



There is an imperative need in this world for strong, ethical leadership. For over 30 years, I have been involved in various leadership programs in the corporate world. In 2012, I was researching a new program for Career Builders and I came across a stunning revelation. It was during that time that I became aware of the fact that we have an overabundance of leadership programs in the corporate world, but we have neglected our younger generation. I soon understood that the absence of such programs was not intentional, but simply due to the fact that there was more revenue available for leadership training in the corporate world.

As the CEO of The Sewell Companies, it has been my honor to work beside various leaders of a variety of industries in America and around the world. Time and time again, we have discussed the need for employees who naturally understand leadership and the qualities associated with being a true and fearless leader. Thus was born the I Lead Program, a program designed for students teaching the core values of leadership.

**Robin Worley**  
I Lead  
CEO

## For Schools

Every child needs to be taught the core values of leadership, including integrity, dependability, honesty, etc. In our school programs, we present materials in a current and relevant way to reach the students to not just inspire greatness, but transform their life. Every person regardless of age, economic background, color, religion, etc. can be a leader.

### U Lead

***Look Good, Feel Good, Do Good***

**4 Week Program for 4th - 8th Grade**

#### Program Includes:

- 4 Week Program on Leadership Principles
- Weekly 10 - 15 Minute Lessons on Concepts and Character Traits
- High School Role Model and Poster Program
- Homework Suggestions for Applying Curriculum
- Weekly Leader Focus
- 4th Week Celebration Presentation
- Look Good, Feel Good, Do Good Materials

### E Lead

***Entrepreneurial Leadership***

**7 Week Program for 9th - 12th Grade**

Students will be taught seven specific skills in a way that will open their eyes to the world around them. Each session will consist of a leadership champion, a focus on a leadership trait, and one leadership skill. The weekly program will include a short PowerPoint presentation by the teacher (or class leader), a video, and a homework exercise to reinforce the message. The program can be presented during the school day or implemented into an E Lead club or chapter at the school.

#### Program Includes:

- 7 Week Program on Leadership Principles
- Weekly 10 - 15 Minute Lessons on Concepts and Character Traits
- Homework Suggestions for Applying Curriculum
- Weekly Leader Focus
- 7th Week Celebration Presentation

## For Communities

The components of the U Lead and E Lead Programs are combined and presented as part of a corporate campaign melding communities, businesses, and schools. The goal of looking good, feeling good, and doing good is shared by all stakeholders.

### We Lead

***Look Good, Feel Good, Do Good***

**30 Week Program for Schools, Communities, and Businesses**

#### Program Includes:

- 30 Week Program on Leadership Principles, including Weekly Messages for Schools and E-mail Messages for the Business Community
- Homework Suggestions for Applying Curriculum, including Community Service Project Suggestions
- 30th Week Community Celebration Presentation
- Look Good, Feel Good, Do Good Materials

### Join Us

Become part of the I Lead Community teaching our students the skills they will need to be successful in life. Call today to talk to us about creating a program that will work for your community.

### Contact:

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