

# Stop Selling the Wrong \$#i+

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IT TAKES  
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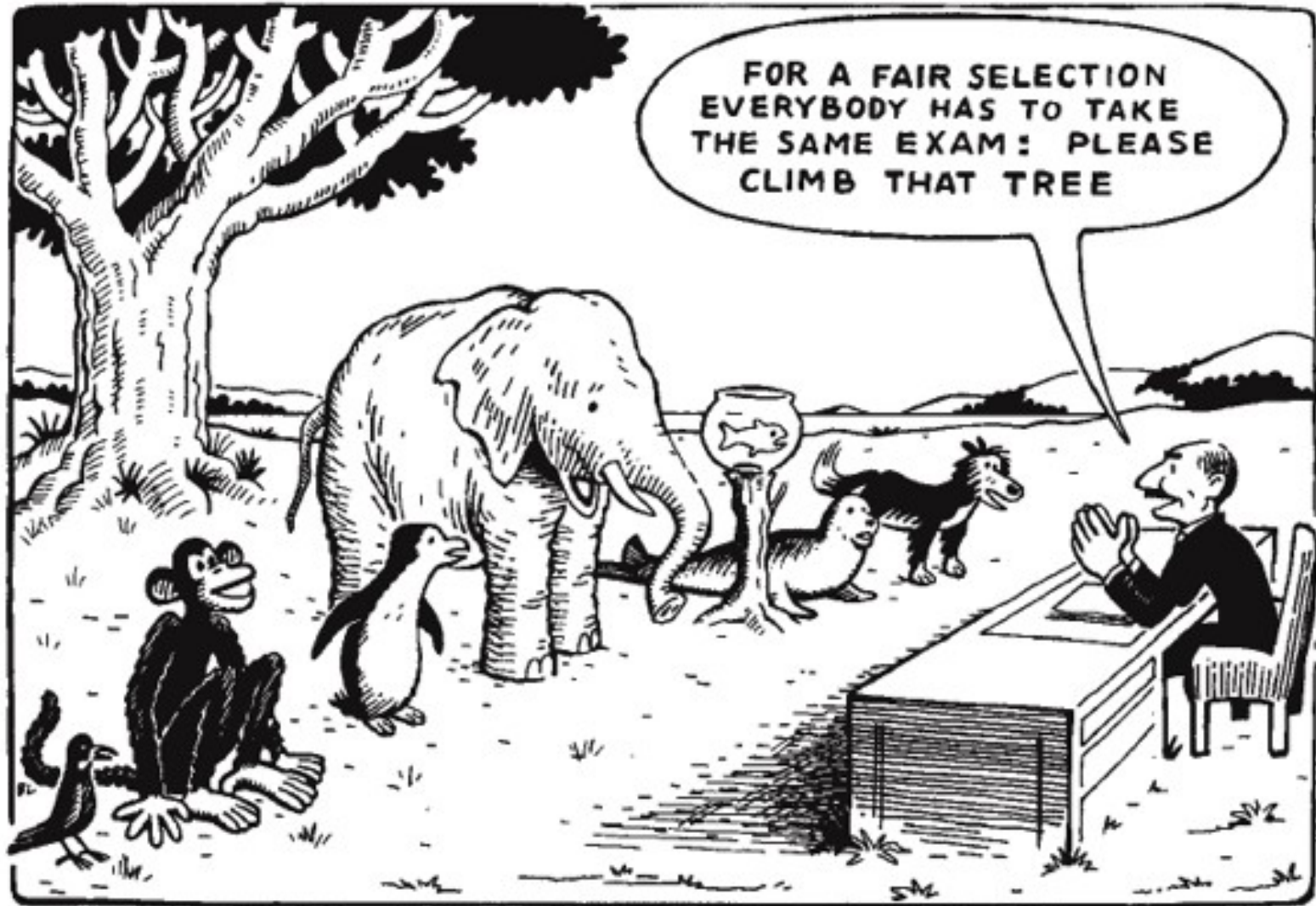


