



Dear ACSI Educator:

Thanks for all you do and for believing in the potential of kids and youth. As a pastor for more than 20 years (www.alanenelson.com) and with my own 3 sons in Christian schools, I'm convinced that you are uniquely positioned to raise the most influential godly leaders we've seen.

I'd like to introduce you to the finest leadership training program available for 10-18 year olds. We have been developing this the last few years, modeled after high end executive caliber training, but age-sized for preteens, using active learning methods for maximum impact. This program is now being adopted by some of the top tier independent schools. ACSI schools such as Scottsdale Christian Academy (AZ), Capistrano Valley Christian Schools (CA), and Valley Christian School (San Jose, CA) are using this program. We are also developing partnerships with entire ACSI regions as well. With KidLead advisory board members like Dr. John Maxwell, Dr. John Trent, Dr. Les Parrott III, and Stephen Arterburn, you know its great.

LeadNow. (for ages 10-13) and **LeadWell.** (for ages 14-18) are copyrighted curricula, requiring a 1-day training intensive, followed by leading/co-leading 1 of the 4 modules. The program is typically used as an after school enrichment, but could be structured as a daytime elective as well. The curriculum covers the sixteen most sought after quality in leaders, half of which are character oriented and the other half skill. This is achieved in 4 modules, each consisting of 8, 90-minute club sessions, typically done weekly, 1 module per semester. Our target is the 10-20% natural influencers, identified by the first of its kind Social Influence Survey that is available free, online (www.kidlead.com).

Since cost is always a factor in considering a program, we've come up with a plan that can begin this for little to no money, plus allowing you to generate revenue for your school by charging a participant fee comparable to most extracurricular sports and private music lessons. KidLead's portion of this includes a shirt, notebook, materials and parent training. Research shows that people considering private schools, list leadership development as one of the top priorities in addition to quality academics. Consider this a prime vehicle for reaching new families as well.

Please look over the materials in this folder. **LeadYoung.** training systems are the finest in the world. This is a smart choice for any school that is serious about developing the potential of its young leaders. **We're offering certification to SoCal ACSI schools at 50% discount through December 31, 2011.**

Yours truly,

Alan E Nelson, EdD

**If you want to change the world, focus on leaders.
If you want to change leaders, focus on them when they're young.**


History is shaped by 3 things:
Disasters, Discoveries & Leaders.
But the most significant is...

L e a d e r s



Imagine a world filled with effective & ethical leaders,
because we developed them while they were moldable.



That is the  vision through its **LeadYoung** Training Systems.





Training Systems

Ultimately our training programs will span from ages 2-22. For now, we've developed the two most strategic developmental stages, ages 10-13 and 14-18. When young leaders go through all 4 of the color modules, they will have received over 50 hours of concentrated training and experienced more than 100 leadership experiences. No other curriculum comes close to being this robust. Yet it is scalable so that organizations can run their own programs without hiring expensive personalities or requiring significant travel costs.

Now you can run your own executive-caliber training program that will positively impact your entire school, by reducing bullying, misbehavior, and allying students' influence to teachers' desire for Christian character and academic excellence. Parents and students love it! The faith-based format includes key scriptures relating to the main concept, a story of a biblical leader that teaches the principle and thoughtful questions that provoke reflection and connect faith with leading.



Plus, most organizations can generate significant revenue as well as using **LeadNow** and **LeadWell** training as marketing tools that create strong public relations and are attractive to families seeking more than just academics in a school. For more information on how this program can work in your school, contact us through the KidLead website: www.kidlead.com.



7 Benefits of a LeadYoung Training Systems in your Christian School

1. You can rest assured you're providing the very finest leadership training, with the added potential of generating revenue for this premium service.
2. You reduce classroom disruptions as natural leaders learn to use their influence constructively.
3. You attract families and/or potential donors in the community who understand and value leadership development in addition to good academics. Our faith-based curriculum connects the Bible with leading
4. You cultivate experienced leaders for your upper grades, who are positive influencers of younger students.
5. You gain reputation in your community as a school that develops exceptional leaders who are more attractive to upper schools and colleges.
6. You give your young leaders a 10-20 year head start on others. These alumni are likely to remain indebted for this training they received.
7. You gain public relations opportunities as young leaders lead community service projects they design out of their training experience.



