



Education

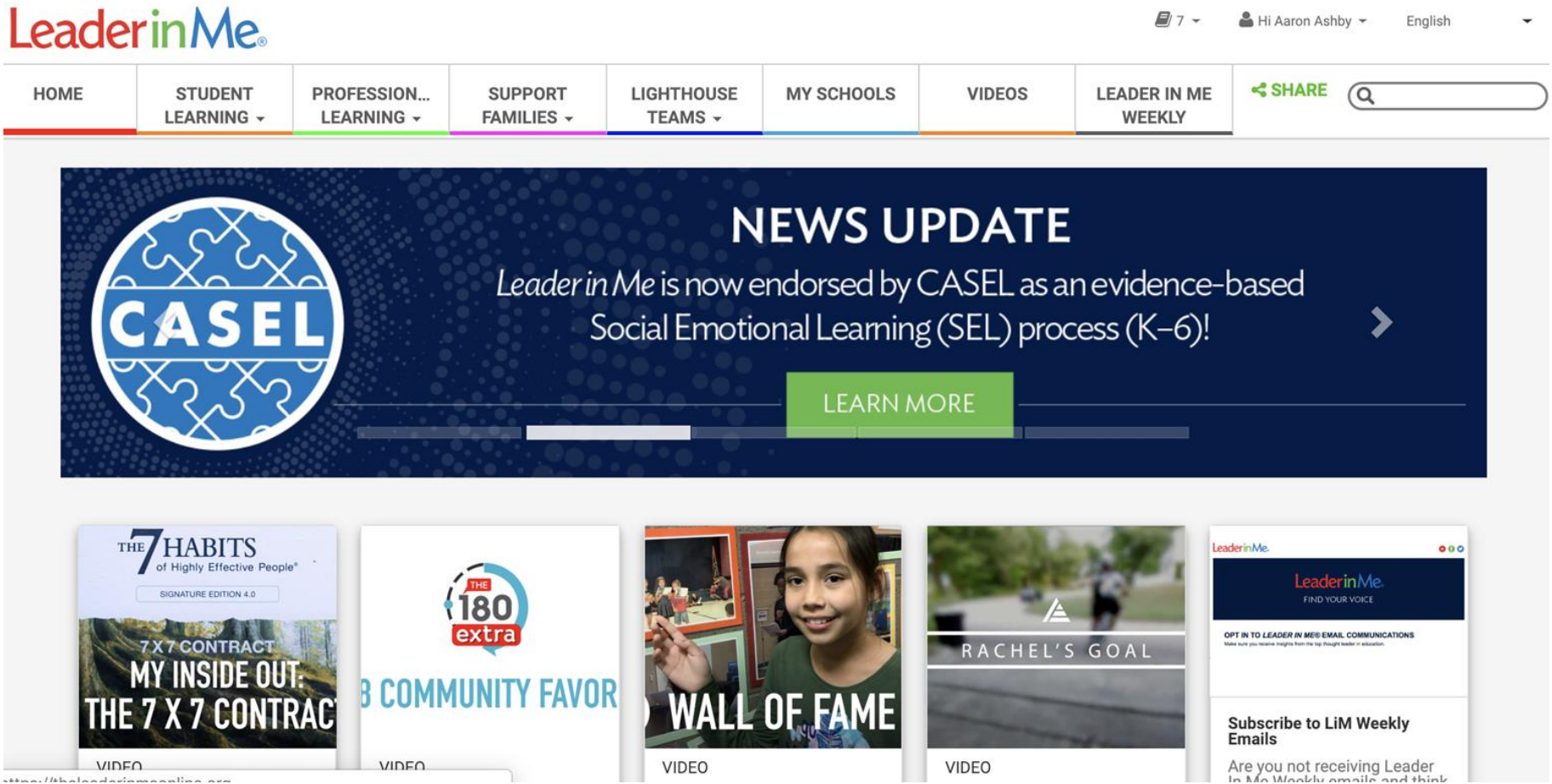
Key Takeaways

- 1 What we do in Education (K12)**
- 2 The impact it is making**
- 3 The large and attractive market and business opportunity**

Education Utilizes the Same Key Elements as Enterprise

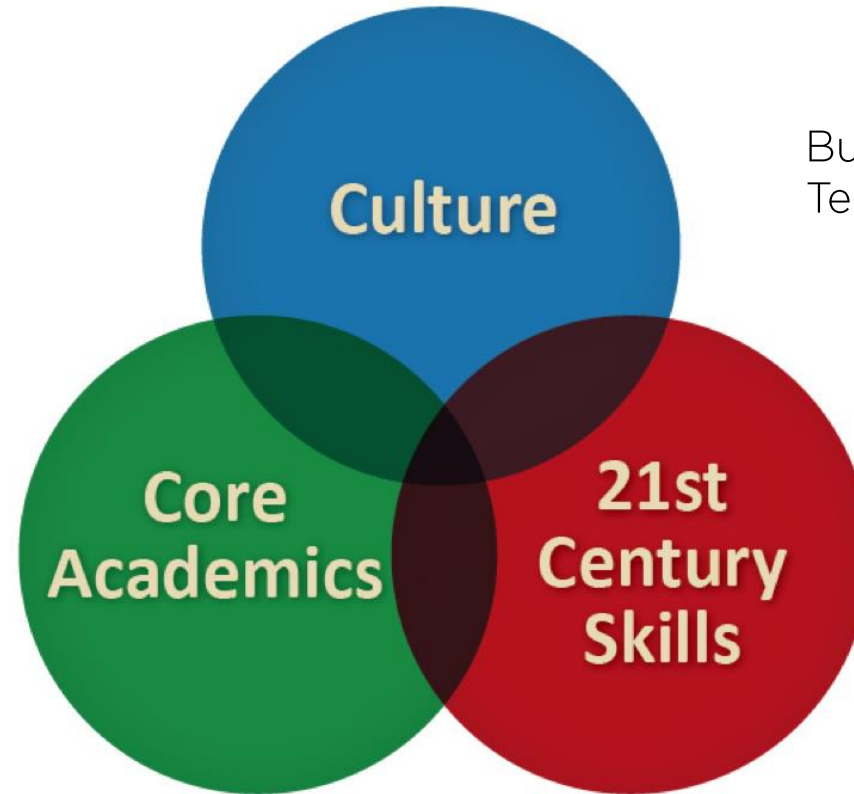
Area	Similarity
Mission	Same
Intellectual Property	Same
Go-To-Market Approach	Same
Portal-Based Subscription Model	Same
Global Organization	Same
Approach to Change	Same
Market	Different

