



Education

Key Takeaways

- 1 What we do in Education (K12)**
- 2 The impact it is making**
- 3 The large and attractive market and business opportunity**

Education Utilizes the Same Key Elements as Enterprise

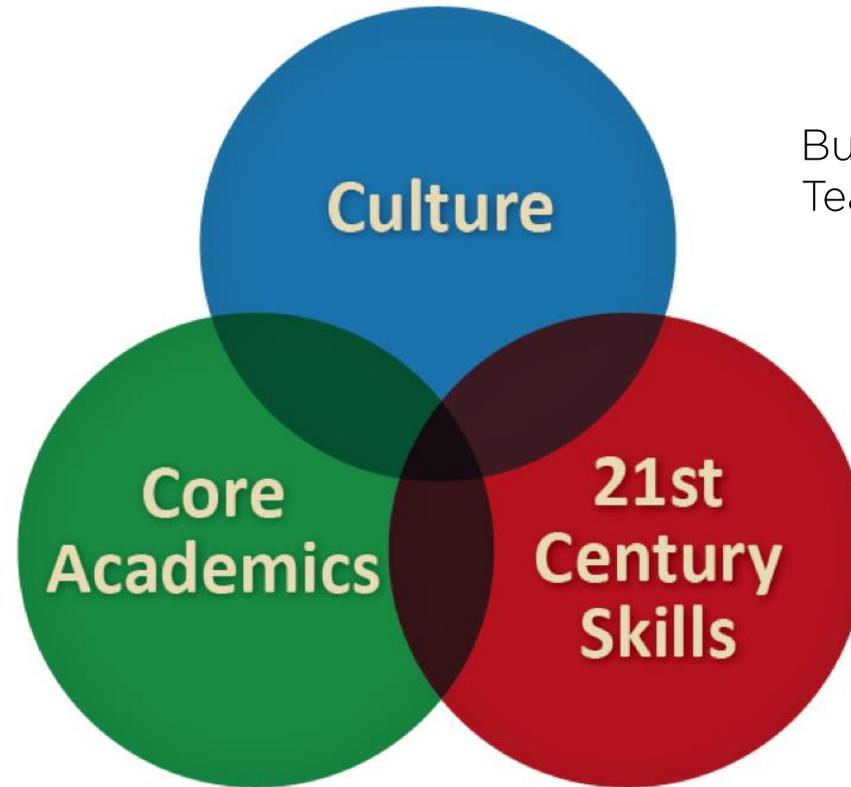
| Area | Similarity |
|---------------------------------|------------|
| Mission | Same |
| Intellectual Property | Same |
| Go-To-Market Approach | Same |
| Portal-Based Subscription Model | Same |
| Global Organization | Same |
| Approach to Change | Same |
| Market | Different |

Portal-Based Subscription Model

The screenshot shows the LeaderinMe website interface. At the top left is the LeaderinMe logo. On the top right, there is a user profile for 'Hi Aaron Ashby' and a language selector set to 'English'. Below the logo is a horizontal navigation menu with the following items: HOME, STUDENT LEARNING, PROFESSION... LEARNING, SUPPORT FAMILIES, LIGHTHOUSE TEAMS, MY SCHOOLS, VIDEOS, LEADER IN ME WEEKLY, and a SHARE button with a search icon. The main content area features a large dark blue banner with the CASSEL logo on the left. The banner text reads: 'NEWS UPDATE', 'LeaderinMe is now endorsed by CASEL as an evidence-based Social Emotional Learning (SEL) process (K-6)!', and a green 'LEARN MORE' button. Below the banner is a row of five video thumbnails: 1. 'THE 7 HABITS of Highly Effective People* SIGNATURE EDITION 4.0' with a '7 X 7 CONTRACT MY INSIDE OUT: THE 7 X 7 CONTRAC' subtitle. 2. 'THE 180 extra' logo with '8 COMMUNITY FAVOR' text. 3. 'WALL OF FAME' featuring a young girl. 4. 'RACHEL'S GOAL' with a person in the background. 5. A subscription prompt: 'Subscribe to LiM Weekly Emails' and 'Are you not receiving Leader in Me Weekly emails and think...'

Leader in Me is a Whole School Model Designed to Address the 3 Key Problems

Only $\frac{1}{3}$ of students are proficient in Reading and Math by 8th grade.



Bullying, Safety, Disengaged Teachers, Students, and Parents

Massive career skills gap. Don't know how to teach or measure it.

