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## **Presentations by Michael Brandwein for Schools**

Please contact Michael at 847-940-9820 or  
[michael@michaelbrandwein.com](mailto:michael@michaelbrandwein.com)

### **Presentation Topics by Michael Brandwein**

- **Keynotes**  
(Please see Part One below)
- **Workshops/presentations for administrators,  
team leaders, & other supervisors**  
(Please see Part Two below)
- **Staff Development—people who work directly  
with students**  
(Please see Part Three below)
- **Students**  
(Please see Part Four below)
- **Parents**  
(Please see Part Five below)

**The following are sample topics. Other sessions can be developed to meet your specific needs. Please contact Michael at 847-940-9820 or [michael@michaelbrandwein.com](mailto:michael@michaelbrandwein.com).**

# PART ONE: Keynotes

## THERE'S NO SUCH THING AS A BORN TEACHER

A dynamic, energetic, and highly entertaining look at how we can discover the essential elements for success as educators and leaders of young people. If we believe certain people “have it” and others “don’t” -- then a dangerous myth is preventing us from being our best. Success is most accessible when we focus on choices instead of qualities, and this session demonstrates why and how with specific, practical tools and examples we can use every day. Recharge yourself with a fresh look at enthusiasm and excitement as professional skills. Expect to laugh, to think, to add new techniques, and to rediscover the real power we have as unique professionals.

## INVISIBLE HANDCUFFS & THE LIMITS OF LABELS

*Reaching All Young People to Bring Out Their Best*

We want to reach every young person, not just the ones with the excessive armpit disclosure (“call on me” hands always in the air). When working with young people, what we expect is a prime cause of what we get. And it’s not just low expectations that matter. People with good feelings and high expectations of themselves at math, for example, may not see themselves as good at reading or writing. Every one of us, adults and youth, are limited by what Michael calls “invisible handcuffs”—an often unexamined and unchallenged inventory of self-beliefs. This presentation is a fun, inspiring, and practical demonstration of specific things we can do to motivate young people and bring out their best while cutting through often unconscious barriers that may unnecessarily limit their abilities as well as our own. You will feel energized, powerful, and ready to make a difference.

## SHOW VS. TELL:

*Powerful Ways to Teach Essential Skills for Life & Learning*

There are dozens of positive opportunities every day where we can take what is already going on and use it to demonstrate outstanding life skills. Young people learn most from what they are shown, not told in lectures. This energizing, nationally-acclaimed presentation is packed with specific and practical examples of things we can do immediately to help young people learn skills that maximize learning and success, including: handling challenges, mistakes, problems, and anger in positive ways, communicating feelings, developing critical life skills, increasing respect, politeness, and responsibility, and more. We will be refreshed and invigorated with the powerful and lasting differences we can make in the lives of young people.

## **“SAFE” THE ENVIRONMENT:**

### *How to Build Greater Respect in a Culture of Perpetual Put-Downs*

We know that positive culture changes will boost respect and trust while reducing bullying and non-verbal behavior that is demeaning and disrespectful to others. What’s missing are practical, no-nonsense ways to actually create that culture. This revitalizing presentation meets that challenge. Two of the reasons that some students continue to engage in inappropriate behavior and make disrespectful choices that interfere with learning are (1) that they simply don’t believe us when we say that such conduct is not acceptable, and (2) that they don’t know how to replace the “dissing” attitude so prevalent in media and peer groups with anything that works better. How do you disagree, for example, without saying “shut up, stupid!”? This presentation demonstrates the exact way to fortify our credibility by using specific skills to communicate and guide behavior in positive, firm, and effective ways. It also shows how to increase young people’s respect of the diverse views, cultures, and personalities, teach them how to disagree without disagreeability, and improve communication, teamwork, and understanding.