Portal-Based Subscription Model



Leader in Me is a Whole School Model Designed to Address the 3 Key Problems

Only 1/3 of students are proficient in Reading and Math by 8th grade.



Bullying, Safety, Disengaged Teachers, Students, and Parents

Massive career skills gap. Don't know how to teach or measure it.

EDUCATION

There is an Increasing Global Demand for 21st Century Skills



Employer Skills Literature Review

EDUCATION

The First *Leader in Me* School Originated in Raleigh, North Carolina



Leader in Me Framework



SEE Core Paradigms	Paradigm of Leadership		Paradigm of Potential		Paradigm of Change		Paradigm of Motivation		Paradigm of Education	
	NOT THIS	BUT THIS	NOT THIS	BUT THIS	NOT THIS	BUT THIS	NOT THIS	BUT THIS	NOT THIS	BUT THIS
	Leadership is for the few.	Everyone can be a leader.	A few people are gifted.	Everyone has genius.	To improve schools, the system needs to change first.	Change starts with me.	Educators control and direct student learning.	Educators empower students to lead their own learning.	Focus solely on academic achievement.	Develop the whole person.
DO Highly Effective Practices	Teach Leadership Principles		Create a Leadership Culture		Align Academic Systems					
	Professional Learning <ul style="list-style-type: none">Ongoing Staff LearningNew-Staff LearningPrincipal Learning and Modeling Student Learning <ul style="list-style-type: none">Direct LessonsIntegrated ApproachesModeling Family Learning <ul style="list-style-type: none">Family Communication7 Habits Training for FamiliesStudent Teaching at Home		Leadership Environment <ul style="list-style-type: none">Physical Environment (See)Common Language (Hear)Emotional Environment (Feel) Shared Leadership <ul style="list-style-type: none">Student Leadership RolesStudent VoiceActive Lighthouse Teams Leadership Events <ul style="list-style-type: none">Schoolwide EventsClassroom EventsFamily & Community Events		Schoolwide-Goal Achievement <ul style="list-style-type: none">School GoalsTeam GoalsStaff Goals Student-Led Achievement <ul style="list-style-type: none">Student GoalsLeadership NotebooksStudent-Led Conferences Empowering Instruction <ul style="list-style-type: none">Trusting RelationshipsStudent-Led LearningCollaborative Planning and Reflection					
	Leadership		Culture		Academics					
GET Measurable Results										

Leader in Me Framework



SEE Core Paradigms

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Leader in Me Framework

DO
Highly
Effective
Practices

Teach Leadership Principles

Professional Learning

- Ongoing Staff Learning
- New-Staff Learning
- Principal Learning and Modeling

Student Learning

- Direct Lessons
- Integrated Approaches
- Modeling

Family Learning

- Family Communication
- *7 Habits* Training for Families
- Student Teaching at Home

Leader in Me Framework

DO
Highly
Effective
Practices

Create a Leadership Culture

Leadership Environment

- Physical Environment (See)
- Common Language (Hear)
- Emotional Environment (Feel)

Shared Leadership

- Student Leadership Roles
- Student Voice
- Active Lighthouse Teams

Leadership Events

- Schoolwide Events
- Classroom Events
- Family & Community Events

Leader in Me Framework

DO
Highly
Effective
Practices

Align Academic Systems

Schoolwide-Goal Achievement

- School Goals
- Team Goals
- Staff Goals

Student-Led Achievement

- Student Goals
- Leadership Notebooks
- Student-Led Conferences

Empowering Instruction

- Trusting Relationships
- Student-Led Learning
- Collaborative Planning and Reflection