EDUCATION

There is an Increasing Global Demand for 21st Century Skills



Employer Skills Literature Review

EDUCATION

The First *Leader in Me* School Originated in Raleigh, North Carolina



Leader in Me Framework



Leader in Me Framework

SEE Core Paradigms

| Paradigm of Leadership | | Paradigm of Potential | | Paradigm of Change | | Paradigm of Motivation | | Paradigm of Education | |
|----------------------------|----------------------------------|--------------------------|-----------------------------|---|-------------------------------|--|---|---------------------------------------|----------------------------------|
| NOT THIS | BUT THIS | NOT THIS | BUT THIS | NOT THIS | BUT THIS | NOT THIS | BUT THIS | NOT THIS | BUT THIS |
| Leadership is for the few. | Everyone can be a leader. | A few people are gifted. | Everyone has genius. | To improve schools, the system needs to change first. | Change starts with me. | Educators control and direct student learning. | Educators empower students to lead their own learning. | Focus solely on academic achievement. | Develop the whole person. |

Leader in Me Framework

DO
Highly
Effective
Practices

Teach Leadership Principles

Professional Learning

- Ongoing Staff Learning
- New-Staff Learning
- Principal Learning and Modeling

Student Learning

- Direct Lessons
- Integrated Approaches
- Modeling

Family Learning

- Family Communication
- *7 Habits* Training for Families
- Student Teaching at Home

Leader in Me Framework

DO
Highly
Effective
Practices

Create a Leadership Culture

Leadership Environment

- Physical Environment (See)
- Common Language (Hear)
- Emotional Environment (Feel)

Shared Leadership

- Student Leadership Roles
- Student Voice
- Active Lighthouse Teams

Leadership Events

- Schoolwide Events
- Classroom Events
- Family & Community Events

Leader in Me Framework

DO
Highly
Effective
Practices

Align Academic Systems

Schoolwide-Goal Achievement

- School Goals
- Team Goals
- Staff Goals

Student-Led Achievement

- Student Goals
- Leadership Notebooks
- Student-Led Conferences

Empowering Instruction

- Trusting Relationships
- Student-Led Learning
- Collaborative Planning and Reflection

Measurable Results

Typical School Measures

Leadership

Student Behavior

- Discipline Referrals
- Suspensions

Culture

Attendance

- Student Attendance
- Student Absenteeism
- Teacher Attendance

Academics

Academic Measures

- Reading Proficiency
- Math Proficiency

Additional Leadership Measures

Staff Social/Emotional Teaching Readiness

Student Leadership

Family Involvement

Supportive School Environment

Staff Satisfaction

Student Engagement

Teaching Proficiency

Student-Led Achievement



Two Days in the Life of a *Leader in Me* Student

TWO DAYS IN THE LIFE

Morning Announcements Leadership Role



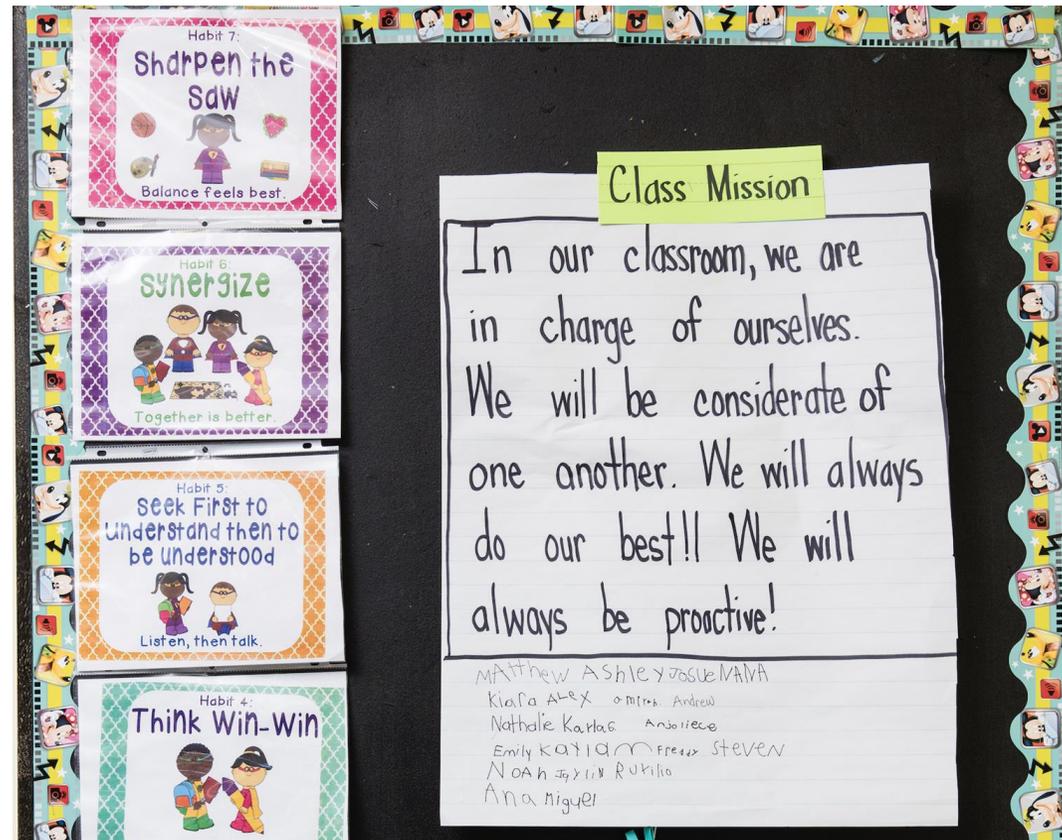
TWO DAYS IN THE LIFE

Leadership Environment



TWO DAYS IN THE LIFE

Classroom Mission Statement



TWO DAYS IN THE LIFE

Leadership Lesson

Habit 3

Put First Things First

Prioritize

Leaders have many things to do. They prioritize and do their **most important things first.**