## **“LOOK, I’M READY FOR LIFE-LONG SUCCESS—I CAN USE A PROTRACTOR!”**

### *How to Prepare Young People—and Ourselves—for Real Life, Leadership, & the Challenge of Change*

Our increasing interaction with technological wonders leaves us to wonder: what will happen to our abilities to deal with the more personal skills needed to work together, face-to-face with others? Where change is constant and happens at increasing speeds, what do we do to help our children grow as life-long learners and develop the flexibility, innovation, and creativity needed to meet the challenges of a more complex world? As educators and leaders, how can we become the best daily models of handling change in positive ways? This exciting, fun, and practical presentation demonstrates specific things we can do right away to equip ourselves and our young people with the tools needed for success.

# PART TWO: Administrators, Team Leaders, & Other Supervisors

## THE INTENTIONAL SCHOOL:

### Specific & Practical Steps to Ensure that We Deliver What Are Promising

A mission statement, though a good beginning, is just words. For example, if it states that we prepare students for life and success, can every member of our staff write down on a blank file card in ninety seconds five specific things that every one of us says or does every day in our interactions with students that accomplishes that goal?

- How much more motivated and successful would our staff be if it could?
- How much greater would be the support of our community if every staff member could do this with precision, depth of understanding, and confidence?

By the way, writing down “supporting and encouraging them to be life-long learners” doesn’t count, unless everyone can explain exactly *how* we do that—they have to be able to answer the question, “OK, but by *doing* and *saying* what specific things every day?”

This session provides the tools to put muscle in our mission. It leads us through the steps we need to follow to make sure that our limited resources are focused like a laser on what is most important. The benefits of community support and staff unity and motivation are worth the effort!

## Super Staff SuperVision:

### Practical & Powerful Techniques to Lead & Motivate Educational Teams to Success

This session is packed with specific skills to make an immediate difference in our leadership and management of others. Techniques include:

- the single most important thing a boss is supposed to do every day and how to do it better right away
- the *Dozen Do's*—credible actions that motivate and build positive working relationships to get things done
- “Special Delivery” — how to best provide workers what they need for continued growth, job satisfaction, and increased performance
- making the most of management by modeling, with detailed examples of the fastest and most effective ways to lead by example

- the *Facilitating Phrases*—what to say when leading people to improve
- and more

## **CDOS:**

### **How to Coach Beginning and Advanced Educational staff to their Best Levels of Performance**

Staff development is not, of course, limited to specific days on the calendar. In the superb, intentional school, it is an ongoing process in which there is support for what Michael calls the CDOS premise: that at the end of the year, each member of staff at all levels will be able to say that they are better at their jobs than they were at the year's start. This goal of continuing growth is one which we expect for our students in every grade—this presentation explains in detail how administrators, department heads, and other team leaders can help staff to expect it of themselves. It teaches exactly what to say and do when observing and speaking with staff, including the building of a positive partnership for improvement, cutting through resistance, increasing trust and credibility, boosting accountability, motivating participation and practice, and more.

### **CONFLICT COMMUNICATION: How to Deal with Disagreement, Conflicts, & Hot People without Using a Blowtorch**

Powerful, practical persuasion: This skill-packed session has been acclaimed internationally for teaching specific techniques you will use immediately, every day, with staff, students, parents, and other community members, to resolve conflicts constructively with less stress while building greater trust, credibility, and cooperation.

It includes:

- precisely what to say and not to say when resolving disagreements
- replacing the myth that blocks effective persuasion
- tailoring responses to the needs and concerns of others
- handling yellors and other angry people with both respect and confidence
- specific “maps” of steps and statements to motivate increased agreement and collaboration
- and more

## **THE VALUE OF VARYING VIEWS:**

### ***Building Collaboration, Creativity, and Constant Improvement***

Team success in schools requires an open exchange of ideas, yet people bring to work an increasing diversity of attitudes, values, assumptions, and beliefs. This engaging session demonstrates specific ways to use these

differences as a strength, encourage the communication of fresh and different views, and manage the inevitable conflict in positive ways. Plus:

- increasing listening and flexibility in ourselves and others
- disagreeing without being disagreeable
- reducing fear of new thinking and motivating more of it
- how to promote change and improvement without raising defensiveness
- getting people to *expect* different opinions and to better understand the value of our differences
- identifying and communicating assumptions to improve group problem-solving and planning
- and more

## **L.A.S.E.R.B.E.A.M.:**

### **Using Powerful & Positive Communication to Supervise & Lead People to Better Performance**

When you supervise, coach, and lead school staff to better performance, this session is your toolbox for success. Though many supervisors are often unaware of it, most of our communication with staff and other employees (even lots of the so-called “positive” kind) is what Michael calls “negatively triggered”—it is a response to things that are wrong, aren’t good enough, or need to be changed or improved. This produces a pervasive “balance” problem which can undermine virtually everything we do as administrators and team leaders while adding unnecessary tension and stress to the work environment.