Measurable Results

Typical School Measures

Leadership

Student Behavior

- Discipline Referrals
- Suspensions

Culture

Attendance

- Student Attendance
- Student Absenteeism
- Teacher Attendance

Academics

Academic Measures

- Reading Proficiency
- Math Proficiency

Additional Leadership Measures

Staff Social/Emotional Teaching Readiness

Student Leadership

Family Involvement

Supportive School Environment

Staff Satisfaction

Student Engagement

Teaching Proficiency

Student-Led Achievement



Two Days in the Life of a *Leader in Me* Student

TWO DAYS IN THE LIFE

Morning Announcements Leadership Role



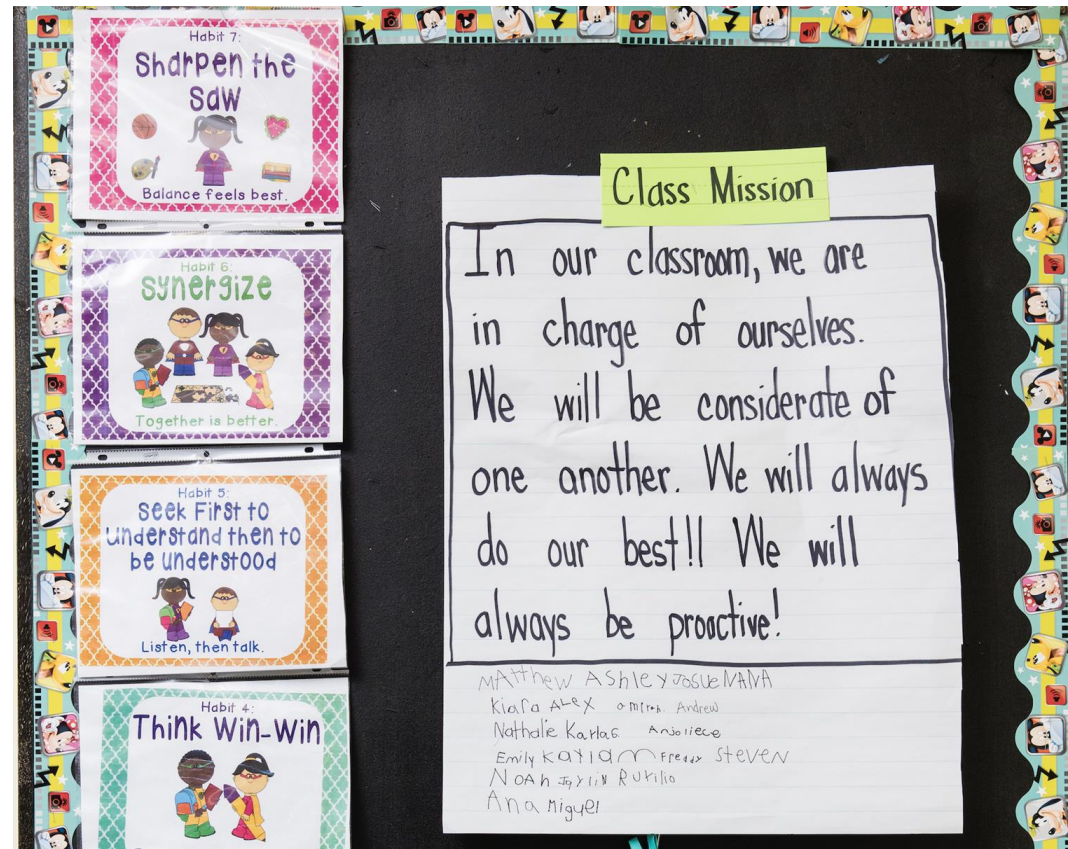
TWO DAYS IN THE LIFE

Leadership Environment



TWO DAYS IN THE LIFE

Classroom Mission Statement



TWO DAYS IN THE LIFE

Leadership Lesson

Habit 3

Put First Things First

Prioritize

Leaders have many things to do. They prioritize and do their **most important things first.**

Reader's Theater:
The Ant and The Grasshopper
An Aesop's Fable

Roles:
Narrator 1, Narrator 2, Narrator 3,
Ant, Grasshopper

Narrator 1: On a summer day, a grasshopper sat and sang a sweet song.

Narrator 2: The grasshopper saw an ant working hard carrying grain.

Grasshopper: Look at that silly ant. All day long he works hard and never enjoys the sunshine.

Narrator 3: The grasshopper laughed at the ant and then continued his song.

Narrator 1: As summer turned to autumn, the grasshopper continued to sing his song and enjoy the sunshine. The ant continued to gather food and store it in his house.

Narrator 2: When winter came, the snow covered the meadow.

Narrator 3: The grasshopper tried to find food, but he found nothing.

Narrator 1: It didn't take long for the grasshopper to knock on the ant's door.

Grasshopper: Please help me! I shall starve without your help.

Ant: Mr. Grasshopper, all summer long I worked hard carrying food to my home while you played. I will not share my food with one so lazy.

Grasshopper: I was busy singing my song. What should I do now?

Narrator 2: The ant thought for a moment and then said...

Ant: I suggest you sing to the winter moon.

Narrator 3: And the moral of this fable is...

Ant: Do the work before you play.

All: The End.