Reader's Theater:
The Ant and The Grasshopper
An Aesop's Fable

Roles:
Narrator 1, Narrator 2, Narrator 3,
Ant, Grasshopper

Narrator 1: On a summer day, a grasshopper sat and sang a sweet song.

Narrator 2: The grasshopper saw an ant working hard carrying grain.

Grasshopper: Look at that silly ant. All day long he works hard and never enjoys the sunshine.

Narrator 3: The grasshopper laughed at the ant and then continued his song.

Narrator 1: As summer turned to autumn, the grasshopper continued to sing his song and enjoy the sunshine. The ant continued to gather food and store it in his house.

Narrator 2: When winter came, the snow covered the meadow.

Narrator 3: The grasshopper tried to find food, but he found nothing.

Narrator 1: It didn't take long for the grasshopper to knock on the ant's door.

Grasshopper: Please help me! I shall starve without your help.

Ant: Mr. Grasshopper, all summer long I worked hard carrying food to my home while you played. I will not share my food with one so lazy.

Grasshopper: I was busy singing my song. What should I do now?

Narrator 2: The ant thought for a moment and then said...

Ant: I suggest you sing to the winter moon.

Narrator 3: And the moral of this fable is...

Ant: Do the work before you play.

All: The End.

30 Leading Self

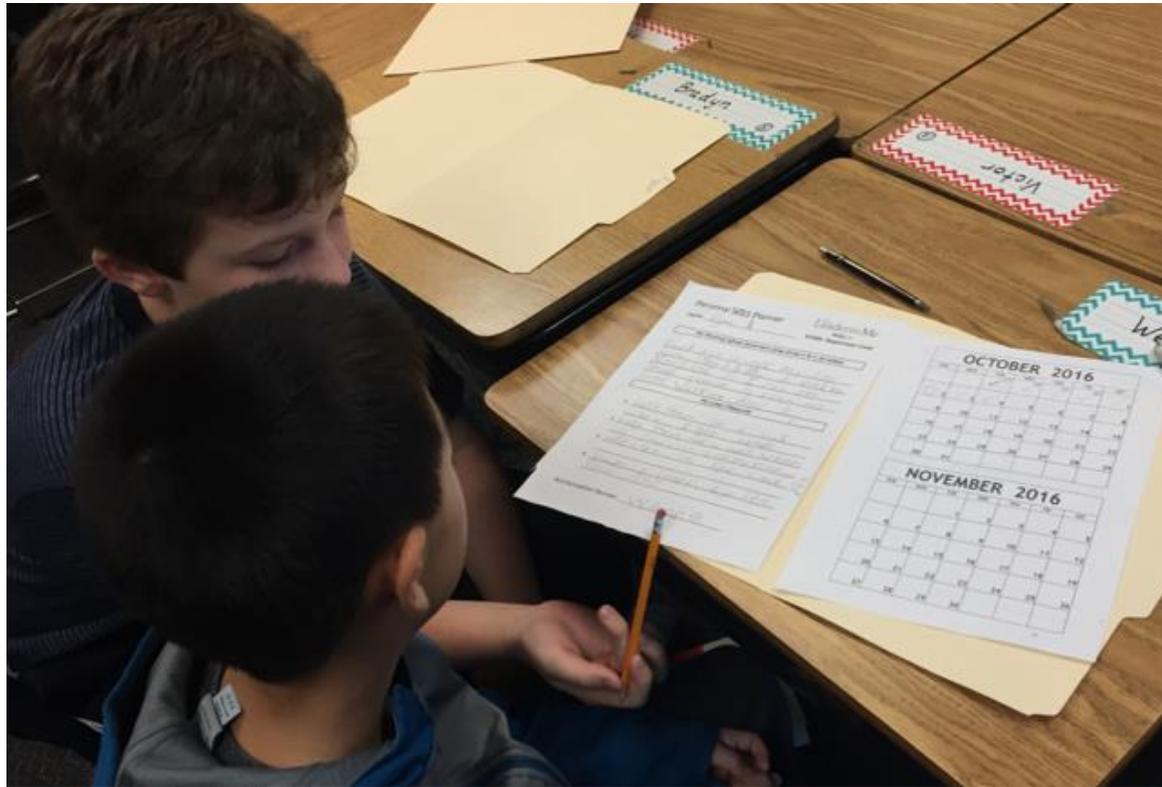
TWO DAYS IN THE LIFE

Track Goals and Scores in Data Notebook



TWO DAYS IN THE LIFE

Accountability Buddy



TWO DAYS IN THE LIFE

Student-Led Conference



TWO DAYS IN THE LIFE

School Etiquette



TWO DAYS IN THE LIFE

Public Speaking



TWO DAYS IN THE LIFE

Student Teaching at Home



Leader in Me Process Map



CASE STUDY

Martin Petitjean Elementary School



MARTIN PETITJEAN ELEMENTARY SCHOOL

We will strive to be lifelong leaders, to find our voices, and to reach our full potential.