Preteen Training



Teen Training

How does it work? We've invested a lot of time and energy into designing and prototyping this training program for raising future leaders who are effective and ethical. We accomplish this by empowering organizations to run their own programs. There is a character-based version for schools and civic groups and faith-based version for churches and Christian schools, because our goal is to equip organizations that interact with preteens in society. Compare this content to executive training programs at Wharton, Stanford and the Center for Creative Leadership catering to Fortune 500 companies.

Trainer Certification: The host organization provides 1-2 qualified trainers (paid staff or volunteers) who'll go through a concentrated, 12-hour/1-day session that includes 4 hours of live interaction with preteens, going through 3 sample club sessions. The normal fee of this is \$800 (25% discount for non-profits). This includes a polo shirt, background check, notebook, dvds, and 1 module of curriculum, plus ongoing coaching as needed. Certification is not complete UNTIL the trainer has completed leading 1 module on his/her own or with a co-trainer. Trainers are trained to qualify their own Koaches, whose \$50 fee covers their polo shirt, training notebook and materials. Contact KidLead for more info on these training events.

Curriculum Content and Methodology: The focus is on 16 of the most sought-after leader qualities. These are divided into 4 modules, each consisting of eight 90-minute club sessions. Total training time for each module is 12 hours. This is typically done weekly after school or evenings. It can be formatted for 4 half-day sessions or 2 full-day sessions or even 2 modules for a week long summer camp, although spreading out the sessions is recommended for better retention. It can also be adapted as a core or elective class as part of school curriculum.

Participant Selection: The goal is to select the 10-20% most natural influencers since peer learning is a part of our design effectiveness. Therefore, we require candidates to submit an application and 2 Social Influence Surveys (only 1 by a parent). Trainers are taught how to assess these for Leader selection into the program. Each young Leader is briefly re-assessed at the end of each module in order to be invited back to the next module.

Parent Training: In addition to a parent folder and copy of Dr. Nelson's book, *KidLead, "Growing Great Leaders,"* there is a 1-hour seminar called *Developing Your Child to Lead*, followed by a 2-hour clinic, *Raising A Leader*. We encourage parents to sit through a least one club session so they have a better awareness of the method and format in order to talk about what the Leader has learned. There is also a monthly KidLead e-newsletter with short articles and tips.

Pricing: KidLead recommends that an organization set the fee for each module between \$200-250, the average cost of a semester of sports or 3-4 hours of private music, tennis or batting lessons. KidLead fees are: \$55/per child per module (8-20), \$45/per child per module (over 20), or \$35/per child per module (over 40). These rates are based on module units taught per 6-month period. This includes a 1 time Leader notebook, name badge, parent folder, 180-page book, e-newsletter subscription, and membership. It also includes a t-shirt, materials and certificate per module. The host organization or Trainer retains the balance of funds collected.

That's less than \$5/hour to develop next generation leaders with the finest of training available, anywhere.

Minor start-up supplies may be required, depending on the hosts willingness to provide these (i.e. scissors, paper, etc.).

Feedback

I like the challenges. They're fun and exciting and everyone gets a chance to be a leader. –Nicholas (11)

We as parents have learned more about leadership, but perhaps the biggest benefit is Nicholas seeing himself in entirely new light- an emerging leader. Along with greater self-confidence, he is building important life skills that will pay dividends. –Ed Powers (Nicholas' dad)

*We've watched Karli's poise and confidence grow. It's fun when she comes home from school and explains things she sees at school in the context of what she's learned at **LeadNow**. KidLead has come along and nurtured her in areas where we see her gifts. Now she has someone else help us develop her and give us direction. –Katie Klinger, Karli's mom*

Channeling the energy of a strong-willed child by recognizing and developing leadership within these kids was a new concept that piqued my curiosity. But as a Trainer, the relevance of the program was confirmed as a I watched firsthand, young leaders blossom under the structure of the program. –Randy Henckel, parent and KidLead Certified Trainer