30 Leading Self



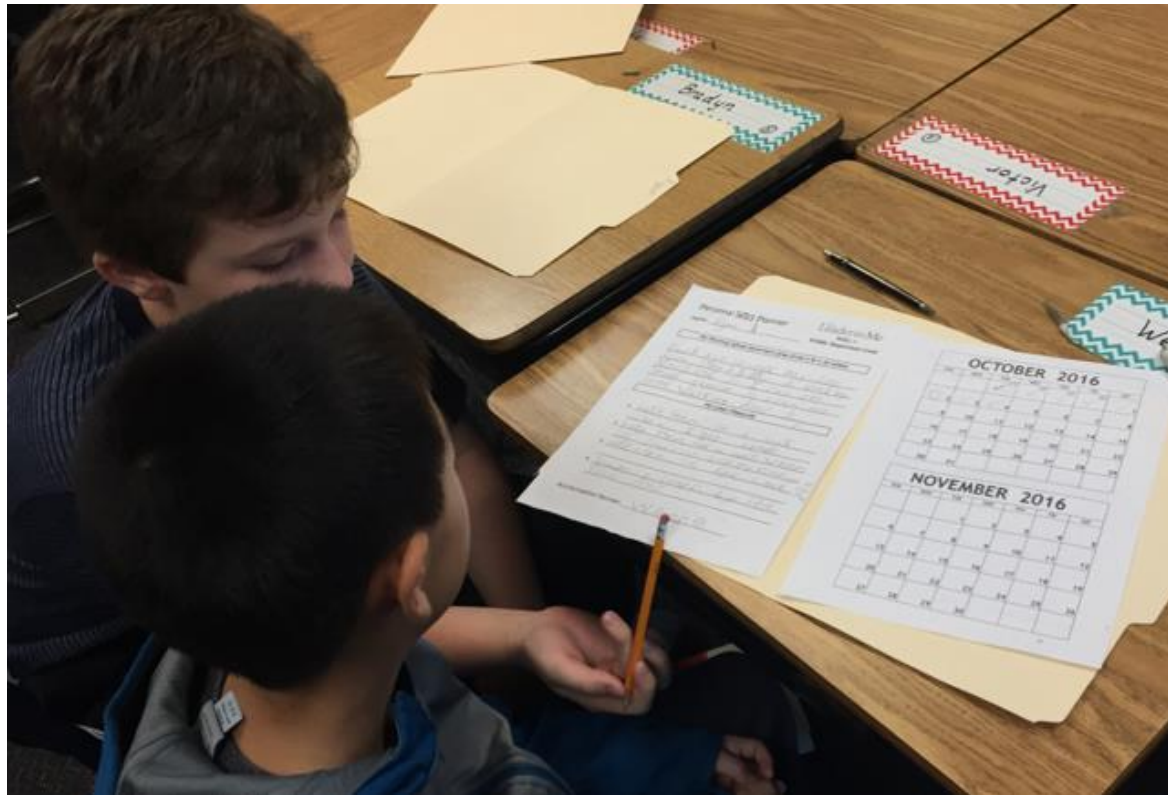
TWO DAYS IN THE LIFE

Track Goals and Scores in Data Notebook



TWO DAYS IN THE LIFE

Accountability Buddy



TWO DAYS IN THE LIFE

Student-Led Conference



TWO DAYS IN THE LIFE

School Etiquette



TWO DAYS IN THE LIFE

Public Speaking



TWO DAYS IN THE LIFE

Student Teaching at Home



Leader in Me Process Map



	Level 1	Level 2	Level 3	Ongoing
Annual Membership	Membership	Membership	Membership	Membership
Professional Learning	<div>7 Habits Signature 4.0 2 Day All Staff</div>	<div>Aligning Academics 1 Day All Staff</div>	<div>Empowering Instruction 1 Day All Staff</div>	
	<div>Launching Leadership 1 Day All Staff</div>			
	<div>Creating Culture 1 Day All Staff</div>			