1st-3rd grade school in rural south Louisiana

91% of students from low income families

Reading fluency scores in 2009-2010

- 1st Grade: **50%**
- 2nd Grade: **40%**
- 3rd Grade: **26%**

CASE STUDY

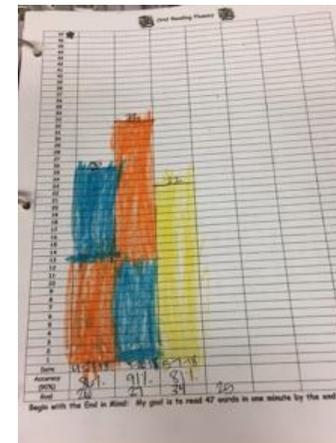
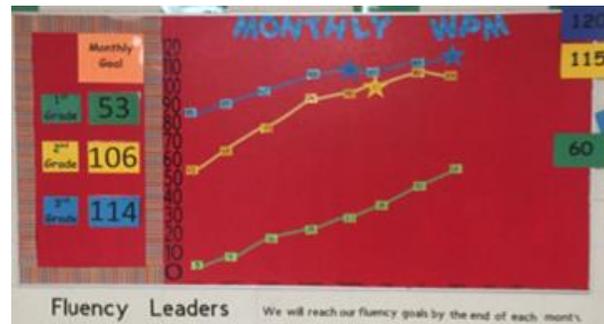
The Solution

Set Schoolwide WIG to increase Reading Fluency

Cascaded the WIG[®] and lead measures to grade levels and classrooms

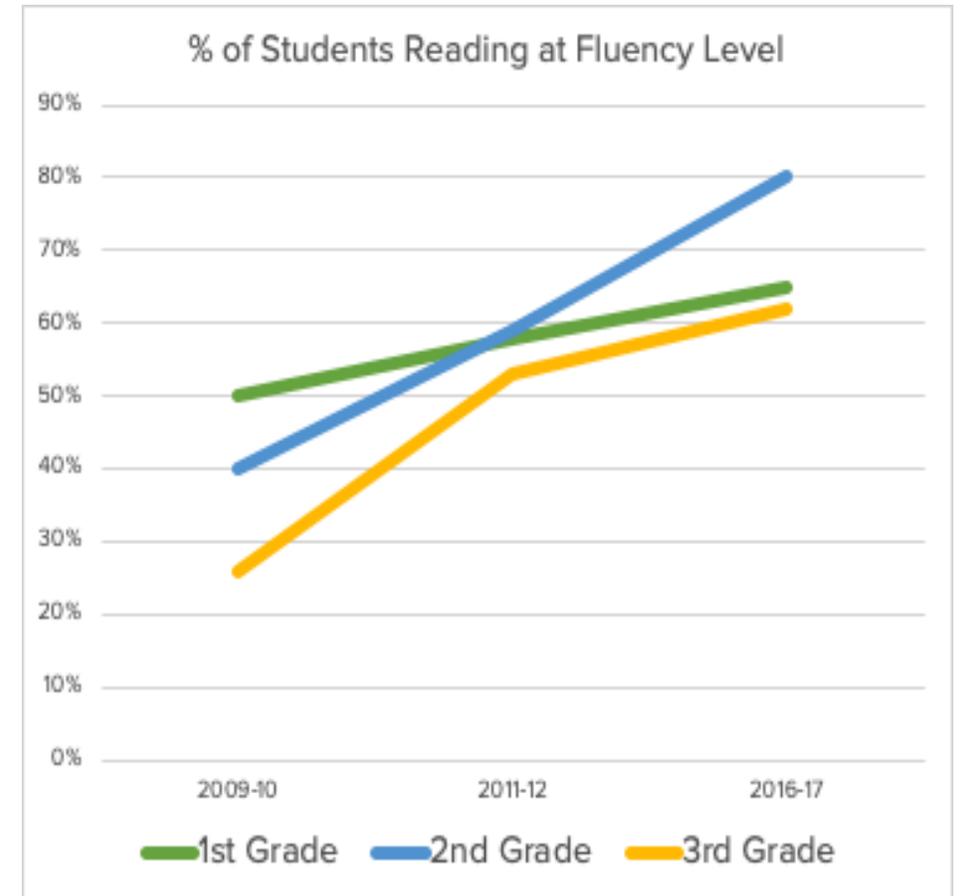
Cascaded the WIG[®] and lead measures to each student