# OBAMA



**YES**  
**WE CAN**







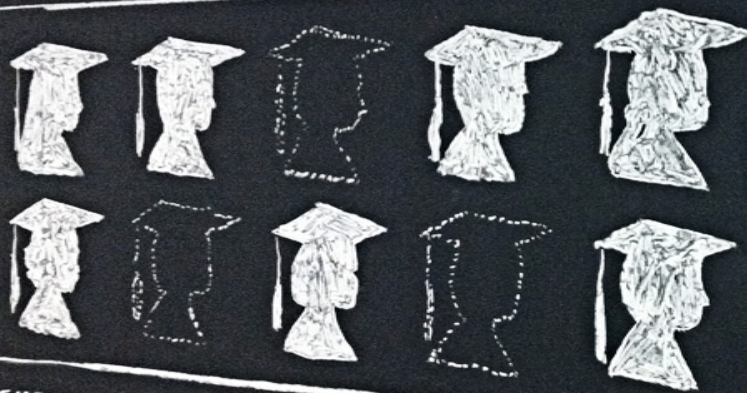




# DROU

UNITED STATES HIGH SCHOOL GRADUATION STATISTICS

## WHO IS DROPPING OUT?



# 30%

OF HIGH SCHOOL STUDENTS IN THE U.S.

# DROP OUT

EVERY YEAR, 1.3 MILLION STUDENTS DROP OUT OF SCHOOL.