This presentation fixes these problems in four steps while providing outstanding tools you’ll use every day to help teach and motivate others to work better, be stronger team members, and provide improved service.

Included:

- a much improved way to identify and communicate expectations
- motivating others by making the qualities we expect accessible to everyone
- puke-proof praise — making positive communication more credible
- the most realistic and effective techniques to produce change and teach indispensable skills to others, including *cooperation and teamwork, organization and follow-through, clear communication, problem-solving, dependability, enthusiasm, creativity, responsibility*, and more

## **MOTIVATING COMMUNICATION:**

### **How to Get People to Talk More about What Matters Most**

Ever had a meeting where the meeting in the parking lot after the meeting was longer than the meeting itself? What people *don't* tell us can hurt us big time. This one-of-a-kind session provides practical, specific tools to increase open, full, and prompt communication, including:

- decreasing “talk behind backs” and encouraging “problem talk” about even difficult things to head off problems before they grow
- four direct steps you can use daily to get people to come directly to us with problems and concerns – and how to credibly show we want to hear them
- promoting positive problem-solving instead of whining
- identifying and cutting through communication barriers
- overcoming our own problem avoidance and modeling better communication for others; and more.

## **THE DEATH OF MEANINGLESS MEETINGS:**

### **Ten Powerful Techniques to Make Meetings *Move***

Meetings are supposed to *solve* headaches, not create them. Everyone hates wasteful, boring, unproductive meetings -- yet we go on having more of them. This dynamic and refreshing presentation has been acclaimed for teaching ten direct and specific techniques you can use right away to prepare and lead meetings that convert talk into action. Skills include:

- how to have fewer meetings right away
- organizing what needs to be done in ways that dramatically increase efficiency and cooperation
- accomplishing far more in less time, with greater confidence in decisions
- how to get meetings back on track when you're not running them
- stopping “meeting saboteurs” in their tracks
- getting people who never participate to do so while respectfully controlling the people who monopolize
- how to find out what people are really thinking
- keeping people on the subject
- maintaining attention, pacing, and productivity

## **HOW TO SPEAK SO PEOPLE STAY AWAKE & DO NOT HATE YOU**

### ***Fast & Highly Effective Ways to Give Outstanding Presentations That Really Captivate, Educate, & Motivate***

Many well-intentioned people believe—incorrectly—that having a PowerPoint® presentation on their computer means they have a successful speech. If you believe, like Michael, that we can do better than watching people stand up in front of groups in darkened rooms using what's on a

screen as their “script” as they “comment” on “slides,” then this fun, skill-packed session is for you. It’s loaded with exactly what you can do and say to make truly powerful presentations to large or small groups that inform and motivate others to take positive actions in response to your message. You won’t find boring commonplace suggestions like “use good eye contact” in this session. Instead, learn high-level techniques that can be used right away by anyone from the beginner to the advanced presenter. Best of all, they can be plugged into or applied to existing presentations or used to create new ones that will make you extremely confident and a real star up in front.