Held Weekly Reviews at each level



The Results

| | 2009-10 | 2011-12 | 2016-17 |
|-----------|---------|---------|---------|
| 1st Grade | 50% | 58% | 65% |
| 2nd Grade | 40% | 59% | 80% |
| 3rd Grade | 26% | 53% | 62% |





High School Leadership Video

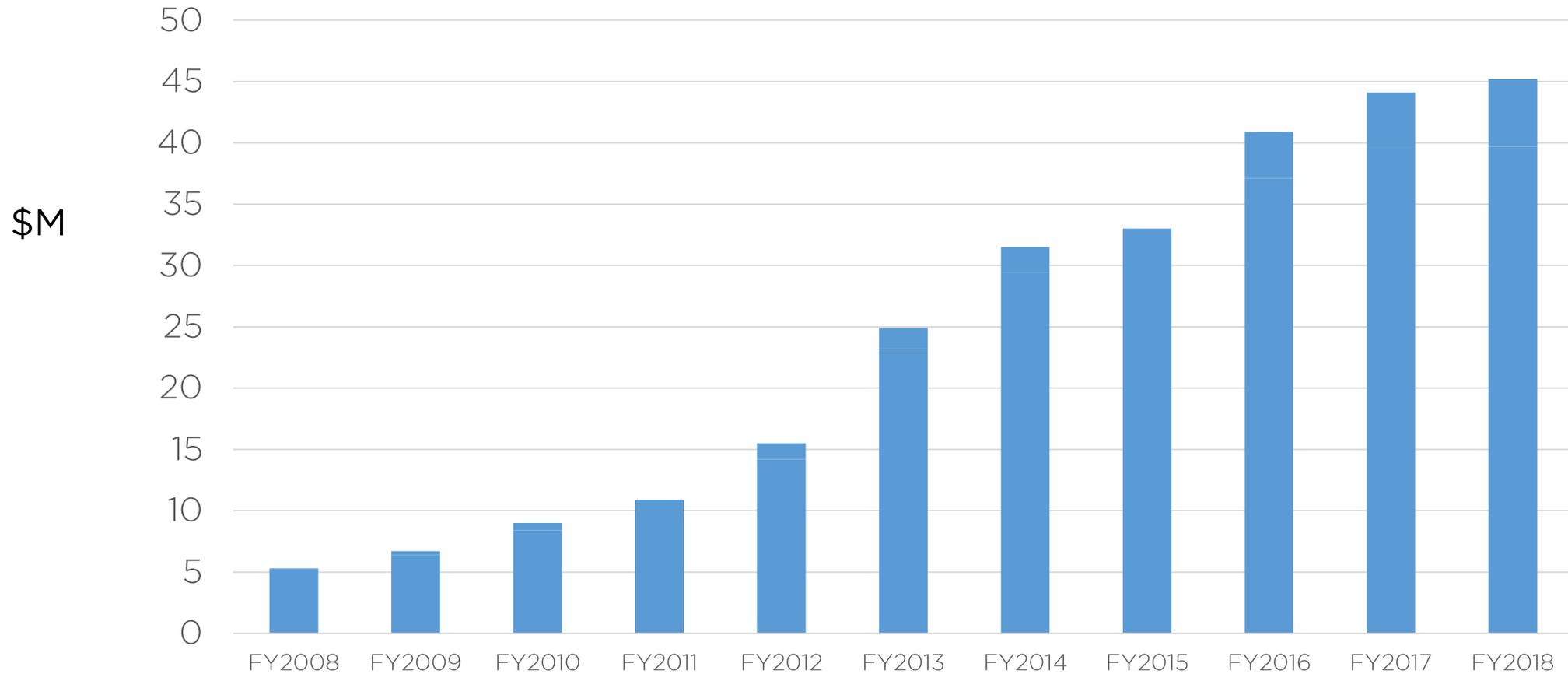
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Leader in Me is in More Than 4,000 Schools and 58 Countries



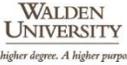
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Revenue Growth Has Been Strong