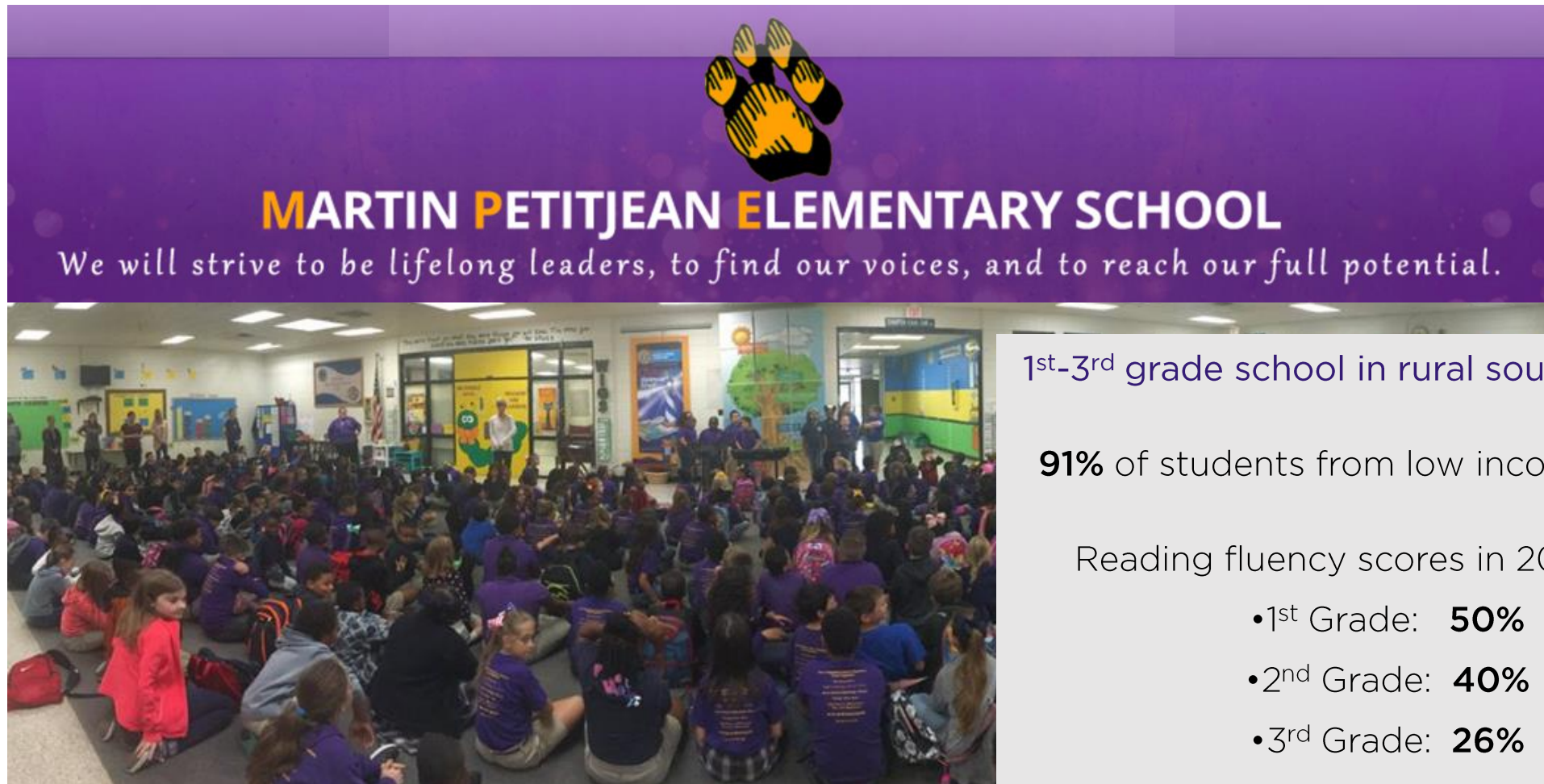
● Leadership

● Culture

● Academics

CASE STUDY

Martin Petitjean Elementary School



1st-3rd grade school in rural south Louisiana

91% of students from low income families

Reading fluency scores in 2009-2010

- 1st Grade: **50%**
- 2nd Grade: **40%**
- 3rd Grade: **26%**

CASE STUDY

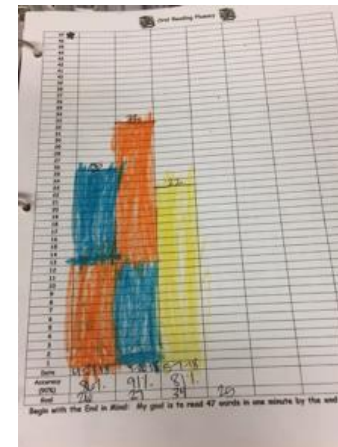
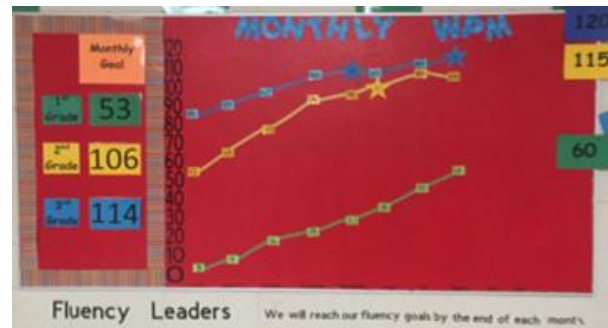
The Solution

Set Schoolwide
WIG to increase
Reading Fluency

Cascaded the WIG[®]
and lead measures
to grade levels and
classrooms

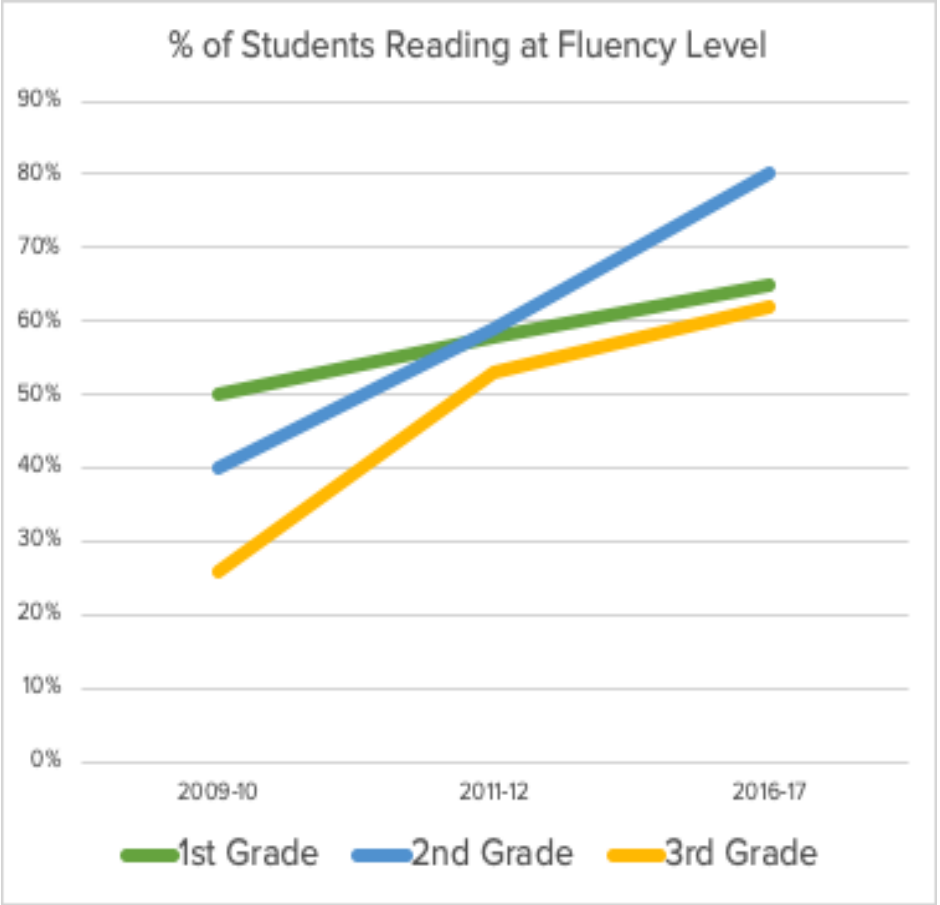
Cascaded the
WIG[®] and lead
measures to
each student