Included:

- the most critical do or die question that we must ask (that no one ever told us about)
- how to *grab and hold* attention in ways that drive messages home (you’ll never, ever need to ask, “Can I have your attention, please?”)
- get people to care about what you’re saying and actually remember it
- simpler, faster, fool-proof ways to organize and prepare material to maximize impact
- fresh, easy ways to craft outstanding openings for terrific first impressions
- wiping out *extremely* common but mostly unknown blunders
- using presentation software like PowerPoint in effective ways that nobody else knows about
- why nervousness makes sense and how to make it work for you

## **TIME MANAGEMENT for People Who Do Not Have Time to Take a Time Management Course**

This special session was developed as a no-nonsense alternative to “time management” seminars that propose detailed plans that you never seem to use after the second day. It demonstrates six groups of useful tools that have been acclaimed by extremely busy people for their flexibility, practicality, and ease of use. You don’t have to use all of the techniques every day—just when you need them. They can be applied quickly and are easy to remember. The best thing is that they can be tailored to your individual needs and work habits. Get more done with greater efficiency and organization and less stress—and learn how to *never* have a day when you got “nothing done.”

# PART THREE: Staff Development

## ARMS ESCALATION:

### *How to Boost Student Participation & Learning Right Away*

You'll use these proven, practical, highly acclaimed techniques every day to get more hands in the air and more students eager to learn. Create a positive environment where you'll feel more confident about getting through to all students, not just the ones with arms up all the time. These powerful skills work with all ages and subjects and will recharge you with the excitement of teaching young people. Including:

- involving more students more of the time
- reaching students who never or seldom volunteer
- leading fabulous discussions that engage and motivate
- teach students to listen and communicate with each other, not just the teacher
- develop a greater depth of learning
- responding to strong and weak answers to maximize deeper learning, thinking, and communication skills
- handling "I don't know..."
- not just expecting and "grading" participation but helping all students reach these expectations
- using a special "platforming" technique in every class to build on success

## Motivating Learning in a High Sensory Century:

### *The Practical Secrets to Making Lessons Relevant & Interesting*

As annoying as it may seem, when students ask, "Why do we have to know this?" they are employing some of the high-level thinking skills that we need to be most focused on teaching. Yet how do we best hold their attention in a world where the senses of our multi-tasking young people are bombarded with stimuli? This session demonstrates practical, creative, and effective techniques to design and present learning experiences so students better understand their relevance and value to their own lives and feel more highly motivated to participate. The best news is that these methods will also reinvigorate our own excitement about teaching so we can form terrific learning partnerships with our students.

## THE MAGIC OF MIGHTY MINDS

### *Teaching Young People to Think*

Long after young people forget massive amounts of the “stuff” they memorize in school, the most important part of their education will be whether they’ve learned *how* to think. Only by working on the process of good thinking will we really produce generations of successful life-long learners. As just one example, many adults say “Good question!” to youth without ever teaching *why* it’s a good question or how people can develop and practice the skill of asking good questions, which is the very essence of being “smart.”

The session demonstrates how to teach kids what the good questions are. It provides strong, effective skills to build and reinforce essential mental life skills in young people: problem solving, reasoning, creativity, self-confidence, persuasive communication, identification of facts and issues, and more. “Thinking” does not have to be “boring” — this unusual, invigorating presentation helps us be specific, motivating, and energetic about the abstract — and to help young people acquire the most important tools for living as independent, intelligent, and capable individuals.

## **BUILDING BETTER CHILDREN:**

*Fast & Effective Techniques to Teach Terrific Life Skills & Develop Self-Esteem and Resiliency in Young People*

It’s one thing to “identify qualities and assets (the current ‘buzz’ word)” that young people need for success, but what’s usually missing are rock solid ways to actually *teach* these things. This breakthrough session has been enthusiastically endorsed and used by education and youth development professionals throughout North America and is packed with specific and practical techniques you will be able to use immediately to increase your abilities—and train others—to teach life skills, enhance self-esteem, and deal with behavior in more positive and confident ways, including:

- exactly what to say and do to teach cooperation, caring, responsibility, respect, persistence, patience, independence, and more
- conquering the biggest barrier to positive self-image: moving kids to “Group Four”
- the key secret to resilient self-concepts that really stick
- making praise credible and effective
- increasing positive communication to develop warmer, more supportive relationships

