- How to appropriately and successfully address the issue of race in a workplace environment
- How to understand the differences between race issues and social-class issues and why not to compare the two
- How to properly manage social media culture in the workforce
- How to gain a better understanding of police brutality and the issue of race
- What things to say and not to say
- What things to do and not to do if you desire to improve a situation
- What to do when someone calls you a racist

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

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

Presentation Time: 2-3 hours (per session)

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

<b>Program Cost: \$75,500.00</b>	
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*For Law Enforcement Leaders and Organization*

# THE LAW ENFORCEMENT LEADERSHIP INSTITUTE

**Ethics\* Awareness \* Culture \*Family**

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

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

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

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

**The Best Man Police Academy provides two training programs.**

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

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

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

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

This program consists of additional courses:

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

Presentation Time: 2-3 hours (per session)

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

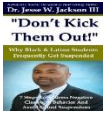
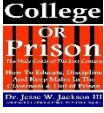
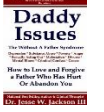



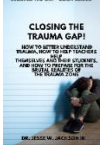




<b>Program Cost: \$75,500.00</b>	
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# Training Program Resources





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

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

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

<p>Don't Kick Them Out! Why Black &amp; Latino Students Frequently Get Suspended (2014)</p>		<p>\$16.95</p>
<p><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></p>		<p>\$14.95</p>
<p><i>Daddy Issues: Why Fathers Are Important (2009)</i></p>		<p>\$10.00</p>
<p>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>Closing The Communication Gap! (2019)</p>		<p>\$15.00</p>
<p>Closing The Poverty Gap! (2020)</p>		<p>\$15.00</p>
<p>Closing the Trauma Gap! (2021)</p>		<p>\$25.00</p>
<p>Closing The School Culture Gap!</p>		<p>\$15.00</p>
<p>Closing The School Discipline Gap!</p>		<p>\$25.00</p>
<p>Social Distance!</p>		<p>\$15.00</p>
<p>Closing The Central Office Gap!</p>		<p>\$15.00</p>



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

Purchase orders are accepted.  
Please allow 2-3 weeks for shipping.  
Order online at: [www.plantaseedmedia.com](http://www.plantaseedmedia.com)

# Dr. Jesse W. Jackson III

LEADERSHIP \* TEAMWORK \* CULTURE \* RESULTS

**Jesse W. Jackson III, 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.

**Jesse W. Jackson III, LLC's** mission is to support schools in graduating students and producing taxpaying citizens.

## **Jesse W. Jackson III, LLC 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

**Jesse W. Jackson III, LLC has provided professional development training throughout the nation since 2007.**

## **Jesse W. Jackson III, 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 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 has addressed more than 600,000 people.

He has written 72 books, several of which have become international bestsellers, including:

- *The Best Man*
- *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*
- *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-maker 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.

Dr. Jackson has developed a reputation for skillfully addressing and providing answers to tough issues such as toxic workplaces, race and diversity matters, and trauma concerns in the schools.

Dr. Jackson conducts training online and in-person for more than a thousand professionals a month. Every organization that has followed Dr. Jackson's guidance and action plans has shown tremendous growth and improvement in organizational culture.

In 2018, Dr. Jackson developed the Superintendent Success Institute, a coaching and training program to better prepare current and aspiring school superintendents for the non-suspension era and for the realities of leading in impoverished school environments. The program focuses on helping school leaders understand how to build a powerful, life-changing vision for their school district and community while accurately addressing critical issues such as academic intervention, leadership growth and development, attendance, toxic staff behavior, student trauma and behavior, and workplace culture and development.

Ten of D. Jackson's career accomplishments are as follows:

- During the 2020–2021 school year, Dr. Jackson provided training and consulting services for more than 12,000 professionals in the United States (in-person and via Zoom), maintaining a consistent, perfect “four” training rating from 94 percent of all attendees. Dr. Jackson has addressed more than 600,000 people in his career.
- Dr. Jackson has conducted professional development training in 43 US states.
- Dr. Jackson has given 225 successful training sessions on race and diversity issues in the workplace.
- During the COVID-19 pandemic, Dr. Jackson delivered more than 100 virtual sessions and has conducted professional development training with about 100,000 participants.
- Dr. Jackson conducts more than 150 in-house training programs and keynote events per year.
- Through his leadership guidance program, Dr. Jackson directly supports more than 100 organization leaders per month.
- Dr. Jackson's books have been read by more than 500,000 readers worldwide.
- Dr. Jackson has personally coached 57 school leaders who have received honors as the best in their field for that year in their state or district.
- Since 2011 Dr. Jackson has been the full-time managing partner of The Best Man Company, LLC.

Dr. Jesse Jackson III is known as the “superintendent whisperer,” an advisor and teacher who develops school superintendents to perform through crises, and they listen. Over the past three years, Dr. Jackson has coached 35 superintendents, to better manage the disruptions of COVID-19 and civil unrest. He has helped 17 leaders get their first superintendent position. Dr. Jackson has been the full-time managing partner of The Best Man Company, LLC since 2011.