EDUCATION

30 Research Studies

| | | | | | |
|--|---|---|--|--|---|
|  <p>All Studies</p> <p>Schools that Implement Leader in Me Experience Improvements in School Culture</p> <p>Read More</p> |  <p>All Studies</p> <p>Helping Students Develop Self-Regulated Learning Skills and Strategies</p> <p>Read More</p> |  <p>All Studies</p> <p>How does Student Leadership Influence Behavior, Efficacy, and Achievement</p> <p>Read More</p> |  <p>All Studies</p> <p>Classroom Management, Positive School Culture</p> <p>Read More</p> |  <p>All Studies</p> <p>Student Motivation, Interpersonal Leadership</p> <p>Read More</p> |  <p>All Studies</p> <p>Professional Development, Staff Collaboration, Positive School Culture</p> <p>Read More</p> |
|  <p>All Studies</p> <p>Student Motivation and Peer Relationships in Elementary School</p> <p>Read More</p> |  <p>All Studies</p> <p>Leader in Me Implementation</p> <p>Read More</p> |  <p>All Studies</p> <p>Improved Pre-K Social and Emotional Behaviors</p> <p>Read More</p> |  <p>All Studies</p> <p>Leader in Me and its Impact on State Test Performance</p> <p>Read More</p> |  <p>All Studies</p> <p>Social and Emotional Learning Through Leader in Me</p> <p>Read More</p> |  <p>All Studies</p> <p>Leader in Me's Affect on Student Performance</p> <p>Read More</p> |
|  <p>All Studies</p> <p>7 Habits Related to Student's Whole-Person Wellness</p> |  <p>All Studies</p> <p>Leader in Me Implementation Linked to Reduced Student Discipline</p> |  <p>All Studies</p> <p>Long-term behavioral impacts for students attending Leader in Me schools</p> |  <p>All Studies</p> <p>Developing Lifelong Leaders</p> <p>Read More</p> |  <p>All Studies</p> <p>Positive Impacts to Student Disciplinary Referrals and Attendance Rates</p> <p>Read More</p> |  <p>All Studies</p> <p>Significant Improvement in Statewide Science Performance</p> <p>Read More</p> |

EDUCATION

Transformational Impact



34%

The infographic consists of two overlapping circles. The larger circle on the right is dark blue and contains the text 'Increase in Positive Social-Emotional Behaviors' and 'St. John's University Dr. Loreta Andersen'. The smaller circle on the left is a lighter blue and contains the percentage '34%'.

Increase in Positive
Social-Emotional Behaviors

St. John's University
Dr. Loreta Andersen

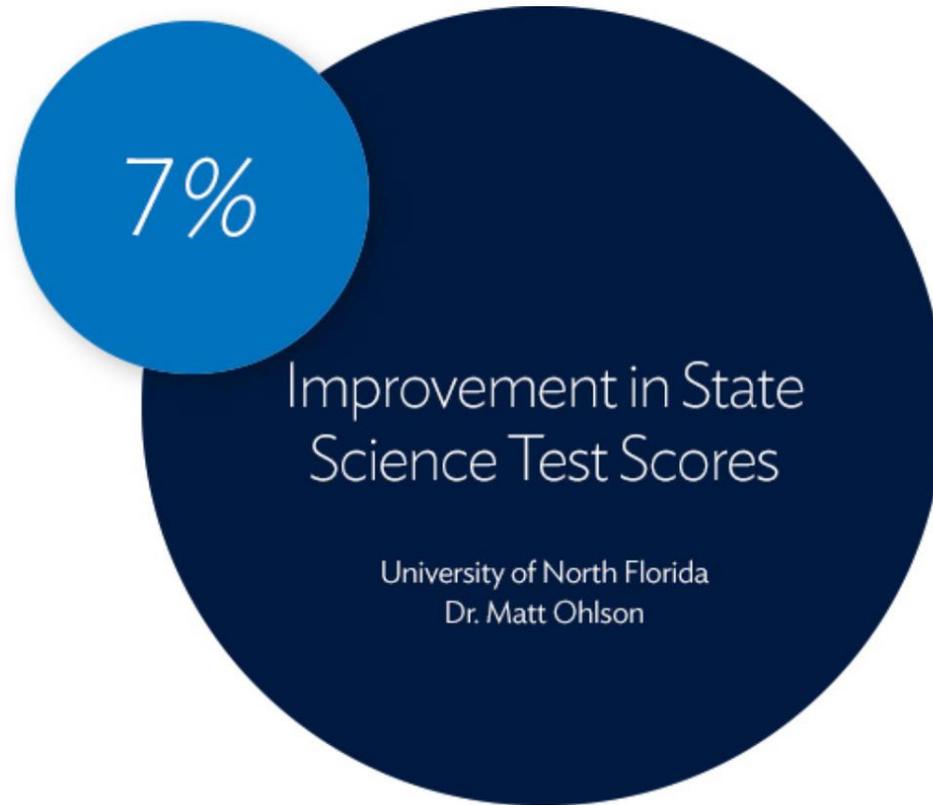
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Transformational Impact



EDUCATION

Transformational Impact



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Leader in Me is Now CASEL Certified!



About CASEL

The Collaborative for Academic, Social, and Emotional Learning (CASEL) is the world's leading organization advancing one of the most important fields in education in decades: the practice of promoting integrated academic, social, and emotional learning for all children in preschool through high school.

