



We enable greatness in
students, educators,
and school communities
everywhere.



AGENDA

01 What is the plight of the customer?

02 What is Leader in Me and how well is it working?

03 What is the market and growth opportunity?



Riley's Story

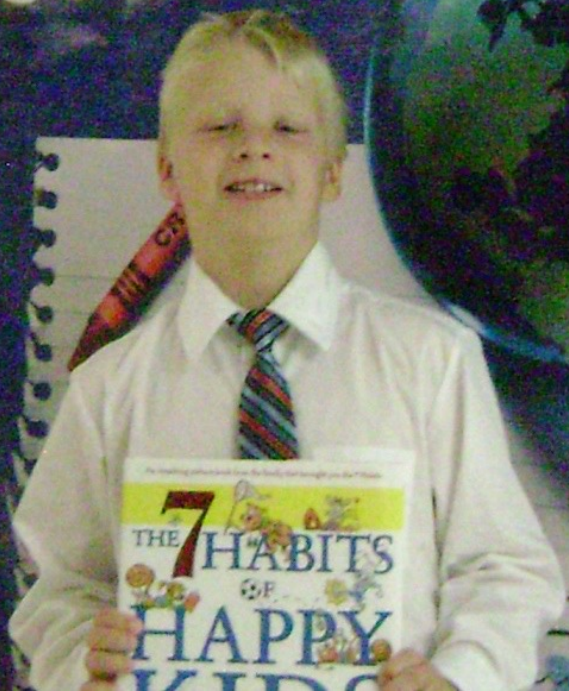




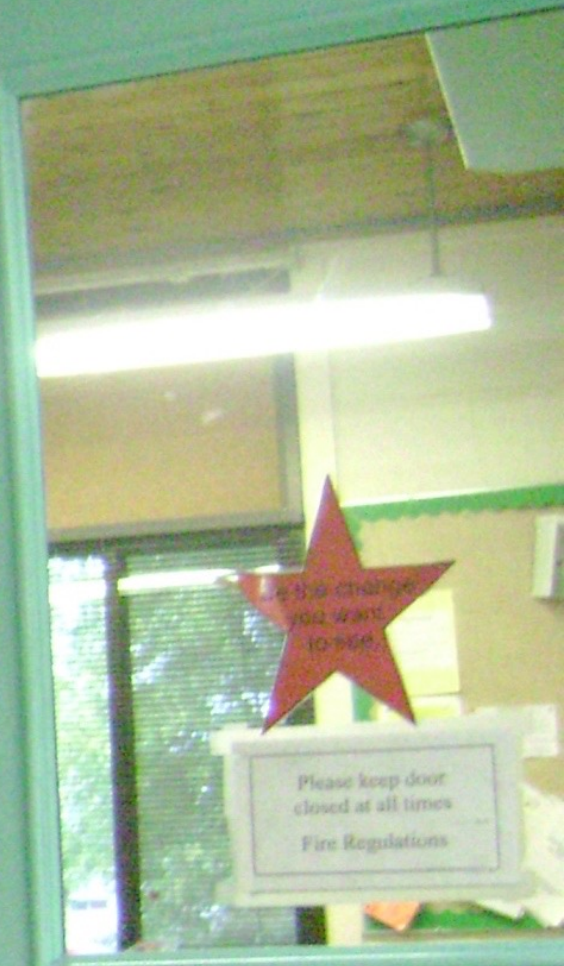
JOSEPH WHITE
SCHOOL

is proud to be recognized as a

The
Leader in Me[™]
Lighthouse
School



THE **7** HABITS
OF
HAPPY
KIDS



Copying & Storage

Battery Creek High School

The Challenge and Needs

High School in South Carolina
in high poverty region

Rampant discipline
problems

Low staff morale with
high teacher turnover

Low academic performance
and graduation rates

Image Problem: Nicknamed
Assault and Battery Creek
High School

Brand new principal

Social Media

- **110,000+** Followers
- Facebook
- Twitter
- LinkedIn
- Instagram

LiM Website

- **580K** Users
- **6K+** Keywords
- **7,000+** Leads

Change Starts Here Podcast

- **90+** Episodes
- **2** Seasons

Sponsorships & Conferences

- **85+** conferences
- **25+** sponsorships
- **7,200+** Leads

25k+ Leads



Education Events

- **4 Regional Symposia**
- **1** Higher Ed Summit
- **35+** Live-Online
- **14K+** Registrations
- **8,500+** Leads

Advertising

- **1M** AASA Impressions
- Partner Channels
- FB, IG, Li

Thought Leadership

- Best-Selling Books
- Speakers Bureau
- EdWeek Articles

ABM

- Integrated DM, Digital, and BDP Campaigns
- Video Brochure
 - Curriculum Mailers

Marketing Tech

- Marketo
- Drift
- SEM Rush
- Sprout Social

Battery Creek High School



Battery Creek Student Champion Team



VIDEO

Battery Creek High School



San Diego Unified School District



The Challenge and Needs

Administration and staff feeling overwhelmed

Mental wellness challenges among students and staff after COVID

Lack of connection among students, teachers, and staff

Lack of self regulation and emotional maturity in students

San Diego Unified School District



The Starting Point

Our Client Partner received an email from a San Diego District Leader

Hi Laurie,

I read *The 4 Disciplines of Execution* because my good friend told me it was amazing. It wasn't just amazing; it has changed how I plan to approach coaching principals and district leaders. Please thank the authors for such a great support.