## L.A.S.E.R.B.E.A.M.

### ***A Positive System to Teach & Motivate Great Behavior***

An energetic, exciting presentation of practical and effective techniques that you can use right away to teach young people outstanding behavior and great choices. Critically acclaimed and enthusiastically endorsed by hundreds of thousands of educators and professional youth leaders throughout North America, this session recognizes that great qualities can be learned, and shows you in four warm and logical steps how to teach those qualities and *make success accessible to all young people*. It cuts through some surprising but common misconceptions about developing self-esteem and demonstrates specific methods to lead young people to improve their own self-image and confidence. Skills include:

- how to identify what you want young people to do and then communicate these expectations in a warm, motivating, and encouraging way;
- specific, step-by-step techniques to teach the most critical **lifeskills**, including:
  - *making good choices*
  - *cooperation, teamwork, working well with others*
  - *self-esteem, confidence, and independence*
  - *friendship, sensitivity, and trust*
  - *problem solving*
  - *enthusiasm and energy*
  - *excellent communication skills*
  - *accepting and exercising responsibility*
  - *thinking, reasoning, studying, organizing*
  - *creativity*
  - *patience and persistence*
  - *flexibility and management of stress*
  - *leadership of self and others*
- six techniques to provide praise that is more credible and more effective in teaching great behavior; the dangers of ineffective responses and how to eliminate them
- cutting through the tension, frustration, and friction often present when managing behavior
- rediscovering the joys of leading and teaching young people -- regenerating the excitement of knowing we can make important and immediate differences in the lives of young people

## **DUMPING THE D’S:**

### ***How to Stop Put-Downs, Bullying, Taunting, & Teasing While Creating a Safe & Respectful Environment for Learning & Growth***

One of the key conditions required to assure successful education and youth development is safety—not just physical, but emotional. When anxiety goes up, learning and the willingness to participate go down. Youth development research reveals that adults often believe most young people feel basically safe, yet the youth themselves report otherwise. This session presents specific and practical tools and techniques. Past participants have used these skills with success throughout the U.S. and Canada in schools, camps, and other organizations. These methods teach young people increased respect while reducing put-downs and other negative behavior. This is not “theory”—it’s a hands-on skills session that demonstrates precisely what to say and do to handle these undesired behaviors pre K-12 and how to help young people take more responsibility for their peer environment while learning to handle disagreement and conflict without hurting the feelings of others.

## **How to Grab & Keep the Attention of Media-Saturated Kids Without Having to Set Your Hair on Fire**

You’ll never again have to shout, “We’re not going to start until it’s quiet!” (You may never start...) The days of “Can I have your attention, please?!” will be over forever. (They might reply, “No—but thanks for asking...”.) This one-of-a-kind, creative presentation demonstrates the real secrets to motivating increased and respectful attention and participation in large groups and small. Whether you want attention to teach, to play, or both, you’ll pack your toolbox with skills that include:

- why “short attention span” is mostly a myth made up by frustrated adults who haven’t figured out how to get the attention of kids, how to get rid of techniques that don’t work and replace them with those that work every time
- the single most important attention-grabbing secret and dozens of easy ways to use it
- the A.R.T. of Michael’s attention redirection techniques: the counter-intuitive, fool-proof way to get large, noisy groups quiet in an instant—and why “If you can hear me, clap once...” doesn’t cut the mustard or any other condiment
- making the attention-getting process one of the best parts of the program or activity
- “grand openings”—immediately effective ways to begin that establish the best atmosphere to learn and play

## LEADING THE LITTLER ONES:

### *Terrific Ways to Develop Self-Esteem, Responsibility, and Confidence in Young Children*

Learn loads of great, easy-to-use techniques to give success to those ten years old and under so they'll develop strong life skills and feel great about themselves and their experiences in our programs. This session includes highly effective ways to develop strong, warm relationships with young kids, get and hold their attention, and build their cooperation, responsibility and respect for themselves and others.

## “WHY DON'T YOU BEHAVE?!”:

### *The KEY SYSTEM Solution to Handling Negative Behavior While Teaching Positive Choices*

Dealing with bad behavior does NOT have to be exasperating. In fact, when properly done it is an outstanding opportunity for terrific teaching of positive life skills. To be successful, we don't want theory or impractical, general “approaches” — we need to know what to say and what to do. Michael's **KEY SYSTEM** is a proven, *practical*, warm, and consistent set of very specific techniques to immediately teach children how to make better choices while guiding them away from undesired behavior, including fighting, grabbing, put-downs, whining, non-cooperation, “talking back,” and other inappropriate and problem behaviors.