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Community Transformations



EDUCATION

Market Opportunity



150,000 K12 schools
in the US and Canada

EDUCATION

Market Opportunity



Over 3,000,000 K12
schools worldwide

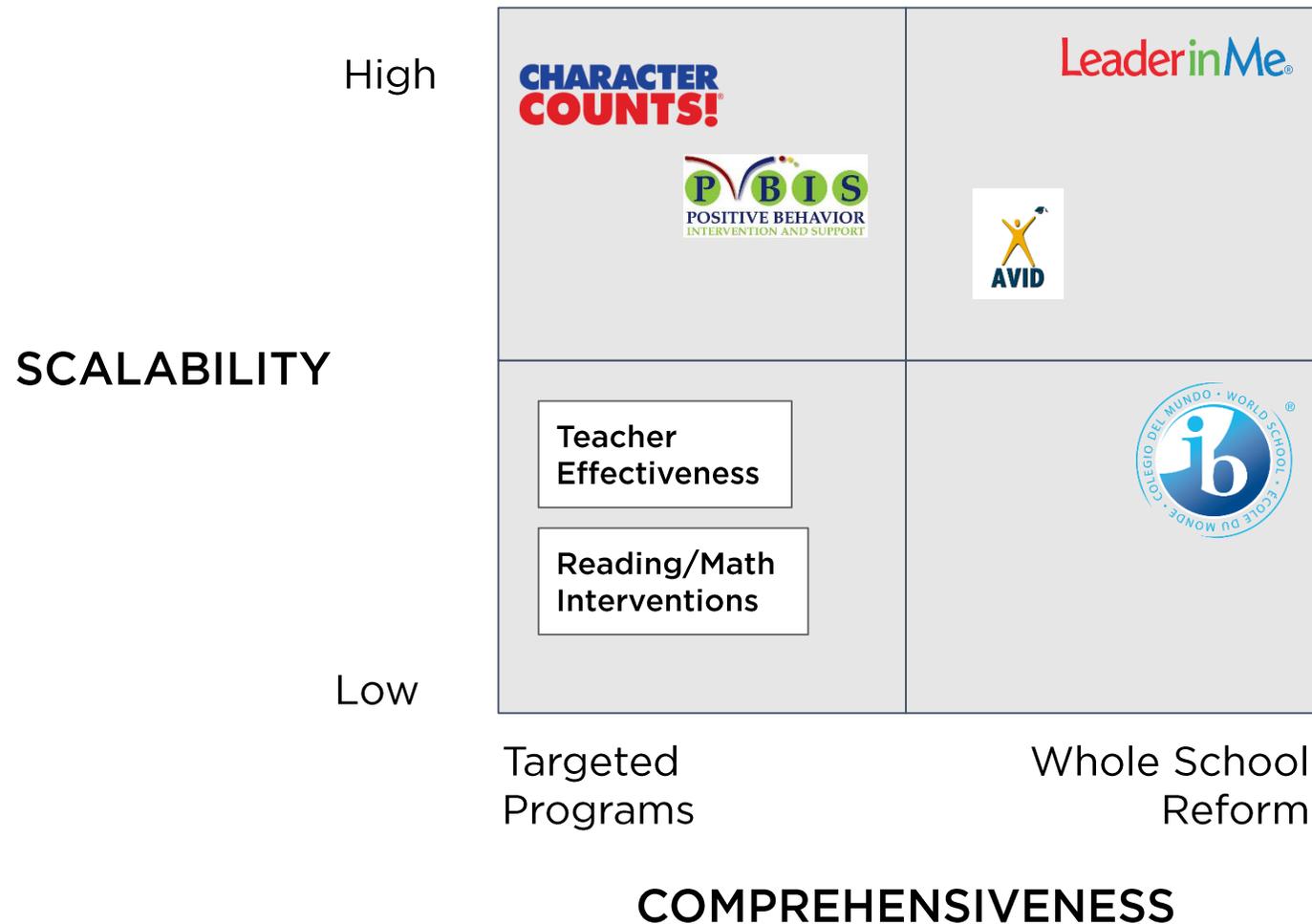
EDUCATION

We Are Off to A Great Start

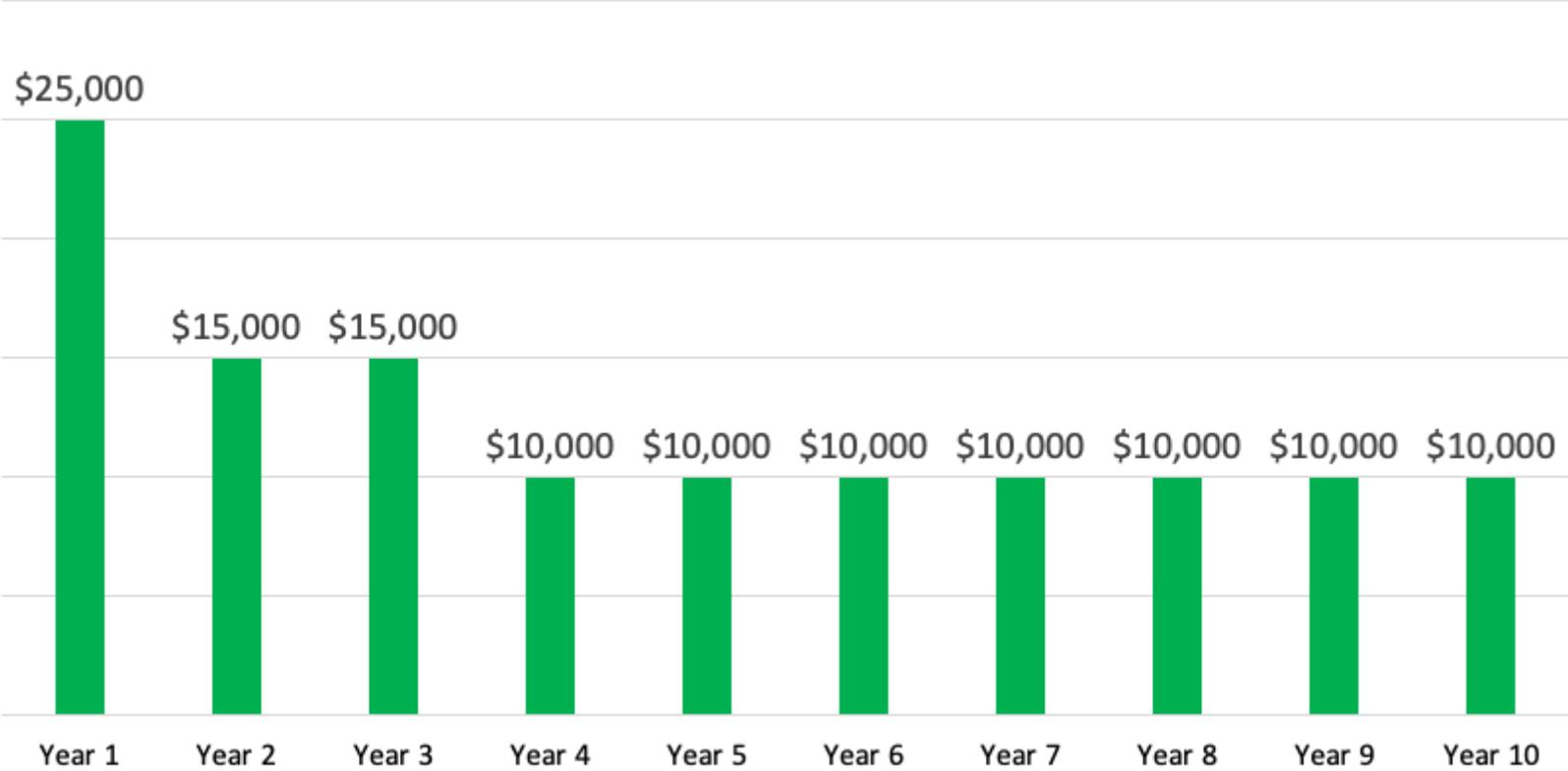
| Influential School Systems | Country of Origin | Number of Years | Number of Schools | Key Claims |
|------------------------------|-------------------|-----------------|-------------------|--|
| International Baccalaureate® | Switzerland | 48 | 6,500 | Rigorous academics |