**7,000** EVERY DAY OF SCHOOL

OR

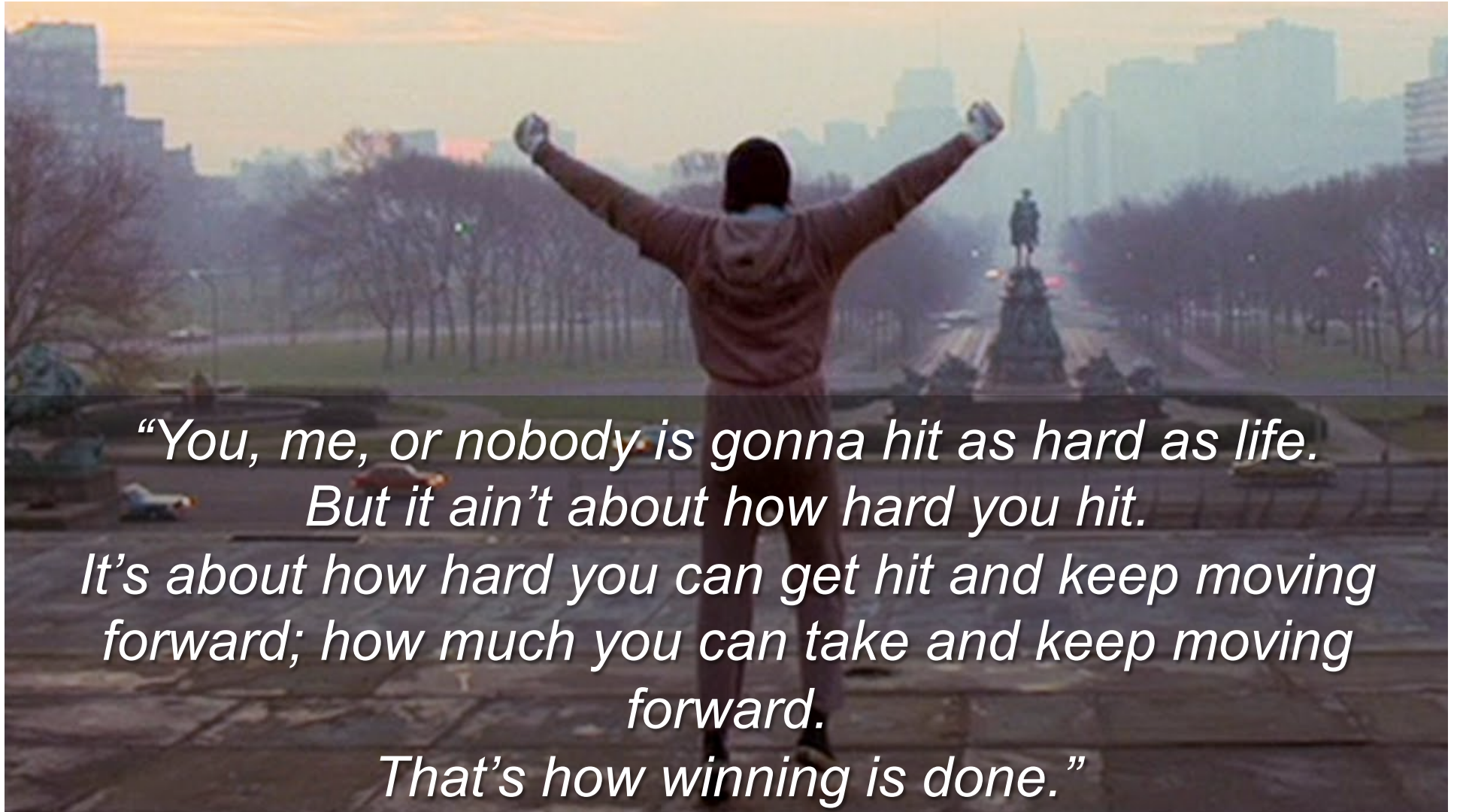
**1** EVERY 26 SECONDS



DID YOU KNOW

DROPPING





*“You, me, or nobody is gonna hit as hard as life.  
But it ain’t about how hard you hit.*

*It’s about how hard you can get hit and keep moving  
forward; how much you can take and keep moving  
forward.*

*That’s how winning is done.”*







# Appleby College

An aerial photograph of the Appleby College campus, showing a large brick building complex, several green sports fields, and surrounding trees. A large green text overlay with a white outline reads '\$53,000/yr' across the center of the image.

*When the prestigious private school expelled a 12th grader named Gautam Setia for taking bong hits in his dorm on the night before finals, his parents launched a lawsuit. They believe he was cheated out of his diploma—and his future*