-Cheryl

San Diego Unified School District



The Implementation

Began with Summer Learning

800 teachers and
13,000 students trained

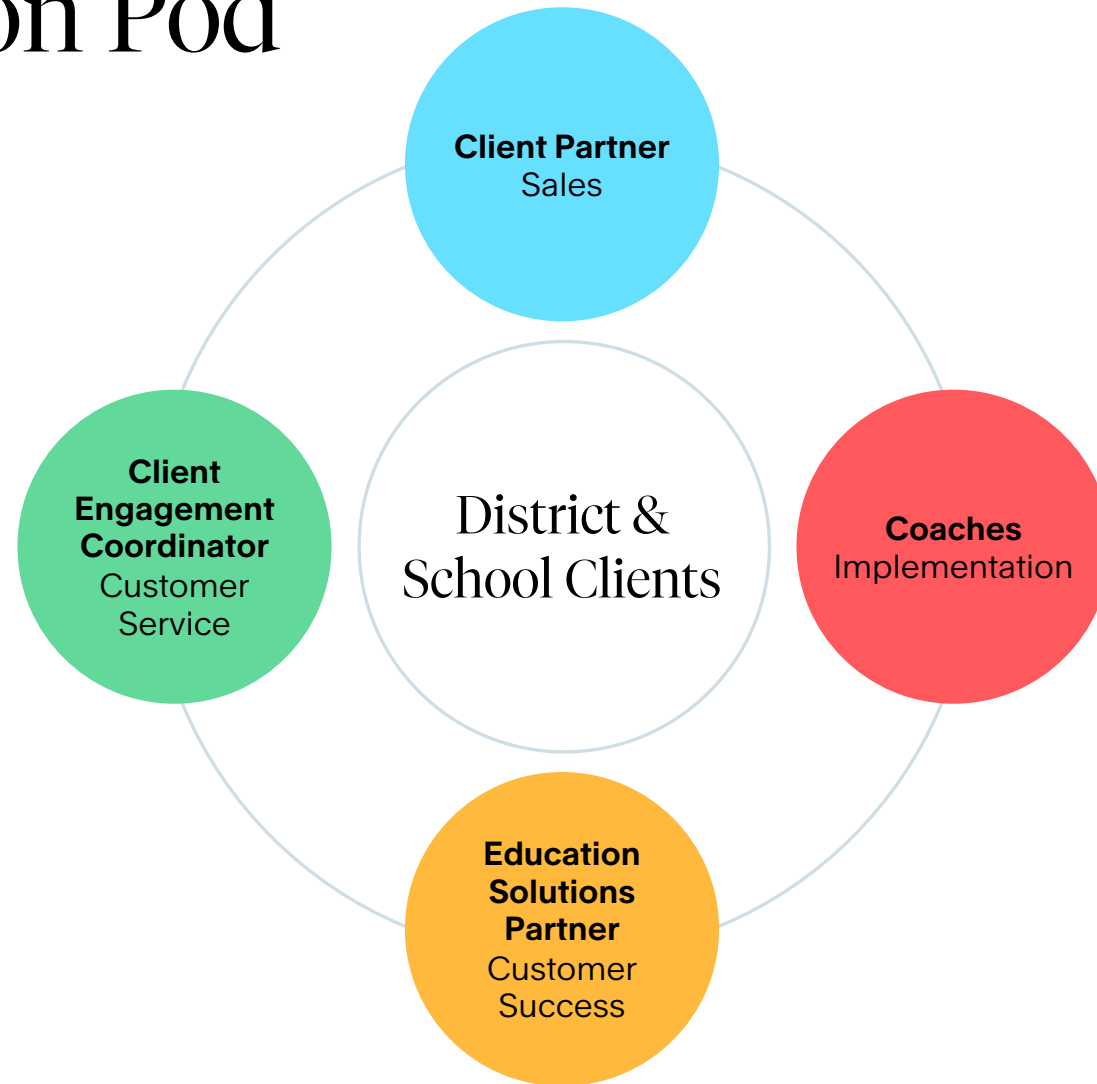
Over next two years

70 Leader in Me Schools
5 Year contract

They are continuing to expand contract into
After School Learning and more



The Education Pod



What Is the Plight of the Customer?



**Students, Teachers, Schools, and School Communities
around the world are struggling with**

1

Mental wellness in
teachers and students

2

High teacher and
principal turnover

3

Learning loss
from COVID

4

Low graduation rates
and test scores

5

Low trust cultures

6

Inequity in educational
outcomes

7

The Skills Gap: Not
meeting the demands
of the workforce

8

Insufficient social and
emotional development
for students



 SIGN IN

 NPR SHOP

 DONATE

 NEWS

 CULTURE

 MUSIC

 PODCASTS & SHOWS

 SEARCH

EDUCATION



ACT test scores drop to their lowest in 30 years in a pandemic slide

October 12, 2022 · 11:10 AM ET

THE ASSOCIATED PRESS





FORBES > INNOVATION > HEALTHCARE

CORONAVIRUS

Depression And Anxiety Double In Youth Compared To Pre-Pandemic

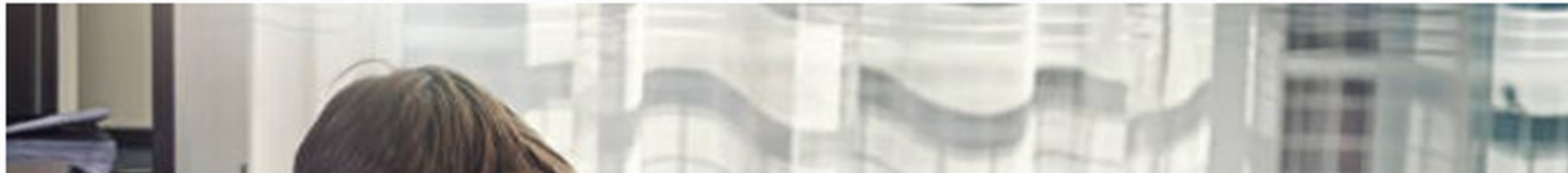
William A. Haseltine Contributor @

Follow

Aug 25, 2021, 10:38am EDT



Listen to article 6 minutes



STUDENT SUCCESS

YOUR RIGHTS & WORKPLACE

PROFESSIONAL EXCELLENCE

ADVOCATING FOR CHANGE

Action Center

COVID-19: Creating Safe and Just
Schools

Racial & Social Justice

Funding for Students & Schools

Educator Pay & Benefits

Every Student Succeeds Act

New From NEA

JOIN OUR MOVEMENT

TAKE ACTION ▶



NEA News

Survey: Alarming Number of Educators May Soon Leave the Profession

We know what it will take to address this crisis. Elected officials must act now to prevent a mass exodus of teachers and other school staff over the next few years.