| Montessori | Italy | 109 | 20,000 | Environment to choose and act freely |
| PBIS | United States | 29 | 7,400 | Improve instructional time through good behavior |
| <i>Leader in Me</i> | United States | 9 | 4,000 | Whole School Transformation |

EDUCATION

Leader in Me is Uniquely Positioned

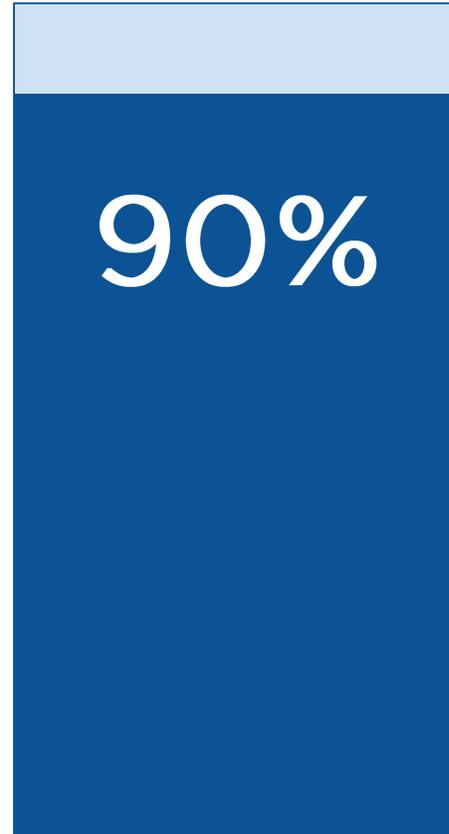


We Have An Attractive, Recurring Revenue Model



EDUCATION

And A Strong Annual Retention Rate



Average retention
rate over the past
3 years

EDUCATION

With Attractive Product Extension Opportunities



Student Certifications



At Home Reinforcement Products