BY KATHERINE LAIDLAW

\$53,000/yr





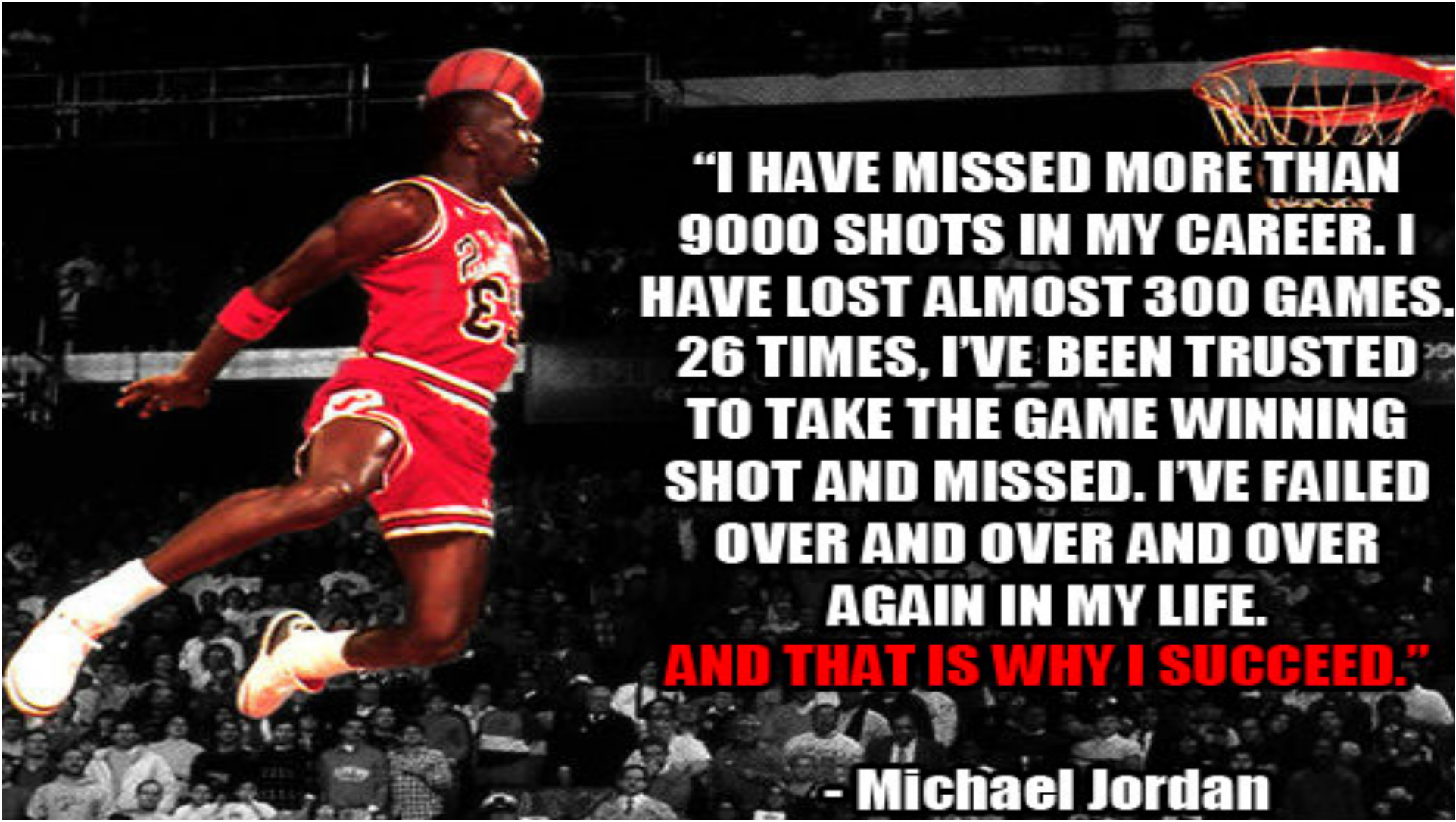
- Create perseverance rich educational environments
- Become a conduit of personal growth
- Create the ultimate learning spaces by:
  - Be the Model
  - Be Naked
  - Be the Cheerleader *and*
  - Encourage & Correct

# Be the Model








A photograph of Michael Jordan in his iconic red Chicago Bulls uniform, captured mid-air during a game. He is wearing his signature red cap and white sneakers with red accents. The background shows a blurred crowd of spectators and a basketball hoop with a red net. The lighting is dramatic, highlighting Jordan against the dark arena.

**"I HAVE MISSED MORE THAN  
9000 SHOTS IN MY CAREER. I  
HAVE LOST ALMOST 300 GAMES.  
26 TIMES, I'VE BEEN TRUSTED  
TO TAKE THE GAME WINNING  
SHOT AND MISSED. I'VE FAILED  
OVER AND OVER AND OVER  
AGAIN IN MY LIFE.  
AND THAT IS WHY I SUCCEED."**

**- Michael Jordan**



A photograph of an astronaut in a white space suit with Red Bull and Zenith logos, sitting in a launch pad. The astronaut is looking out over a vast, blue landscape from a high altitude. The background shows a clear blue sky and a horizon line. The astronaut's helmet has a Red Bull logo on it. The suit has "ZENITH" and "Red Bull" logos. The launch pad has a large black and white striped section. The overall scene is a high-altitude, high-altitude view of the Earth from space.

