


Marketing Template – Selling Modules and PD to education organizations

Heading	Description
Need:	<p>Educational schools and training companies lack the modules documents and processes that are offered. Project Academy syllabus can be divided into modules to be used by the client in their particular environment.</p> <p><i>As an example, the potential customer may train students in coding but does not have a module for teamwork.</i> In addition, we provide professional development to the customer to train their staff about our modules and their use and/or add additional foundational and life skills. Our approach is to work with the client and custom our processes to their needs.</p>
Potential Markets:	<ul style="list-style-type: none"> • Community Colleges • Tech HS • Corporate training programs • Non-profit drug recovery programs • Veteran organizations • Youth released from prison program

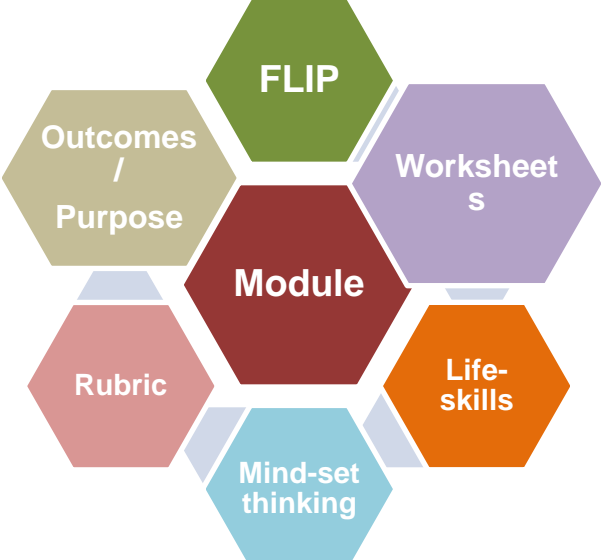





<p>Our value system</p>	<p>Recognize that we are all different but as human beings there is some good in each of us.</p> <p>Wisdom: good decisions and taking the path that provides value to all (society)</p> <p>Community: People and relationships count</p> <p>Social justice: leaving the world a better place than you found it</p> <p>Purpose: Sense of direction that you achieve, the goals you set</p>
<p>Uniqueness in approach</p>	<ul style="list-style-type: none"> • On-line delivery • Peer learning • Learning broken up with fun activities • Question based • Team solving learning outcome • Some training connected to other science disciplines • Students own their learning process • Tie training to company operation & careers
<p>Products</p>	<div data-bbox="665 1249 1421 1722" style="border: 1px solid gray; padding: 10px;"> <p>Modules of our process</p> <ul style="list-style-type: none"> ◦ About self. ◦ Teamwork. ◦ Analyzing direction. ◦ Questioning. ◦ Creativity & Innovation ◦ Tools ◦ Problem-solving. ◦ Reflection/learning from mistakes. ◦ Reporting/ Metacognition ◦ Connection Themes  </div> <p>Plus we provide FLIP learning tools for each module so students can prepare for their class.</p>





	<p>Our modules incorporate life skills that are part of the module.</p>
<p>Elements of each module</p> <p><i>Module outline</i></p> <ul style="list-style-type: none"> • Introduction • Purpose • Outcome • Initial questions • Team guidelines • Learning description • Fun activities • Report guidelines 	<p><i>A complete learning package</i></p> 
<p>Basic process</p>	<ol style="list-style-type: none"> 1. Interaction process to connect with existinnng learning 2. Provide individual personal support such as- family, society, court system and follow-up 3. Mentoring support tools 4. Reflection and measurements tools 5. Personal and social support skills.
<p>We are developing learning modules that focus on skills needed to enter the work-force.</p> 	<p>The design is built around project based learning concept where the student helps to create their learning module. These modules are meant to compliment existing training processes.</p> <ul style="list-style-type: none"> • Problem Solving • Skills for College & Career Readiness • Team building in schools and community • Did you ask a good question? • Finding Helping the characters in your story solving their problem





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- How to be better at your part time job
- Listening & Learning & fixing the bugs in your life
- Soft Skills/ Life-Skill to advance your career
- Financial literacy

Example of a module
 Develop a set of questions the student answer to develop their learning
Skills -Tools

- info-mapping
- Flow-map
- Quality

Mind-set

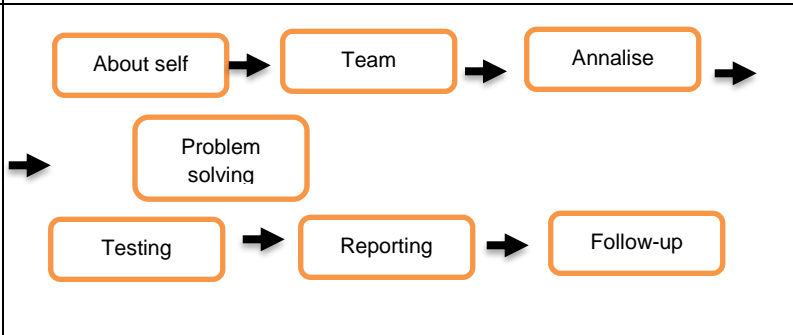
- Ownership
- Brain-plasticity

Rubric

The screenshot shows a 'Teamwork' module page. On the left is a green sidebar with a 'Teamwork' header and a list of topics: 'Create Charter.. Purpose', 'Culture.. Norms, Values, Roles', 'Dealing with conflict', 'Similarities to business/ society', 'Teamwork/ Leadership', and 'Communications'. On the right is a flowchart titled 'Introduction to creating a team' with steps: 'Introduction to creating a team', 'Do Organisations have a Culture?', 'Essential Questions I must answer', 'Creating a team charter', and 'Teamwork'. The flowchart includes various text boxes and arrows indicating the process flow.

Trust, Respect, Independence, Collaboration, and Kindness, Listening, Empathy.
Plus: FLIP learning module, Worksheets

Total flow process (modules)



Benefits:

Self-directed learners ... Students see the benefits and joy of becoming life-long learners.,

- Team Testing learning modules





Corporate learning	<ul style="list-style-type: none">• Quality systems• Process / Corporate systems• Customer focus• Measurements / Attitude• Feedback/ Reporting
Summary	<p>Provides a self-contained learning module that encourages a questioning and critical thinking outcome. Each module package contains the following mindset learning:</p> <ul style="list-style-type: none">• Growth• Ownership• Coaching
Our Purpose	<ul style="list-style-type: none">• To make it easier for young adults to enter and be successful in their chosen job market.• For existing workers to improve their skills