*My kids love **LeadNow**! They especially enjoyed the fun and relevant activities used to help them learn what qualities are needed to be a great leader; what a great investment in the future. The activities reinforced what they were learning and the Leadership Challenges were great. –Margaret Morford, Cameron and Jocelyn's mom*

Austin liked the activities, projects and the interaction with others kids. It provided a step up to do something significant like his project, which involved taking a group of his peers to talk to the principal about confronting a school bully. At 11, I probably would have gotten into a fight. –Jim Pelichowski, Austin's dad

*We have Clay in scouts, chess club, and art classes and you hear about it if he doesn't want to go. In every one of those, we've gotten pushback at one time. Clay never said anything negative about **LeadNow**. One night he was tired. We said, "It's **LeadNow** tonight." He said, "Great!" –Ken Rayment, Clay's dad*

Austin came out of the club meetings excited. He's not a big person to tell me details, but the kids were always excited about the leadership activities. I remember the lesson on integrity that helped me remember why that was important in leading. We remember the movie clips and found them helpful. We often talked about what they did in teams and we got to know other kids as leaders. –Julie Garrett, Austin's mom

*Paris never thought of herself as a leader. Since being in **LeadNow**, she now sees this ability in herself and she talks about why she thinks she'd be a good leader, because she's not judgmental and is active on the yearbook group at school. –Mary Golden, Paris' mentor*

Jack was very engaged and I think the activities were well designed. They fit together very well. There was a very open atmosphere for creative ideas. A lot of leaders miss character in life. As I look at what's lacking in leadership in society, is that great leaders are selflessness. I also really appreciated the parenting seminar and clinic. –Deron Grotelueschen, Jack's dad

*Kyle's enthusiasm around **LeadNow** was amazing. Rarely have I seen him embrace an activity this much, especially when he hardly knew anybody when he started. The Leadership Project Plan, leading to the actual project, was also a great learning experience. –Shelly Scholtz, Kyle's mom*

Founder

Alan E. Nelson is a leadership development specialist and was a pastor for 20 years. He holds a doctorate (EdD) in leadership from the University of San Diego and is the author of 14 books and nearly 200 articles on leadership and personal development. Dr. Nelson is a lecturer of management at the Naval Postgraduate School and lives with his family in Monterey, California. He is the author of [KidLead: Growing Great Leaders and LeadYoung](#)



Executive Brief: KidLead provides the world's finest young leader training curriculum and the only program specifically designed for 10-13 year olds, called **LeadNow**. **LeadNow** is 50 hours of concentrated, active learning training, modeled after some of the finest executive training programs. The curriculum is divided into 4 modules that teach 16 core competencies. Each module is divided into 8, 90-minute club sessions, designed as a co-curricular enrichment program, typically 1 module per semester. Plus there are 3 hours of parent training and a book. **LeadWell**, is a similar program for 14-18 year olds that includes a leadership project plan and text book: "**LeadYoung**." It can be easily divided into 18 45-minute training sessions, to fit into daytime class periods.

How It Works: Unlike high end corporate programs, your students can experience similar training at a very modest price, because we certify one or more of your people to run the program. Then each student pays a fee that covers materials (t-shirt, notebook, content, book, mnemonic devices) and allows you to generate revenue that can pay staff, fund other projects, or scholarship needy students. This is NOT designed for all students, but generally 10-25% in grades 4-8, focusing on those who display a higher aptitude for organizational leadership. Our Social Influence Survey provides a student assessment of these indicators. The percent is less stringent for high school students, who possess more life experience and thus can adapt these more often to leading.

School Benefits: Research shows that parents actively seeking private school education, value leadership development as one of the top three qualities, right after academic excellence. If you want to attract more families, quality students, and retain those you already have, consider offering the world's finest young leader training curriculum in addition to generating revenue for your school. Plus you'll decrease behavior problems and bullying, while increasing overall campus leadership for student government, athletics, clubs and classrooms. Top universities now seek students with leadership experience, not just SAT/ACT/GPA scores.

