

### *Special Offer for ASB Directors*

You're the first group of ASB directors we are contacting about an exciting new offer that includes *two new Student Self Leadership* programs- one virtual and one to be delivered in the physical classroom. We know that COVID-19 may have you going back and forth teaching virtually or in the physical classroom – this offer covers you no matter how you are teaching!

### *Updated and Improved*

The good news is that this successful program called *Student Self Leadership*, has been recently updated and does not require the students to use books in class. Everything is virtually available to ASB Directors 24/7 on a facilitator portal. The *Student Self Leadership* program is even better than before because social, emotional learning lesson plans have been added. All students receive a certificate of completion after completing this course. Students can use their certificates to help them qualify for colleges, jobs and grants.

### *Q & A*

Interested? We've answered the questions that we think you most want to know below.

**1. Leadership is looking very different for ASB students. Dances, assemblies and lunch time activities are not on the agenda right now. What's the best education I can provide for my student leaders on campus?**

This is the perfect time to teach the Student Self Leadership to your middle or high school students. The programs are offered by Blanchard Institute, a nonprofit organization founded by Ken and Margie Blanchard. The Blanchards also own The Ken Blanchard Companies. Student Self Leadership has been adapted from the leadership training that has been taught for 40 years in the corporate world by The Ken Blanchard Companies. The content and skills are relevant and have proven to help leaders in the business world become successful. Now, students have the opportunity to learn important skills much earlier! Imagine how beneficial it could be for your students to learn self leadership skills prior to starting college or first jobs. Imagine how much more teachers will enjoy teaching self-starting self leaders!

**2. Does this Student Self Leadership program have both a virtual and physical classroom option? COVID-19 changes weekly and we may be in and out of school all year.**

Yes, we've got you covered either way. The programs are flexible with time and choice. Blanchard Institute offers two different programs: The Virtual and The Complete Course. The Complete Course is used in the physical classroom and includes hours of social emotional learning.

**3. I'm in survivor mode. How easy will this be for me to facilitate?**

No need for you to create anything. Lesson plans, videos, PPTs and assignments for the Virtual and The Complete Course are all accessible to you 24/7 online, via a facilitator portal. You have flexibility and can choose the lesson you want to teach. Videos are used to teach the core content of the leadership model. You can watch the videos to learn all you need to know.

**4. How much time is required for me to facilitate the Virtual and Complete leadership courses?**

Both programs are flexible:

Virtual Program- To be delivered virtually by the teacher over Zoom or another virtual platform  
Minimum length is five hours. However, the program can be expanded to over 10-15 hours by adding time for discussions, practice and student presentations.

Complete Course -To be delivered in the physical classroom by the teacher

Minimum length is 28 hours. However, the course can be expanded to over 48 hours by adding activities, discussions, student presentations and assignments. Teachers have complete flexibility.

**5. Is training required for me?**

No, training is not required for teachers. We ask that teachers read an article, view all videos and review all slides and facilitator notes prior to delivering the training. One hour of consultation is included with purchase.

**6. What will students learn?**

The attached informational flyers give an overview of both the Virtual Program and the Complete Course. Share these with your administrators and parents.

**7. Does the Virtual Program include movement activities so that students are learning out of their seats?**

Yes, students are out of their seats as they learn to juggle and to make paper airplanes.

**8. How might either of these courses help my students get accepted to college or land a job?**

Upon completion, students will receive a Student Self Leadership certificate from Blanchard Institute that they can use when they apply for college, work, grants or scholarships. Ken Blanchard's work is recognized in higher education and business organizations around the world.

**9. Is this a new leadership course that my students haven't seen yet? There are several leadership books and programs that I've used over the years.**

Yes, it's extremely likely that these programs will be new for your students. This is the first year that the Virtual Program has been offered. Although the Student Self Leadership program has been available for 20 years, the content has been updated just months ago with videos, social emotional learning, PPTs and assignments.

**10. Why should I choose Student Self Leadership over other leadership courses?**

Blanchard Institute offers student leadership programs that have been adapted from The Ken Blanchard Companies Self Leadership course. The corporate course has been used with leaders and employees around the world for the past 40 years. We have taken the best leader content from the corporate program that has been trained around the world for decades and have adapted it to fit the needs of students.

**11. Who is Ken Blanchard and why is he widely known in the leadership arena?**

Ken Blanchard co-authored the *One Minute Manager*, which sold more than 13 million copies. In the past three decades, he co-authored more than 60 books with combined sales total more than 21 million copies world-wide.

**12. How will this program help my students take responsibility to get what they need to accomplish their work and proactively ask questions right away instead of waiting for someone to solve an issue for them?**

Students are taught that it's in their best interest to learn to lead themselves at school, work and in life. Students learn to recognize the things in life that hold them back and to challenge those things. They are taught to diagnose their own competence and commitment on every task or goal and then ask for the right amount of direction or support to achieve their goals. Students work through Tool Kit that includes a self-assessment, check lists, SMART goal criteria, and conversation starters that they can use with their teachers, employers, parents or others to achieve their task or goal.

**13. What is the price for the Virtual Program and the Complete Course?**

This is the really good part! Blanchard Institute is offering the Virtual Program and Complete Course together at a *huge discount for ASB directors*. Both courses are a one-year subscription for one teacher who will be given access to the online facilitator portal. Teachers can access the facilitator portal for both courses 24 hours a day. Teachers can teach as many students as they would like in one year.

**Normally the cost to subscribe to both of the Student Self Leadership courses for one year is \$1,500. The incredible offer for ASB directors is \$495 for a one-year subscription to both courses!**

**You'll get over 60 hours of instruction for \$495!**

**This is the first time Blanchard Institute is offering BOTH programs to ASB directors for a TOTAL cost of \$495 per teacher, per year.**

This offer applies through October 30, 2020.

You can learn more about Blanchard Institute and the student leadership programs we offer by visiting the [Blanchard Institute website](#).

You will quickly see the value of two great programs that you do not have to create on your own. All you have to do is facilitate two of the greatest Student Self Leadership programs in the world!