



Beginning Leadership Skills for Youth

The first in Jim's three-part leadership series

Jim Wilkens

Jim's programs, writing, and life work are designed to bring out the best in children. His focus on "meta-skills"—universal life skills that benefit all youth regardless of their future career paths—includes leadership, memory skills, creativity, and self-presentation through writing and speaking. Jim owns and directs Deer Crossing Camp, a wilderness summer camp in northern California's High Sierra. Jim's award-winning column on parenting tweens appeared in Bay Area Parent Newsmagazine and 35 other parenting publications across the U.S. and internationally for over 15 years. He is the author of seven books, including *No More Nagging*, *Nit-picking, & Nudging (A guide to motivating, inspiring, and influencing kids)*; *Goal Express! (The five secrets of goal-setting success)*; *Memory Smart (9 memory skills every grade schooler needs)*; and *Remember What You Read (How to memorize a book)*. Jim also loves adventures. He has kayaked through head-hunter territory, SCUBA dived with sea monsters, trekked through jungles looking for ancient ruins, and purchased four camels to search for dinosaur skeletons in Mongolia's Gobi Desert.

"I was thrilled to hear my son, after a very long day, animatedly recounting every detail of Jim's leadership class. He went on for an HOUR about it, and this is a boy who rarely says much of anything about school." – Tracey, parent

You read to young children to instill a love for reading and give them a head start in school. You teach kids to swim so they will enjoy and feel confident around water. Enrolling in the Beginning Leadership program helps students develop one of the most valued traits in our society. Introduce leadership to children when they are building lifelong behaviors. By the end of the program, they will have skills that enable them to build positive attitudes, set and attain goals, and reinforce self-esteem.

Key topics covered in the Beginner program:

- Develop the "attitude" of successful people
- Learn the five steps of charisma
- Practice secrets used by successful "goal-getters"
- Learn how to handle fear with the "Sarnoff squeeze"
- Find out how to overcome the most power-sapping word in the English language
- Build your own self-esteem
- Discover how you benefit others and yourself with power praise

True Leaders First Learn to Lead Themselves

When you can build your own life in positive ways, then you may want to think about helping to guide others. Jim's multi-sensory approach to leadership takes advantage of all that brain science tells us about how people learn. This program includes storytelling, slide shows, custom games, songs, puppets, magic, high-tech devices, and loads of interaction to keep students engaged.

"An awesome series of programs! Students and parents agree that it was an invaluable experience for the kids. Parents have all said they look forward to Monday night dinner to hear what happened in Jim's class." – Joan, teacher

"Each time I speak with a parent whose child took the leadership class, they tell me about how their child has been talking about what they learned. They are quite amazed ... the content was perfect." – Dr. Robert Pruitt, principal