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YEAR 1

YEAR 2

YEAR 3

YEAR 4 AND ONGOING

Annual Membership

LiM Core 1

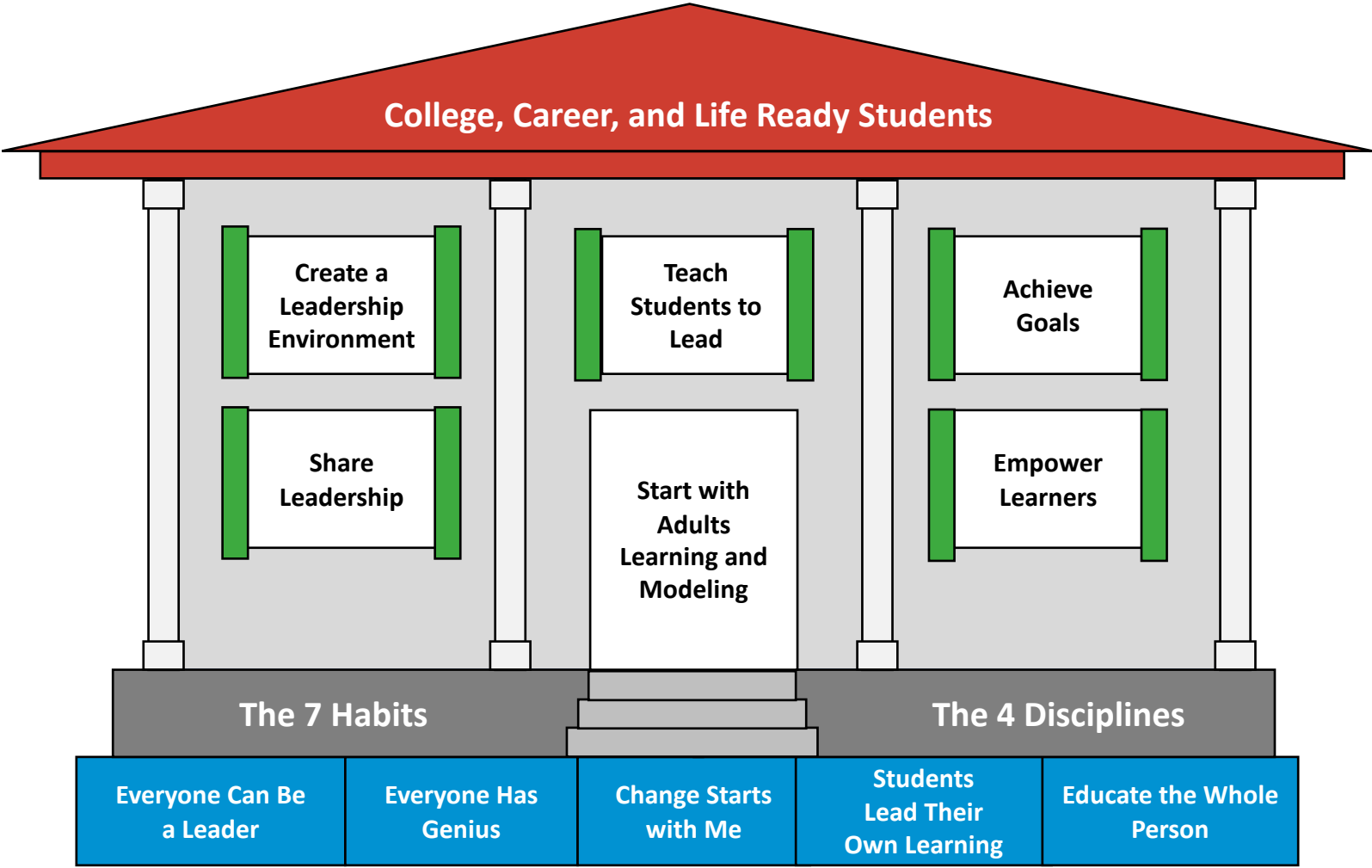
LiM Core 2

LiM Core 3

Impact Journeys

Materials and Enhancements

Leader in Me Schoolhouse Model



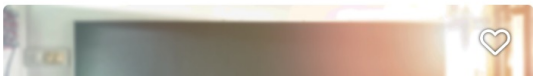
Leader in Me Online Demo



 Latest Article  Latest Video

Latest from Leader in Me Weekly

Through a Student's Eyes
In-School "Field Trip" 