Next Step: You can learn more on our website. We can also set up a 15-20 minute, live, online presentation with Dr. Alan E. Nelson, who will personally introduce this program. You and/or your staff and others will receive a link at GoToMeeting where Dr. Nelson will take you through a brief slide show to explain the program. This is an informational meeting, not a sales call, so you'll feel no pressure to enroll or buy the program. This program is being used in 12 states and 6 countries, to be doubled by the end of 2012.

Founder: Alan E. Nelson, EdD is a young leadership development specialist and pioneer in the field. Alan has a doctorate in leadership from the University of San Diego, is the author of fifteen books, including "KidLead: Growing Great Leaders" and "**LeadYoung**" and was a pastor for more than 20 years. Dr. Nelson is a lecturer at the Naval Postgraduate School and lives in Monterey, CA. He is the founder of KidLead Inc., a non-profit organization dedicated to being the global leader in young leader development, and in the last year has provided training for over 800 ACSI middle and high school student leaders at ACSI regional retreats for SoCal and NorCal.

LeadYoung Training Systems:

Watch a 4.5 minute video on KidLead at this link:

<http://www.kidlead.com/375396.ihtml>

Watch a 4 minute NBC story on a public school in CO:

<http://www.youtube.com/watch?v=5TIQlfQwUjQ>

Consider offering the world's finest, young leader training curriculum for your school. Don't your students deserve it? Here are some ACSI schools, running the faith-based version of **LeadNow**:



Valley Christian Elementary School (San Jose, CA), www.vcs.net



Scottsdale Christian Academy (Phoenix, AZ), www.scottsdalechristian.org



Gilbert Christian School (Gilbert, AZ), www.gilbertchristianschools.org



Capistrano Valley Christian School (Orange County, CA), www.cvcs.org



The Cornerstone Christian School (CT), www.thecornerstonechristianschool.com

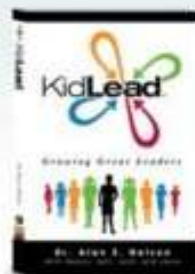
Tabernacle School (Concord, CA), www.tbs.org

Also being used in Thailand, Singapore, Malaysia, Canada, Pakistan, India, United Arab Emirate and soon Korea & Vietnam.

Contact us to set up an executive briefing with the global leader of student leader development, by e-mailing us at info@kidlead.com or calling 831.869.8532.

Don't miss Alan Nelson's landmark book

a must-read for every parent, teacher and coach, interested in developing the leadership potential of their children





SCOTTSDALE CHRISTIAN ACADEMY

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July 12, 2010

Dear ACSI Administrator:

It is a pleasure for me to write this letter commending the KidLead program. The two teachers leading our inaugural group have nothing but the highest praise for the program. Without exception, the twenty students involved loved the club meetings and many of them indicated it was the highlight of their week! Students not only learned how to be a leader among their peers, but they also began to more fully understand the impact they have on others, helping them realize they need to carefully think about what they do, knowing others will follow. Each week, students were able see a leadership characteristic in an activity that "cemented" a particular concept.

The leaders found the training valuable and the curriculum easy to use because of the way students responded to the creative activities with such enthusiasm. We are extremely excited to continue the next module. We always talk about developing leadership in our students... now we have a tangible way to identify and nurture this gift earlier, helping develop specific skills and attitudes, all within a Biblical framework. Thank you, Alan, for sharing your passion for developing leadership in this next generation!

Sincerely,

Sheri Moy

Sheri Moy
Elementary Principal

SM/jl

AFFILIATIONS

Association of
Christian Schools
International

North Central
Association of
Colleges and Schools



Dear ACSI Administrators:

Recently, the Elementary and Junior High School of Capistrano Valley Christian Schools was recognized by the U.S. Department of Education as a 2010 National Blue Ribbon School. This honor is the result of the work of highly dedicated teachers, hard working students, supportive parents, and programs such as KidLead.

We are grateful for the expertise, training, and partnership CVCS has with the KidLead Program. I recommend KidLead to schools interested in cultivating the leadership abilities of their students

Rick White, M.Ed.
Principal