In four clear steps, you will learn to confidently handle even the most difficult behaviors and how to get young people to accept more responsibility for their conduct. The **KEY SYSTEM** has been widely acclaimed not only for its effectiveness, but for the fast-paced, fun way in which you will learn the skills, which include:

- four reasons why young people often do not listen to adults and the four essential skills that restore credibility, consistency, and trust
- ten steps to doom: the exact ineffective phrases to eliminate in our work with kids
- the two big secrets to changing behavior
- deploying the A.I.R.B.A.G.—precisely what to say and do to replace inappropriate behavior with better choices
- calmly handling resistance and how to respond confidently to over a dozen of the most common “come-backs” that young people use when adults speak to them about bad behavior

- the statements to make to young people to support their efforts to change, set positive expectations, and develop positive relationships with even the most frequently misbehaving youth

## **“I’VE TOLD YOU A THOUSAND TIMES!”:**

### ***How to be Calm, Confident, & Consistent When Handling Undesired Behavior***

“Did I say NO?!” Sure you did, but do they care? If you’ve ever wondered in frustration, “Why don’t these kids listen to me?”—this session is for you. Why must we tell some young people five or more times, but others only once? Why do children behave one way in front of some adults, but another way with others? Teaching children to make good choices requires credibility and trust. Learn specific techniques to establish that relationship. This session demonstrates exactly what credible adults do and say, including:

- meaning what we say and saying what we mean
- being consistent and firm without losing control and without being “mean”
- teaching children to be responsible
- reducing the stress of leading and teaching children and establishing a calm, effective environment for learning good life skills and choices

## **TALKING IT OUT:**

### ***Superb Listening Techniques to Build Excellent Relationships***

The most important skill we use in working with and teaching young people is communication, and it’s also one of the most important things we must teach them how to do themselves. Most of us learned how to listen by observing models around us—which, as this presentation proves in a highly entertaining way, are often not the best examples. This session demonstrates:

- exactly what to say and do when communicating with young people
- how to help them work out problems and even difficult feelings with more calmness and confidence
- the best techniques to help kids to be more responsible and respectful
- helping young people to handle anger, disappointment, and frustration in positive ways
- how to eliminate from our vocabulary the common phrases we’ve all used but which get in the way of good communication
- reaching even the ones who are reluctant to “open up”
- fast ways to build greater trust in relationships with young people

## HELPING YOUNG PEOPLE TO HELP THEMSELVES

### *Positive 1 on 1 Communication & Counseling Skills to Boost Self-Image, Confidence, & Self-Motivation*

This special group of techniques for improving *one-on-one communication* is designed for social service personnel, caseworkers, health workers, youth leaders, guidance staff, counselors, educators, and others who understand the challenge of silence—knowing that a young person needs to communicate feelings and information, but is reluctant to do so because of the difficult or personal subject matter, lack of confidence, fear, and other factors. Includes:

- over 60 specific things a young person does or says during even limited conversations and how to respond to them to develop more positive self-concepts
- positive opportunities you can use right away to provide youth with credible evidence of their own competence and success
- increasing trust of others and trust of self
- improving responsibility, independence, and cooperation

## How to Lead Fabulous Discussions

Learn superb practical techniques to stimulate exciting and productive group discussions. This session demonstrates original and effective tools you can use immediately to:

- increase attention
- motivate participation from everyone, including those hardest to reach and the ones who don't volunteer
- teach thinking, cooperation, problem-solving, and other essential skills
- encourage communication with each other, not just with the leader
- develop a greater depth of learning
- and more

# PART FOUR: Students

## Uploading Our Brain

### *Taking Charge of Our Choices to Bring Out Our Best*

(an assembly program for grades 6-12)

Lecturing young people doesn't work, of course—the best learning takes place when they are physically and mentally participating in an entertaining and fast-paced program full of fun demonstrations that are relevant to their lives every day. This session applies that approach and teaches important skills that include:

- we are what we call ourselves—our self-beliefs control our actions, so we'd better understand (1) what we believe about ourselves, (2) why we believe it, (3) and what we can do to change it if it doesn't support us
- how great self-communication and simple positive choices can lead to great changes at school and with friends and family
- respect for ourselves—including our choices regarding substances, physical fitness, and mental fitness
- the one thing that no one tells us about our brain—and is the most important thing to know
- respect for others—how to take control of our environment and reduce bullying, put-downs, and other negative and disrespectful choices
- how we waste energy being stressed about stress and how to handle it in positive ways

This program comes with materials that teachers can use for effective follow-up.

## Houdini's Greatest Secrets

### *How to Get the Most Out of Life by Escaping from the Stuff that Holds Us Back*

(an assembly program for grades 6-12)

Michael Brandwein combines his expertise as a national educator of young people with his skills as a professional magician in this unique, entertaining and highly useful program for middle school, junior high, and high school students. While presenting both tales and actual demonstrations from the life of the world's most famous magician, Michael uses little known facts and secrets about Houdini and magic to teach practical strategies and life skills including:

- problem solving
- honesty and integrity
- dealing with expectations
- handling fear and stress in positive ways

- being yourself—following your own best path while handling pressure from peers
- success is accessible to everyone once they understand that it doesn't come from “magic” or wishing for it—we have to learn how to discover the tricks behind the magic
- the “tricks” to success in studying, choosing, making and keeping worthwhile friends, and more
- the choices we make about our physical and mental health, including drugs, alcohol, and tobacco

This program comes with materials that teachers can use for effective follow-up.

## **There's So Much Magic You Can Do!**

(an assembly program for grades K-5)

Michael has been doing magic for kids since he was about 13 years old, but he quickly learned that it's not just something they love to watch. It can be a superb teaching tool that creates great opportunities for experiential learning, which is the very best kind. By college, Michael was already using his original materials to teach teachers how to use magic in their classrooms to motivate learning in math, reading and science and also teach life skills.

This educationally designed program uses magic to show kids the “tricks” to:

- making good choices
- respecting others and themselves
- staying healthy
- protecting each other by not allowing bullying or putting people down
- learning new things even when they are hard
- being persistent, polite, and patient
- solving problems calmly
- handle fears by communicating with others

This program comes with materials that teachers can use for effective follow-up.

## **For Student Leaders: The Leading Secrets to Leading Others**

When Michael is presenting staff development or student assemblies in a school, he can also offer to meet separately with leaders of student organizations and other class leaders to give them a mini-course in leadership. This session provides materials with over 200 specific

examples of what successful leaders do and say and includes:

- there are no born leaders; leadership success is accessible to all of us and it's not being elected or appointed that makes us leaders
- leadership success comes from identifying and practicing exactly what effective leaders do and say
- reverse engineering: how to start at the end to meet your goals
- the difference being a leader and being “bossy”
- supporting and motivating others to reach goals

## PART FIVE: Parents

### How To Have Great Communication With Your Kids Without Losing Your Hair Or Your Mind

From the writer and presenter of the Emmy® award-winning television programs *Parenting Puzzle*, this is a highly entertaining, *practical* presentation that will recharge and refresh you — and help you meet the challenges of building great relationships with your children. To succeed, families need to do their best to talk and listen to each other with skill and confidence. Michael Brandwein’s presentations have been critically endorsed and acclaimed internationally by teachers, parents, and professionals working with youth—not just because his techniques really work, but because of the enormous warmth and laughter with which they are taught. This presentation is not “theory”—it’s a nationally acclaimed, fast-paced, enjoyable session of specific things that you can *use the moment you return home* to improve family communication and help young people from pre-school to high school to:

- develop greater responsibility
- learn how to solve problems by talking things out
- communicate their feelings respectfully and effectively
- and more

### THE MAGIC OF FAMILY COMMUNICATION:

#### *A Special Presentation for Parents & Their Children*

A fun, fast-paced event that families can attend together — a fresh, entertaining way to see and learn some very practical, very specific skills to improve family communication, trust, and cooperation. Michael takes the acclaimed techniques he’s developed as a national expert on working with children and uses his skills as a professional magician to deliver a program filled with surprises, laughs, comfortable participation, and lots of cool tools that take the mystery out of working together to be a great family. This

presentation is a unique and comfortable way for parents and their children to grow closer with warmth and good skills.