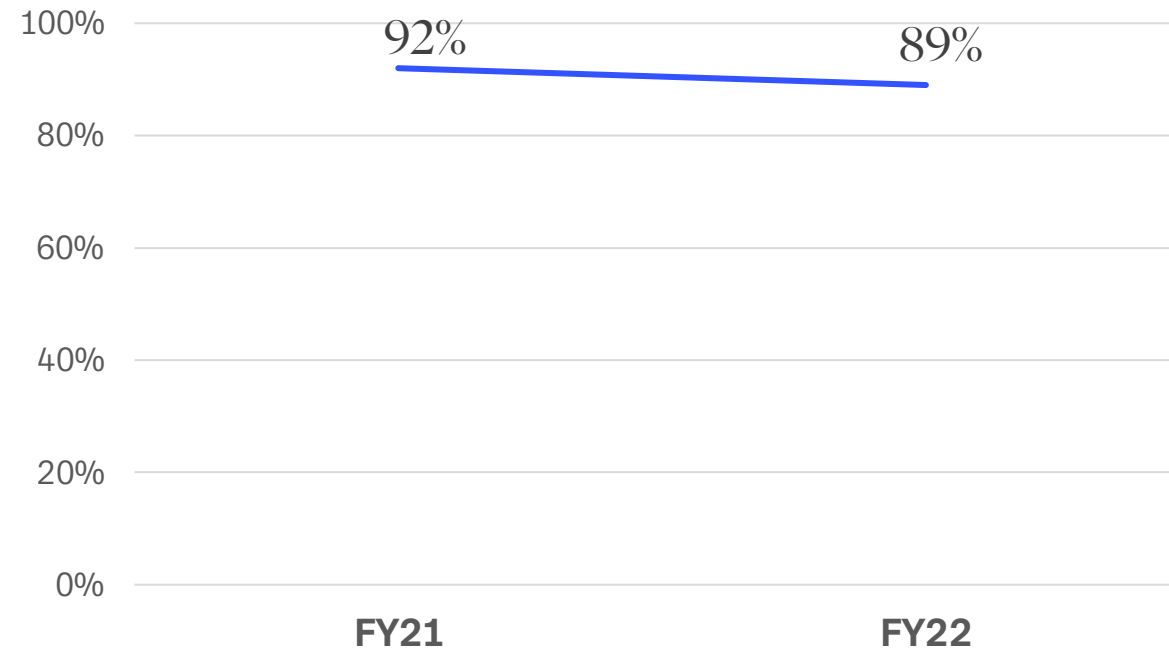


[Announcements](#)
Featured Collections Update

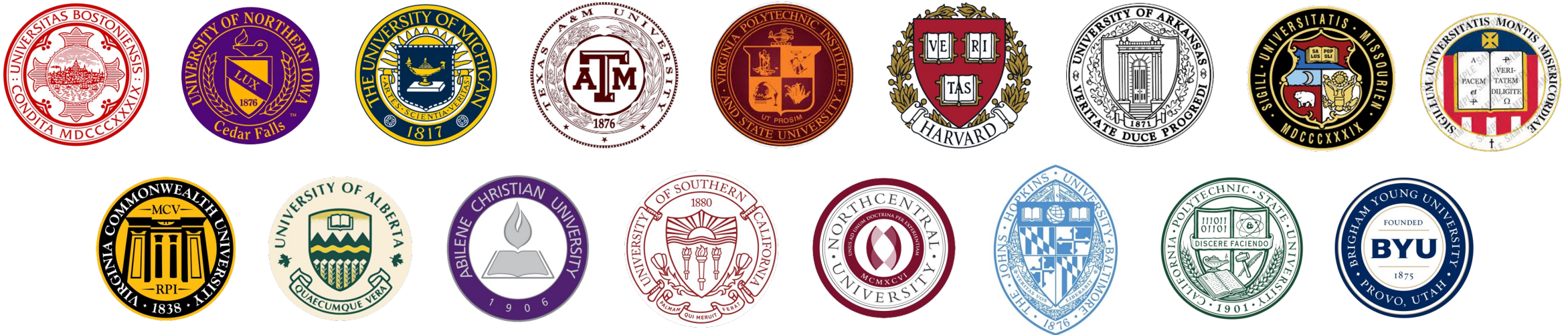
Leader in Me enjoys high retention of schools