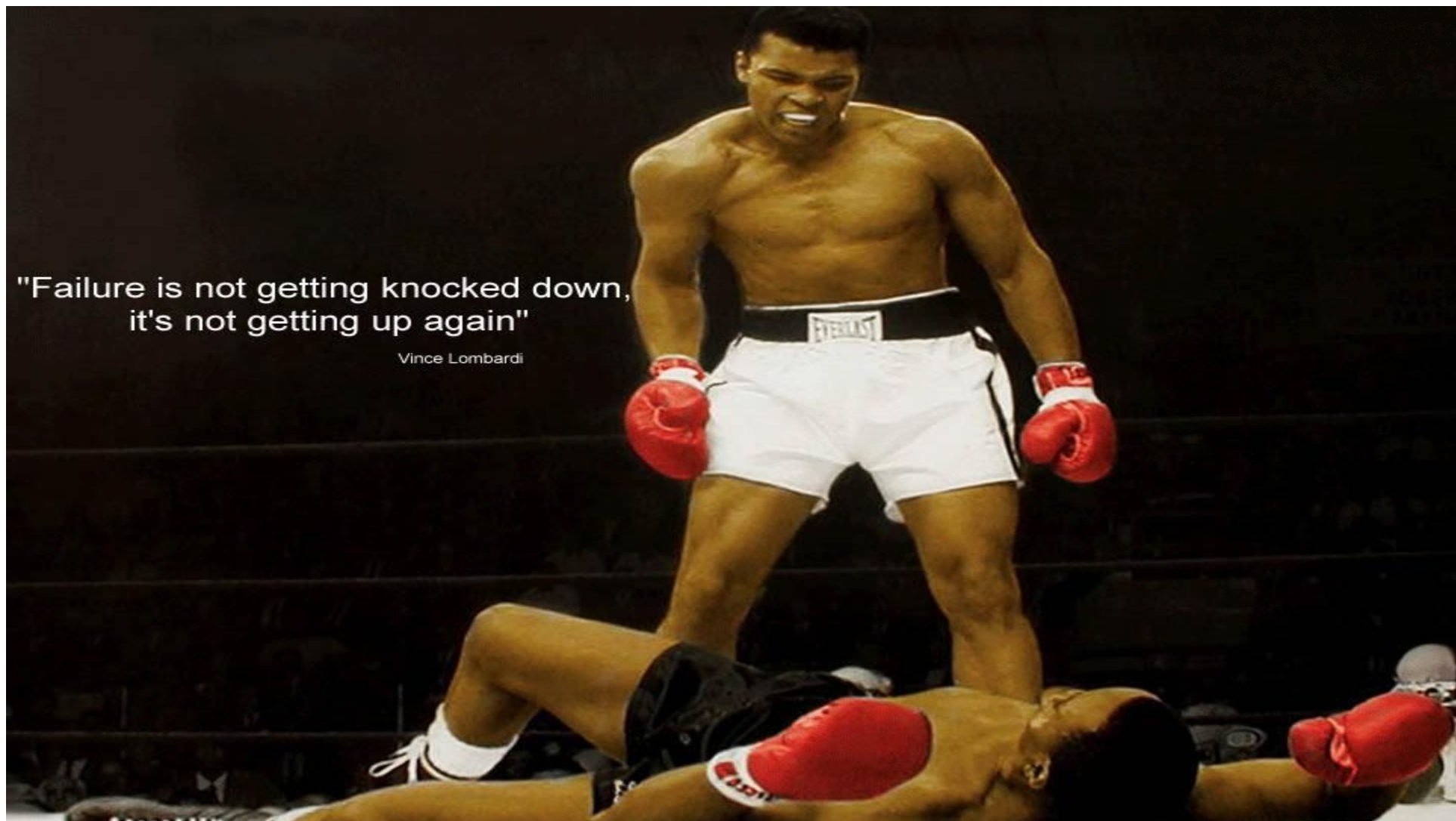
“Success is not  
final, failure is  
not fatal: it is  
the **courage** to  
continue that  
counts.”

~Winston Churchill

EmilysQ

"Failure is not getting knocked down,  
it's not getting up again"

Vince Lombardi





A coastal scene featuring a sandy beach, green dunes, and a black and white striped lighthouse in the distance under a blue sky with scattered clouds. The ocean is visible in the foreground.