Held Weekly
Reviews at
each level



The Results

	2009-10	2011-12	2016-17
1st Grade	50%	58%	65%
2nd Grade	40%	59%	80%
3rd Grade	26%	53%	62%





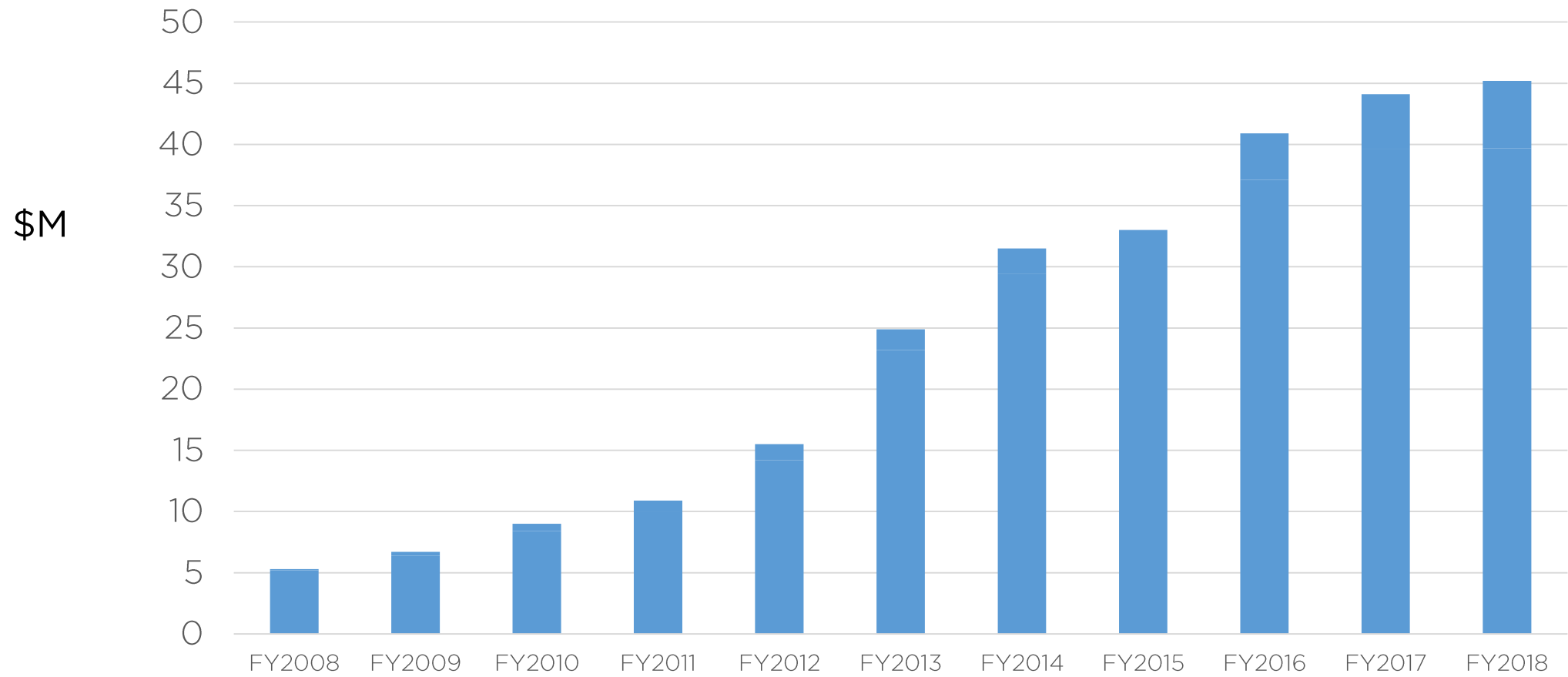
High School Leadership Video

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Leader in Me is in More Than 4,000 Schools and 58 Countries




Revenue Growth Has Been Strong



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30 Research Studies



All Studies

Schools that Implement Leader in Me Experience Improvements in School Culture


[Read More](#)



All Studies

Helping Students Develop Self-Regulated Learning Skills and Strategies


[Read More](#)



All Studies

How does Student Leadership Influence Behavior, Efficacy, and Achievement


[Read More](#)



All Studies

Classroom Management, Positive School Culture


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All Studies

Student Motivation, Interpersonal Leadership

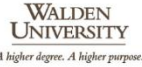
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All Studies

Professional Development, Staff Collaboration, Positive School Culture


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Student Motivation and Peer Relationships in Elementary School


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All Studies

Leader in Me Implementation


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All Studies

Improved Pre-K Social and Emotional Behaviors


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All Studies

Leader in Me and its Impact on State Test Performance


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All Studies

Social and Emotional Learning Through Leader in Me


[Read More](#)