Leader in Me Schools Retention

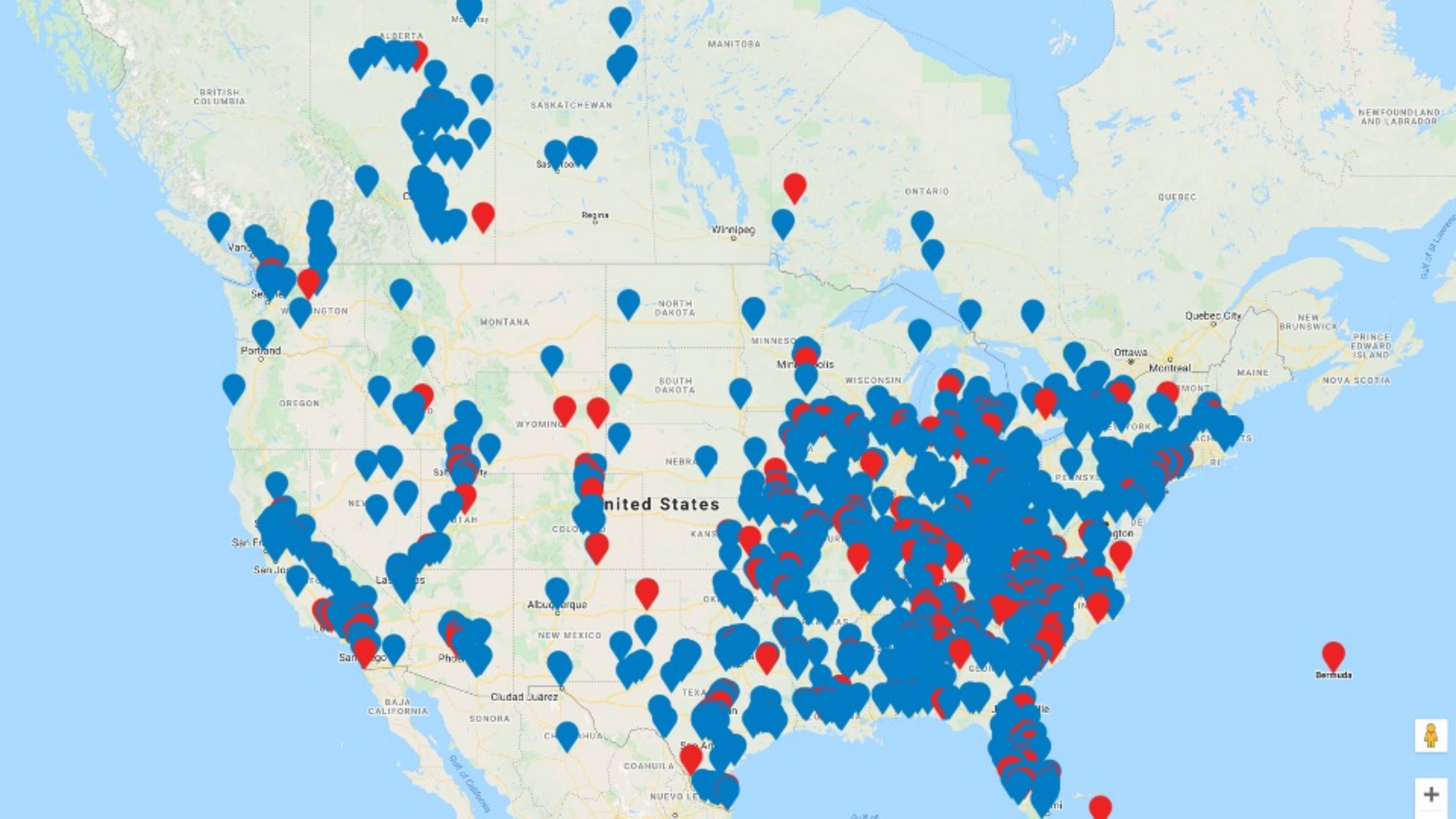


Leader in Me has been researched and validated as an evidence-based program by Top 100 Universities