IF YOU'RE NOT FAILING EVERY  
NOW AND AGAIN, IT'S A SIGN  
YOU'RE NOT DOING ANYTHING  
VERY INNOVATIVE.

- Woody Allen



# Encouragement & Correction





# Become a cheerleader



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# Stop Selling the Wrong \$#!+

Kamau Stanford & Daniel Bell  
2014 BOOST Conference  
Thursday, May 1, 2014  
10:00am-12:00pm  
Room Capacity: Sierra, 80  
Round Tables

## SYNOPSIS:

As expectations of our students are sky high, the debate ranges endlessly around what program, teaching strategy, or afterschool engagement activity will truly drive student achievement. "Stop Selling the Wrong \$#!+" is an interactive workshop that will teach how to instill perseverance in oneself, teachers and young people alike. Participants will leave not only refreshed and renewed, but with a step-by-step professional development tool to do with staff and students alike at their sites.

## NEEDS:

- Develop group breaking rubric based on actual attendee numbers
- Projector
- Laptop
- Name labels
- Pens and color markers
- Wall Paper and markers

## INTRO SLIDE #1.0

**9:50-10:05am**

Participant Entry

As participants come in we're giving them all coded labels.

50% and 10% groups

E.g. "A" & "B"



As they sit down:

*"Write your name on your label."*

**10:10am –HARD START**

**10:10-20am - INTRODUCTIONS & GOALS**

## SLIDE #3GOALS (2-9) – STANFORD LEAD

- #2.0-5.0 Life is tough, hard, for tons of reasons (crime, poverty, society, war, bigotry, technology)
- #6.0 We are not all the same and we know it. Life, experiences and the challenges of life shapes us.
- #7.0 Education, however always revolves around the ability for someone to show competency and understanding of certain skill, regardless of who we are. As educators, we therefore, teach that skill.
- #8.0 So kids either learn the skill or they don't. They succeed or quit.
- #9.0 Stop Selling...is about instilling perseverance needed on the path to master that skill (and

life).

- Stop Selling...is about addressing that commonality that we ALL need to not just survive, but thrive.
- Teach how to create perseverance rich educational environments. WHY?
- #10.0 Created space is such a critical factor. People will meet **anywhere** if they believe in a cause and feel comfortable in the space.
  - It's about creating a community that is rich with understanding and freedom to explore and create, free to try and fail, but like home, supportive, warm and encouraging.
  - If we think back to some of our favorite teachers, classrooms and learning environments, most of these characteristics were present. Simply people perform better when they are comfortable and at ease.
- It's not money, but where and with whom a safe space was created to truly foster learning.
- #11.0 And it could be a \$53,000 a year place or an uncle, sister's cousin's sister's house.
  - Because it's not a building, it's an environment.
- #12.0 People and space are critical to the success of any program.
- CLICK -Use yourself...differently?
- CLICK - Your job- to give these four tools to create the ultimate learning space.
  - Be Model
  - Be Naked
  - Encourage/Connect
  - Be the Cheerleader
- Be on fire to drive perseverance

Before we start, I want to make sure you don't cloud the extreme necessity of what we're going to do in its simplicity. As academics I know we can sometimes dwell in such a critical...always assessing mode, which is invaluable in our field. But many times the most simplistic things are the most necessary and widely overlooked.

