



The Excellence Effect – 50 million kids by 2015

The Excellence Effect is a movement to build excellence in youth worldwide through **8 Keys of Excellence Family Programs** and **8 Keys of Excellence School Programs**.
Making a difference for youth everywhere at no charge to families and schools.



Presented by



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The Transformational Leadership Council
An organization of influential leaders



The 8 Keys of Excellence inspire character, confidence and leadership.

The Excellence Effect vision is to bring the 8 Keys of Excellence to 50 million kids by 2015.

NEED: We're experiencing an *Excellence Deficit*. Too few of today's young people strive for personal excellence. This complacency will lead to a shortfall in innovation, work ethic, collaboration, and good citizenship as this generation reaches adulthood.

SOLUTION: 8 Keys of Excellence reverses this trend. Through family and school programs, 8 Keys of Excellence inspires individuals to internalize eight positive guiding principles that become their CORE. We all operate from a core that's created from our environment. When we consciously create a positive core, a core that guides our decisions and actions, it transforms our lives... and causes an effect on others... who cause an effect on even more people.

GOAL: The soon-to-be-launched **Excellence Effect** movement has a mission to transform the lives of 50 million young people by 2015. With this critical mass, a positive shift will take place throughout the world, creating a future with inspired and creative employees, leaders, entrepreneurs, innovators, and citizens.

THE 8 KEYS OF EXCELLENCE:

Integrity
Failure Leads to Success
Speak With Good Purpose
This Is It!

Commitment
Ownership
Flexibility
Balance

Program Overview

8 Keys of Excellence Family Program

The family program is a focused experience based on nearly 30 years of results with young people that will establish character principles in participants and lead to positive habitual behavior, added confidence and increased motivation. It also will strengthen family relationships and deepen a feeling of belonging, safety and connectedness.

Families enroll in this free eight-week program at 8Keys.org. Each week focuses on one of the 8 Keys of Excellence. Participants receive eight weekly emails, each with a link to a web page at 8Keys.org containing a simple and engaging 20-30 minute activity designed to give meaning and insights into that Key.

The website contains a wealth of 8 Keys resources, videos, a MyFamily page where a family can keep notes throughout the program, and a discussion board to interact with other families. Participants can continue to access the website content after completion of the program and will receive regular email communication to reinforce and enhance their learning.

8 Keys of Excellence School Program

The 8 Keys of Excellence school program is a comprehensive yearlong character education program for elementary, middle and high schools. Teachers access the content throughout the school year at 8Keys.org. There, they gain access to 8 Keys training, resources and monthly lesson plans. There are Junior and Senior versions of the curriculum for K-8 and 9-12 classrooms, respectively.

In this program, teachers learn how they can apply the 8 Keys into all subject matter, student activities, study tips, and test preparation. Student activities include group discussions, journaling and writing assignments. Schools are encouraged to hold 8 Keys assemblies, involve local civic leaders, fundraise with local businesses, and attract local media coverage of the school's character development efforts and results.

In addition to the curriculum and resources provided at the website, schools have the opportunity to purchase 8 Keys KeyCards. Students are given a key ring and one KeyCard a month, as they study each Key. Teachers also can download 8 Keys Growth Gauges and Key Assessment charts so students can track their progress in each character area.

The 8 Key of Excellence – Established Reach and Significant Results

Since the 8 Keys of Excellence were introduced nearly 30 years ago, over 5 million young people have been positively impacted by them worldwide through SuperCamp summer enrichment programs and the 50,000+ Quantum Learning-trained teachers.

A study conducted with over 6,000 SuperCamp graduates showed the following results:

- *73% reported an increase in grades*
- *81% gained confidence*
- *68% increased motivation*
- *84% improved their self-esteem*
- *98% continued using the principles at least one year after the program*

Far-reaching Support and Impact

- (1) **U.S. Department of Education-supported GEAR UP programs** Thousands of teachers have received 8 Keys training, impacting tens of thousands of students.
- (2) **Citywide adoption of the 8 Keys of Excellence** As an outgrowth of a decade-long presence in McPherson, Kansas schools, the 8 Keys are used throughout the city. In 2010, McPherson school superintendent, Dr. Randy Watson, jointly created a “Citizenship Ready” character program based on the 8 Keys of Excellence with Quantum Learning Network and Learning Forum International. He and QLN/LFI president, Bobbi DePorter, presented this program to the Kansas State Board of Education. It received the board’s full support and was hailed as one of the most innovative programs to be presented to them. The superintendent is soon presenting the program to our national government.
- (3) **District-wide implementation in hundreds of school districts nationwide** Typical of results across the country, the Alamo Heights Independent School District in San Antonio, sites positive results in student morale, behavior and character development and community-wide participation in the use and support of the 8 Keys.
- (4) **School-wide implementation in thousands of schools** Schools see an immediate impact with the 8 Keys. In Jefferson Middle School in Oceanside California, suspensions and expulsions were down 30% in the first year of implementation.
- (5) **Positively impacting inmates in the New York State Prison System** A significant number of teachers in the system have been trained in the 8 Keys and Quantum Learning methods. The state commissioner commented that Quantum Learning was the best training he had seen in 27 years.
- (6) **Nationwide impact in the Dominican Republic** Thousands of Dominican teachers have been trained in the 8 Keys and tens of thousands of students reached through 8 Keys/Quantum Learning programs. The Vice President of the Dominican Republic has stated that these programs are “changing education.”

With this already-established base and your sponsorship support, the impact of the 8 Keys of Excellence can catapult from 5 million to 50 million kids by 2015!

Excellence Effect Partners

The goal of the Excellence Effect movement is to transform the lives of 50 million kids, and make positive change in education. Partners are invited to help spread awareness.

Benefits

Association with Thought-Leaders, Making a Difference for Kids and Education

The Excellence Effect movement was chosen as the official humanitarian project of the Transformational Leadership Council (TLC), an organization of recognized influential thought leaders. These individuals, who include such respected and well known individuals as Jack Canfield, John Gray and Stephen M.R. Covey, are committed to spreading the reach and impact of the Excellence Effect and its partners in the months and years to come.

Following the launch of the Excellence Effect website in December 2010, a massive email campaign to over two million opt-in followers of TLC members is planned. Throughout this campaign, each partner can be individually recognized and acknowledged. In addition, TLC members will promote the Excellence Effect in speaking engagements to new audiences.

Partners can be featured extensively in focused and expansive online and offline Excellence Effect marketing communication, including media interviews with LFI president Bobbi DePorter, press releases, on the programs' websites, and elsewhere. Also, partner leaders can speak via video to our audiences at our websites and partners have the right to advertise/promote their partnership with the Excellence Effect.

Ways to Partner

Spread Awareness: There are many creative ways to help spread the word and get massive numbers of families and schools to join. An 8 Keys of Excellence logo and message can be put on websites with inspiring video messages. There are unlimited opportunities.

Regional sponsors: We are asking for a five-year \$500,000 commitment. The graduated price structure is based on the Excellence Effect movement hitting designated benchmarks: year one: \$50,000; year two: \$75,000; year three: \$100,000; year four: \$125,000; year five: \$150,000

Primary national sponsor: We are asking for a five-year \$4,000,000 commitment. The graduated price structure is based on the Excellence Effect movement hitting designated benchmarks: year one: \$400,000; year two: \$600,000; year three: \$800,000; year four: \$1,000,000; year five: \$1,200,000.