Leader in Me began with a single school in North Carolina



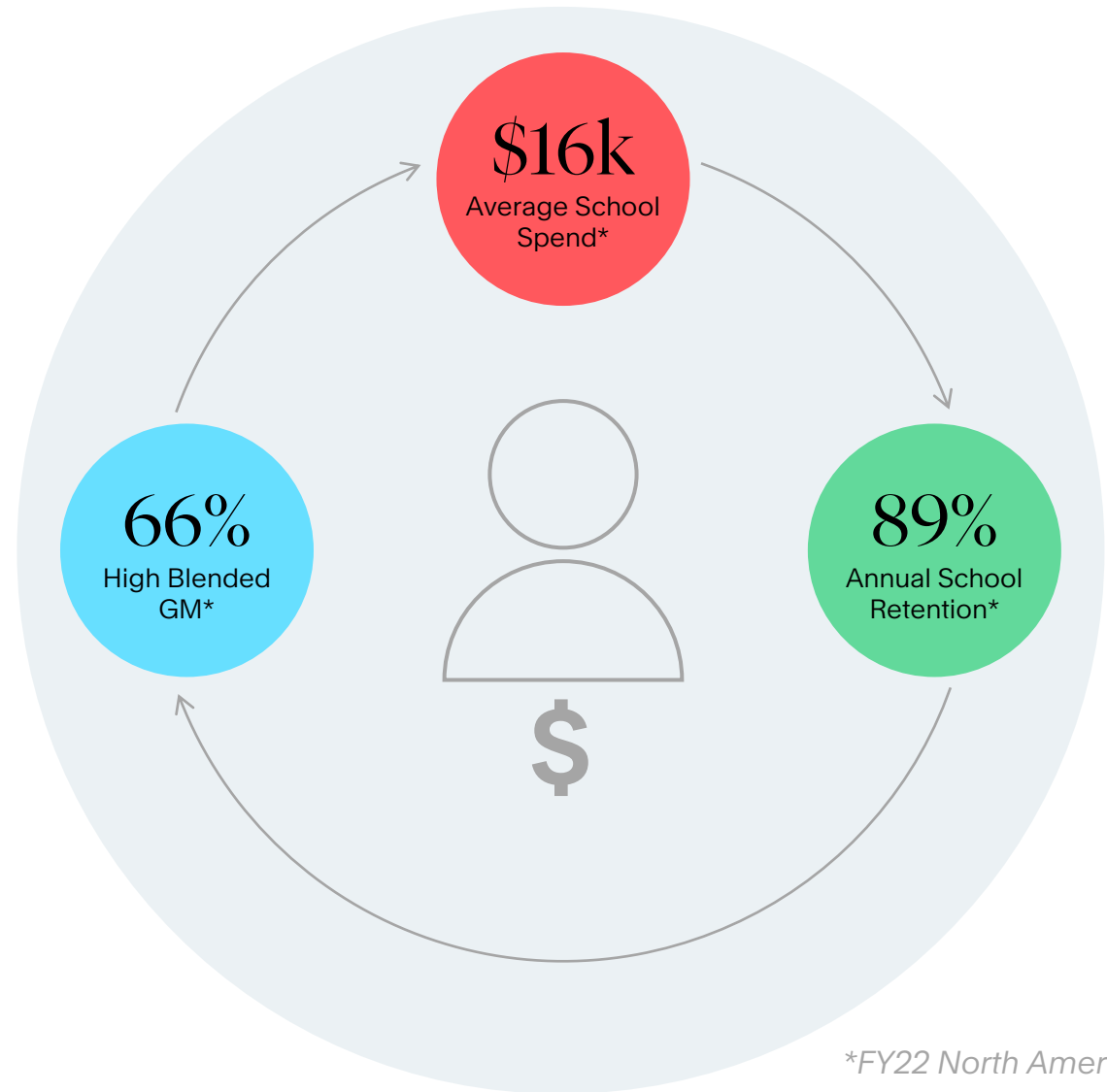
Bermuda



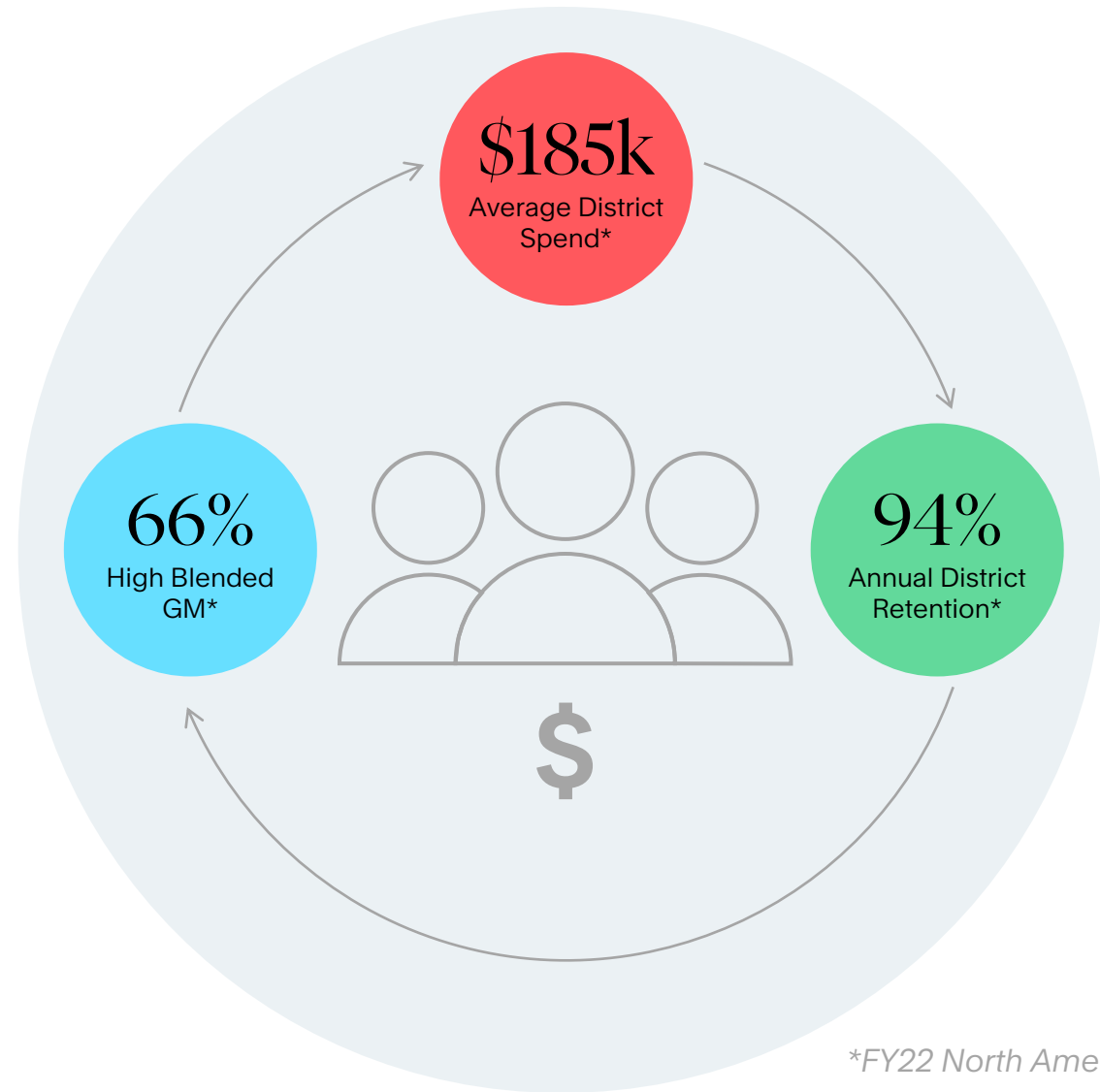


Leader in Me is now in over 6,000 schools globally

Leader in Me High Lifetime Customer Value of a *Single School*



Leader in Me High Lifetime Customer Value of a *District*



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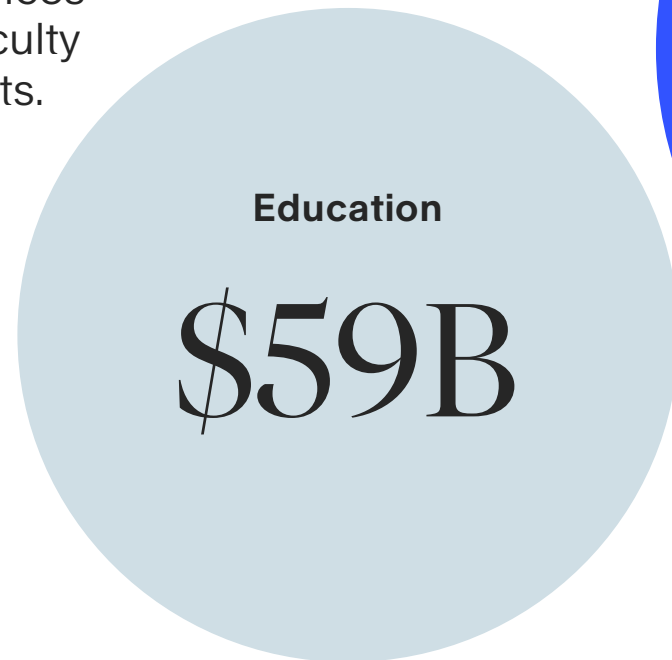
03 What is the market and growth opportunity?



The Education Addressable Market is Large



US K-12 market spent annually on instructional resources and services that are beyond faculty salaries and benefits.



Global corporate training market spent annually on external providers.