**10:30-11:00am**

**SLIDE #13: Be The Model – BELL LEAD**

Be the Model:

- Hard work, pays off
- Go towards what's difficult
- Challenge is the new cool
- Muscles are formed by doing what's hard
- Be strong
- Don't take yourselves so seriously
- DO MORE

*STANFORD READ: Bell and I have been attending BOOST for three years now and one of the things we always wanted to happen more from ALL workshops was for us, participants to interact more. Because the reality is, we are all kinda experts and in our fields. Right? We do it day in and day out. We get it... In fact we always thought the true power and strength of conferences really lie within the attendees. We could probably learn from each other in ways, no keynote speaker could ever reach us. Except Sir Ken a couple years ago. He's brilliant! For me, he's one of my educational role models.  
Break up into A & B groups*



### **Be the Model – 50/50 GROUP**

- I Do- DB/KS describes how a model in their life impacted their lives/made them more likely to persevere
- We Do- As A Group, design ideal role model
- You Do- Get in the first of their groupings (Numeric) each share and identify personal role model; begin to collaborate around ways that they can exist as role models in their programs, embodying the identified attributes and characteristics.
- Identify individual(s) who will share personal role model and why and ways in which they could be more of their ideal role model.

Bring back to large group (15mins)

- Share out 3 stories

### **SLIDE#14.0 – BE NAKED – STANFORD LEAD**

**11-11:30am**

- Be Naked(5mins)
  - KS- Deliver the idea of Naked (LGroup- 5min)
  - Kids now a day are a million times smarter, think a billion times faster than we could ever dreamed of. We need to be understand them better, so we can be more effective.
  - Build a trusting environment
  - Stop lying: you don't know everything and you know it
  - Deal with and talk about your fears, insecurities, doubt and failures, as much as you celebrate your successes
  - Be honest & truthful
    - Important to create spaces of honesty, comfort, safety
      - Create an open/safe place for your community to grow
  - Small Group – 25% (10 mins)
    - Share a failure story
    - How did it change you/drive you?
    - Find people to nominate (ask first)
  - Back to full group (15min)
    - Share 3 stories
    - Ask the group to generate answers
      - How do you create a naked workspace?
        - Non-traditional
        - Art
        - Music
        - Create a home
        - More???
    - Closing- End w/ Failure (KS to share personal story)- (5 mins)

In 2000 I dropped out of law school after my second year. Many have told me and still might think, that that is failure. But let me suggest that we redefine our definition of success and failure. You needn't go further than ANYONE who has achieved what we might call "success" and ask them, "how many times did they fail?" Many would be shocked to learn that in fact failure is a part of success. And that true "failure" is only when you quit!

- #15.0 MJ slide- failure stat
- #16.0 Red Bull
- #17.0 Ali
- #18.0 Woody Allen

## **SLIDE#19.0: ENCOURAGE AND CORRECT & BE THE CHEERLEADER (30 MINUTES) – BELL START**

### **Encourage and Correct**

- DB- Deliver the idea of E&C (LGroup- 5min)
- KS describes how being pressed to "Do The Hard Thing" improved our actions in life – marriage: so much failure in marriage, hard work, but reaching a desired goal and outcome
  - Don't allow young people to do the easy thing
  - Encourage people to do the hard thing
  - Catch people when they fall
  - The more we do, the more we can do- challenge to do more!
  - Push young people to go towards difficult places
  - NO MORE EXCEPTING CAN'T, build them up so they can believe in themselves to do the skill that in the moment seems insurmountable.

### **SLIDE #20.0 Cheerleaders – STANFORD LEAD**

- 12th man concept
  - Need to remain in their corner faithfully
    - Eagles tix sales analogy
  - Important to model how to believe in someone as example when one may be searching for ways to believe in themselves
    - Popcorn
- Design methods to encourage/correct/cheerlead in your sites?
- We Do- Popcorn: examples of Challenges and Difficulties that are appropriate to press students towards

### **SLIDE #21.0 Closing – STANFORD LEAD**

#### Closing

- Best information/expertise on this lies from within you, within your staff, within your kids
- DRAW IT OUT OF THEM
- They will persevere when they realize that they aren't alone, that they have a team to run thru this with that have all fought thru it before
- Plant the seeds of perseverance, so that they can germinate with the expectations of success- THIS IS ORGANIC

#### Exit Ticket & Measure

- Evaluate with the Team to discover if they know how to roll this out to their team, and how to build intelligence around their relationships with students
- Form fill out- all 10s
- Write a feedback on the wall