All Studies


Leader in Me's Affect on Student Performance

[Read More](#)




All Studies

7 Habits Related to Student's Whole-Person Wellness




All Studies

Leader in Me Implementation Linked to Reduced Student Discipline



All Studies


Long-term behavioral impacts for students attending Leader in Me schools



All Studies

Developing Lifelong Leaders


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All Studies

Positive Impacts to Student Disciplinary Referrals and Attendance Rates

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All Studies

Significant Improvement in Statewide Science Performance

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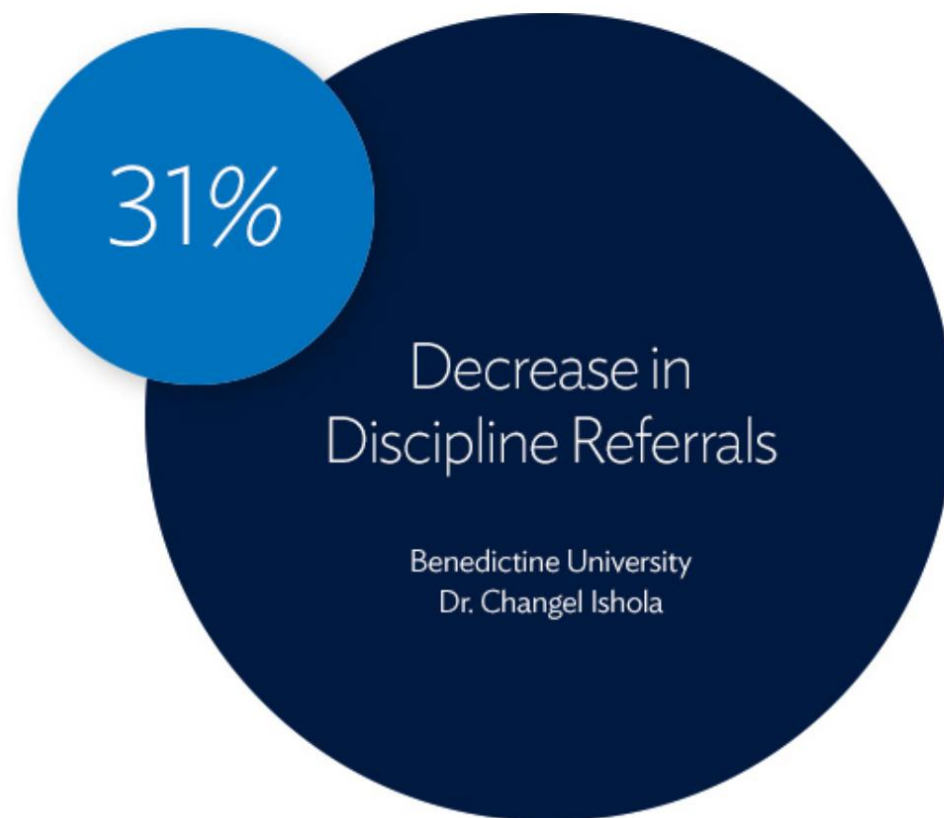
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Transformational Impact



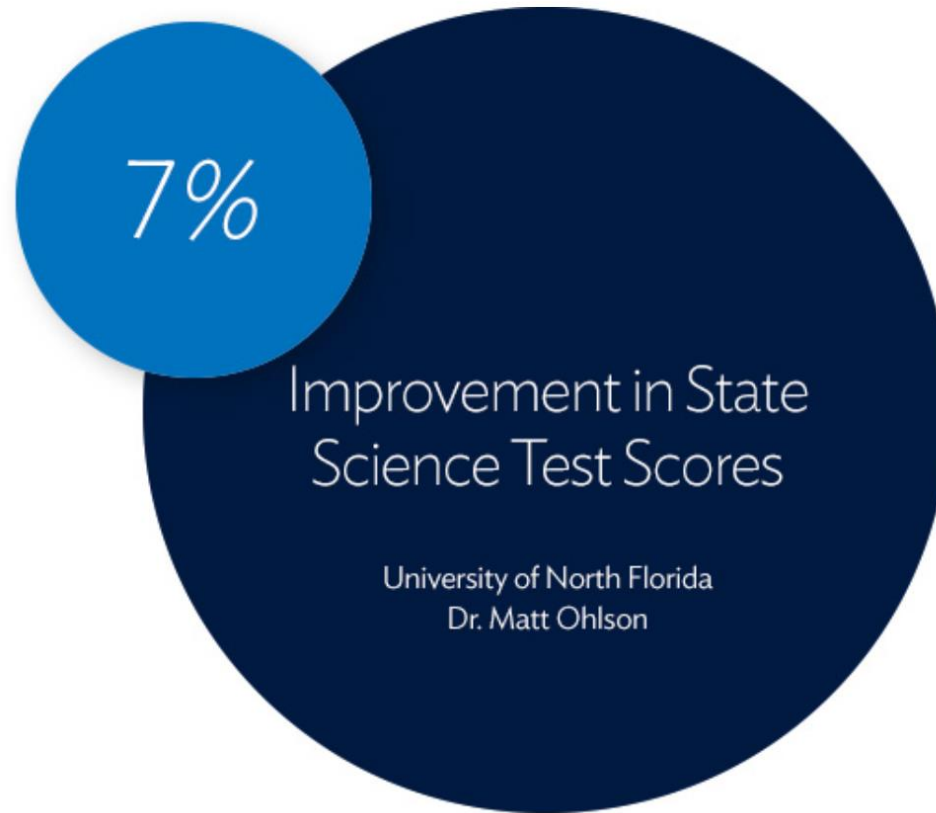
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Transformational Impact



EDUCATION

Transformational Impact



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***Leader in Me* is Now CASEL Certified!**



About CASEL

The Collaborative for Academic, Social, and Emotional Learning (CASEL) is the world's leading organization advancing one of the most important fields in education in decades: the practice of promoting integrated academic, social, and emotional learning for all children in preschool through high school.