Funding for *Leader in Me* is Diversified and Steady



State & Local Government

- District budgets
- School budgets
- State grant programs
- State legislative funding

Federal Government

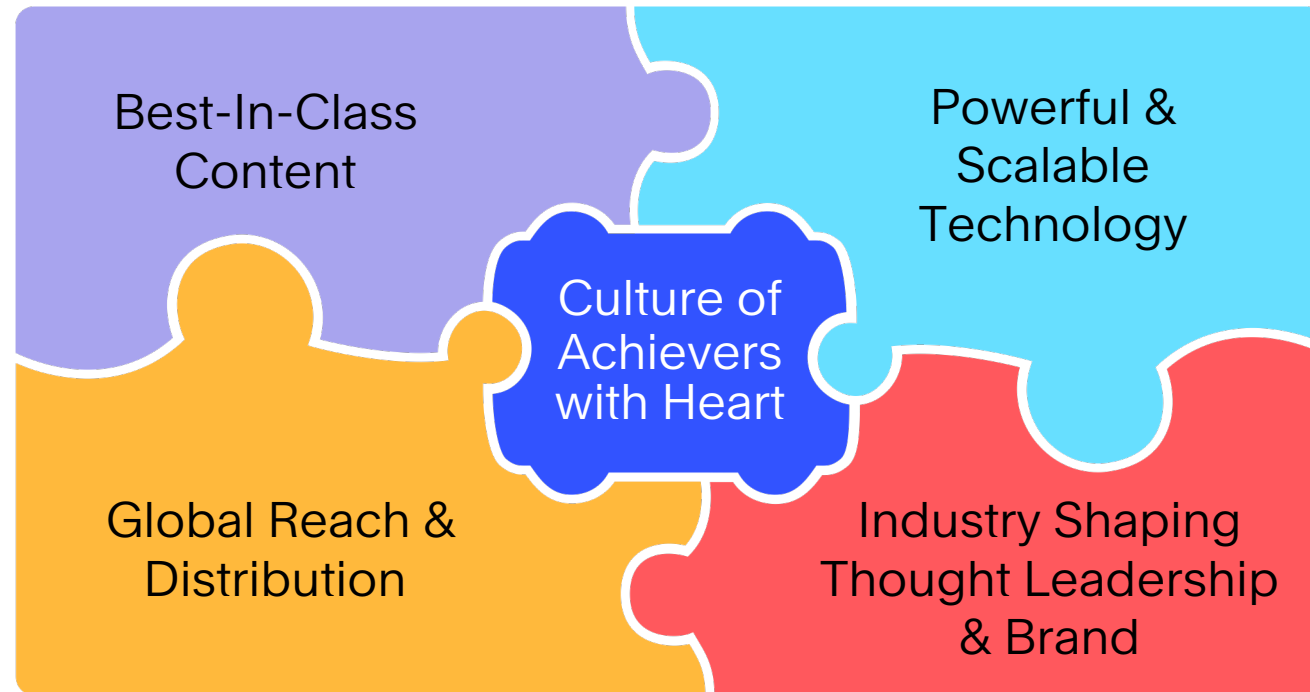
- **Title I** – schoolwide program and parent programs
- **Title II** – professional development
- **Relief Funds** (ESSER)
- Other federal programs

Community

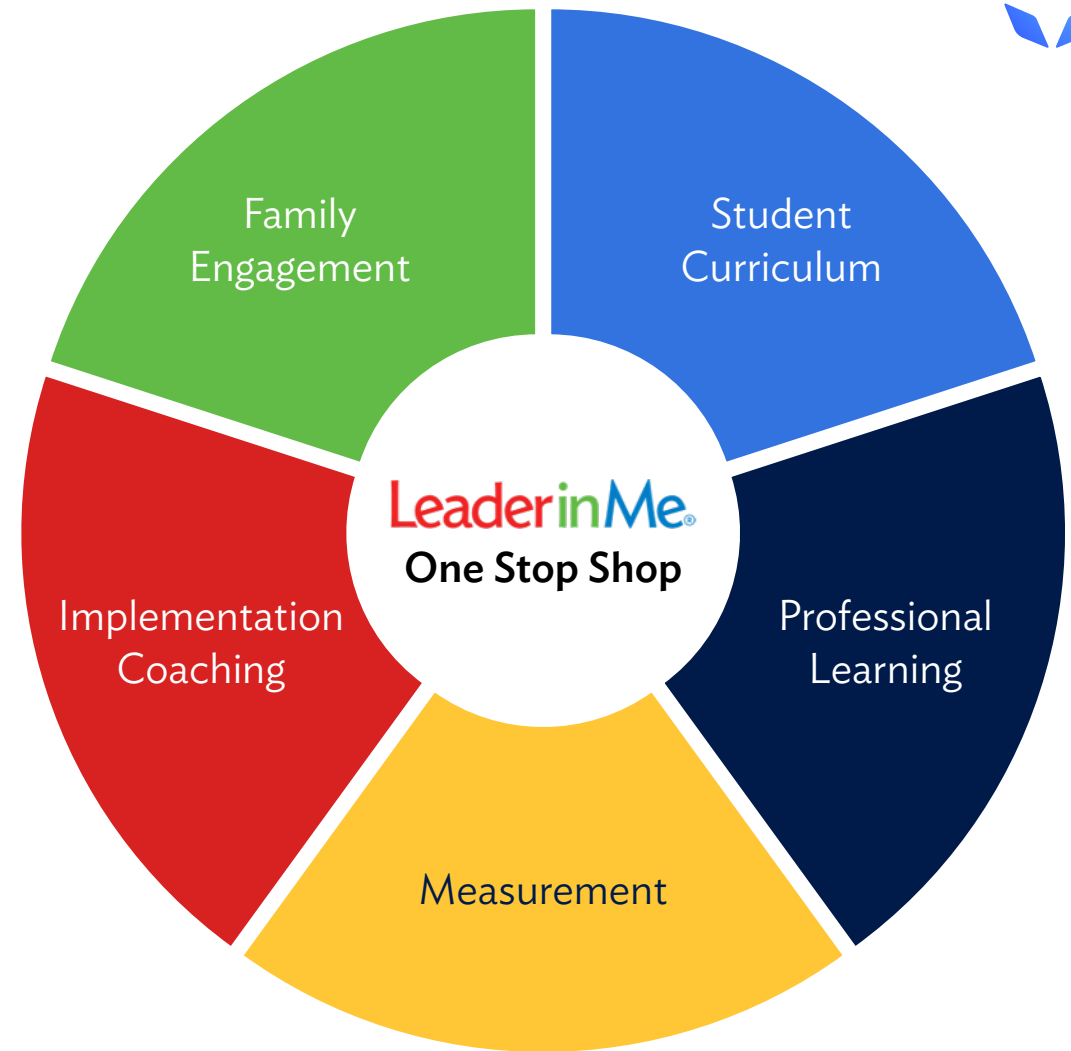
- Chambers of Commerce
- United Way / Other Service Clubs
- District Foundations
- National Foundations