## **BRINGING OUT THEIR BEST: How to Teach Your Kids Outstanding Skills For Life**

Where and how do kids learn this essential stuff—

- to pick, make, and keep friends?
- to be team players?
- to display initiative, persistence, and patience?
- to be independent and responsible?
- to communicate?
- to be respectful?

This breakthrough session teaches practical things you can do and say every day to build the skills that will matter the most to your kids. It's taught in an entertaining, crystal clear, no-nonsense way by an internationally acclaimed educator, best-selling education author, and presenter of Emmy® award-winning programs for parents. These techniques have been enthusiastically endorsed and used by education, youth development professionals, and parents throughout North America for their effectiveness in teaching life skills, boosting self-esteem, and dealing with behavior in more positive and confident ways. Most importantly, these skills will help you increase the positive communication in your home while developing warm, supportive relationships with your children to guide them to success.

## **“WHY DON'T YOU BEHAVE?!”: The KEY SYSTEM Solution to Handling Negative Behavior While Teaching Positive Choices**

Dealing with bad behavior does NOT have to be exasperating. In fact, when properly done it is an outstanding opportunity for terrific teaching of positive life skills. To be successful, we don't want theory or impractical, general “approaches” — we need to know what to say and what to do. Michael's **KEY SYSTEM** is a proven, *practical*, warm, and consistent set of very specific techniques to immediately teach children how to make better choices while guiding them away from undesired behavior, including fighting, grabbing, put-downs, whining, non-cooperation, “talking back,” and other inappropriate and problem behaviors.

In four clear steps, you will learn to confidently handle even the most difficult behaviors and how to get young people to accept more responsibility for their conduct. The **KEY SYSTEM** has been widely

acclaimed not only for its effectiveness, but for the fast-paced, fun way in which you will learn the skills, which include:

- four reasons why young people often do not listen to adults and the four essential skills that restore credibility, consistency, and trust
- ten steps to doom: the exact ineffective phrases to eliminate in our work with kids
- the two big secrets to changing behavior
- deploying the A.I.R.B.A.G.—precisely what to say and do to replace inappropriate behavior with better choices
- calmly handling resistance and how to respond confidently to over a dozen of the most common “come-backs” that young people use when adults speak to them about bad behavior
- the statements to make to young people to support their efforts to change, set positive expectations, and develop positive relationships with even the most frequently misbehaving youth

### **“I’VE TOLD YOU A THOUSAND TIMES!”:**

#### ***How to be Calm, Confident, & Consistent When Handling Undesired Behavior***

“Did I say NO?!” Sure you did, but do they care? If you’ve ever wondered in frustration, “Why don’t these kids listen to me?”—this session is for you. Why must we tell some young people five or more times, but others only once? Why do children behave one way in front of some adults, but another way with others? Teaching children to make good choices requires credibility and trust. Learn specific techniques to establish that relationship. This session demonstrates exactly what credible adults do and say, including:

- meaning what we say and saying what we mean
- being consistent and firm without losing control and without being “mean”
- teaching children to be responsible
- reducing the stress of leading and teaching children and establishing a calm, effective environment for learning good life skills and choices

## **SEEING IS BELIEVING:**

### ***Powerful Ways to Teach Essential Life Skills to Young People***

Our children learn the most important things from observing how others act around them. “What we show,” says Michael Brandwein, “is how they’ll grow.” This practical, highly entertaining presentation provides specific examples of things we can do right away with all age children to help them learn how to handle challenges, mistakes, and problems in positive ways. It demonstrates how to increase respect and positive communication while reducing put-downs and other negative behaviour. You’ll feel revitalized and excited about the strong differences you can make in the lives of your children!