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Community Transformations



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Market Opportunity



150,000 K12 schools
in the US and Canada

EDUCATION

Market Opportunity



Over 3,000,000 K12
schools worldwide

We Are Off to A Great Start



Influential School Systems	Country of Origin	Number of Years	Number of Schools	Key Claims
International Baccalaureate®	Switzerland	48	6,500	Rigorous academics
Montessori	Italy	109	20,000	Environment to choose and act freely
PBIS	United States	29	7,400	Improve instructional time through good behavior
<i>Leader in Me</i>	United States	9	4,000	Whole School Transformation

Leader in Me is Uniquely Positioned

SCALABILITY

High

Low

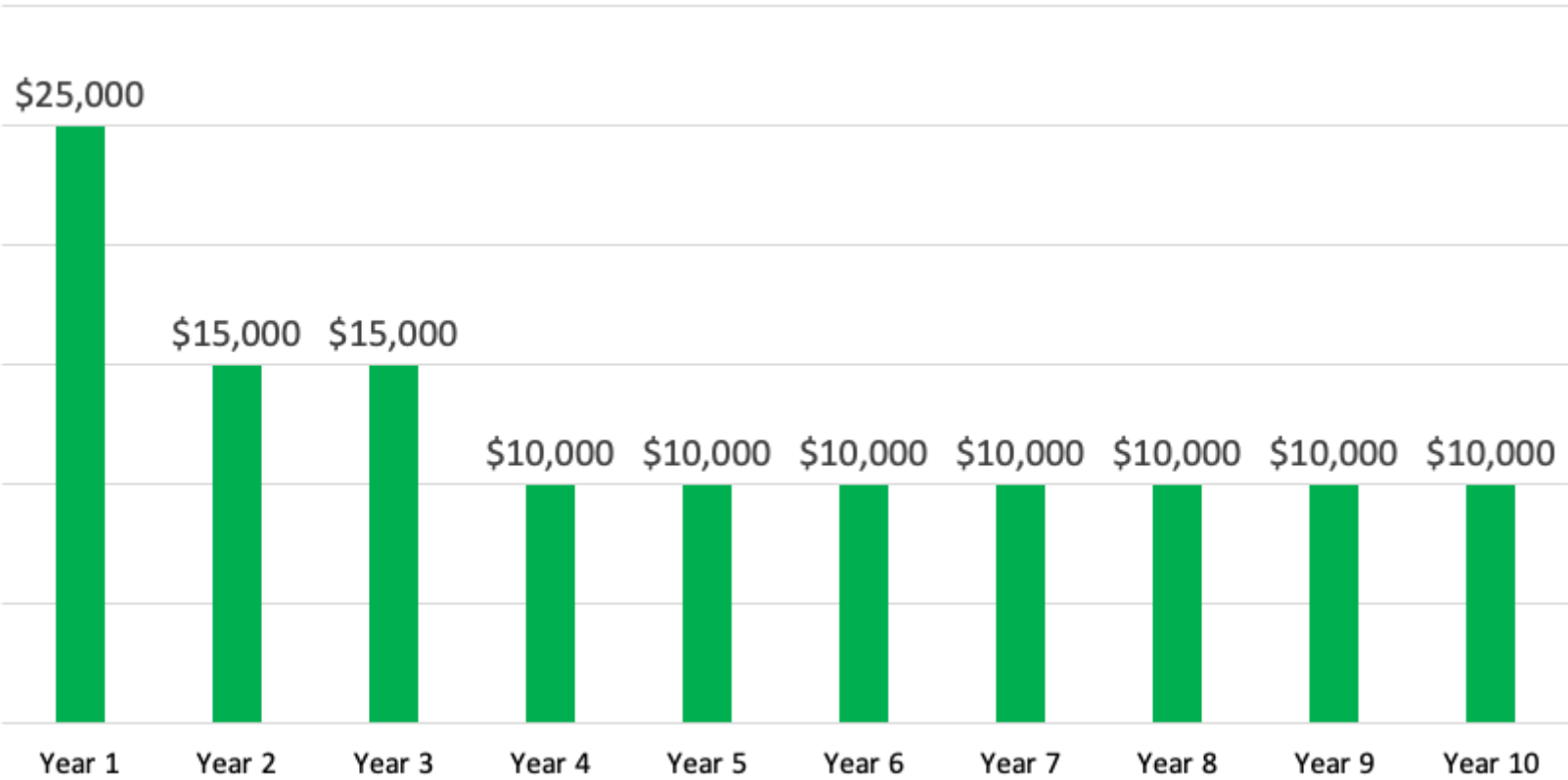


Targeted Programs

Whole School Reform

COMPREHENSIVENESS

We Have An Attractive, Recurring Revenue Model



EDUCATION

And A Strong Annual Retention Rate



Average retention
rate over the past
3 years

EDUCATION

With Attractive Product Extension Opportunities



Student Certifications



At Home Reinforcement Products