We've developed the competency to help schools source funds to implement Leader in Me

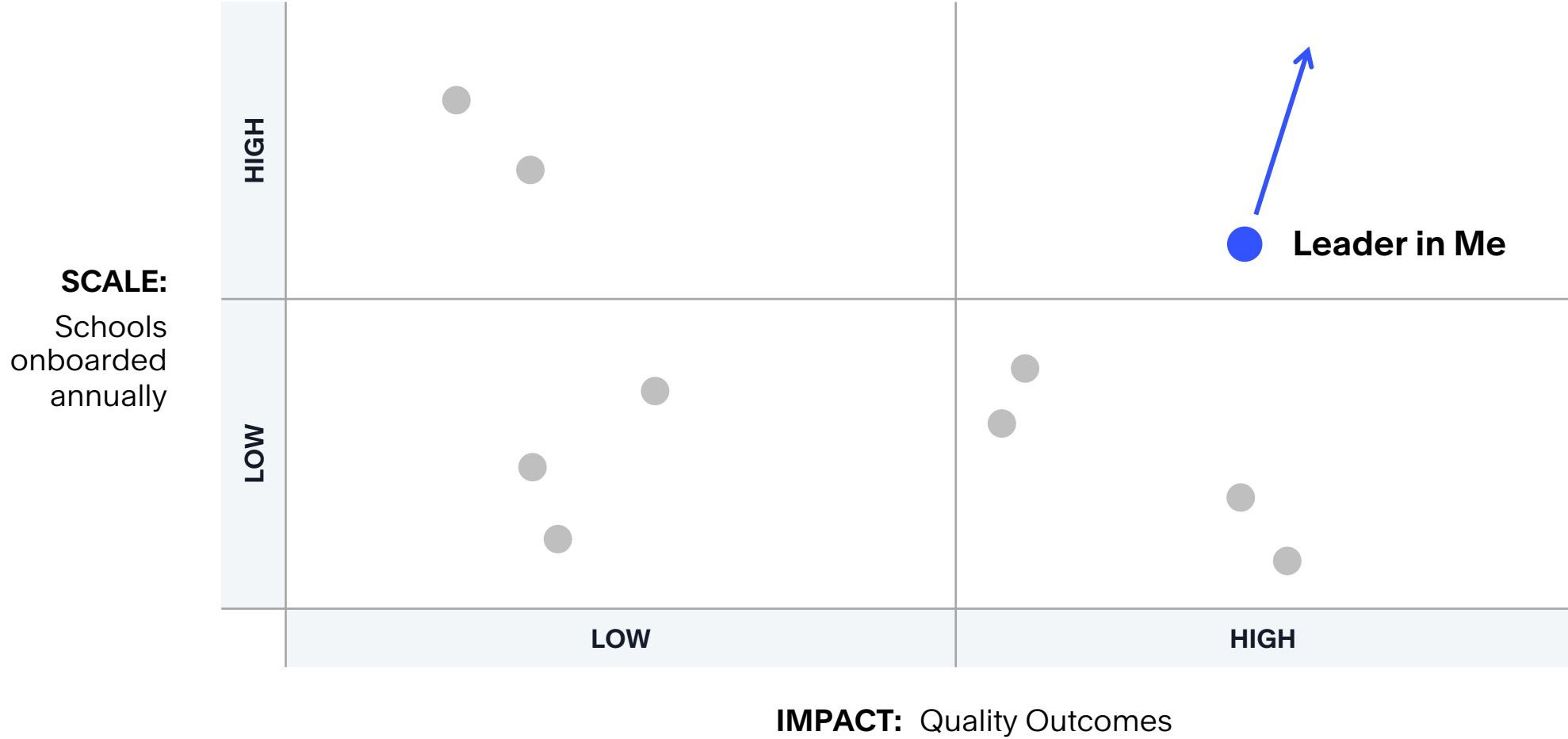
Education Division Growth Strategy



Leader in Me is a
best-in-class,
comprehensive Solution



Leader in Me is a Scalable, High Impact Solution





Leader in Meis now in 71 Countries

The Advantages of Selling to Districts



	Single School	District
Average Revenue	\$15k annually	\$185k annually
New School Acquisition	1 school per sell	Groups of schools per sell
Retention Rate	Approx. 90%	>90%
Expansion Opportunity	Limited	Virtually unlimited

The District Penetration Upside Opportunity



# of Districts in the U.S.	13,452
# Districts We Work With Directly	157
District Penetration Level Today	1.2%
Average Revenue Per District	\$185,000
Total Revenue	\$29M



VIDEO

Collier County Public Schools



Collier County Public Schools



Located in Southern Florida with a large migrant population

48,000

Students

51

Schools

56%

Economically disadvantaged

68%

Minority student population

74

Countries of origin

104

Different heritage languages

