



Dear Children's Ministry Director:

I am so glad for your vision to develop young people. After 20 years of being a pastor and a decade of training church leaders ([www.alanenelson.com](http://www.alanenelson.com)), I came to the conclusion that the best hope for the church is to identify and develop leaders while they're moldable. That's why the last few years I've turned my focus toward prototyping a leadership training resource unlike anything ever created for young leaders. We've founded a non-profit organization to be the conduit for these resources and have begun introducing it to larger churches and Christian schools and a character-based version for other private and public schools.

We'd like to help you change the world by using this program to identify and develop your future leaders, along with their parents and those who work with young leaders. God endows certain individuals with the ability to lead more effectively than others (Exodus 18, Ephesians 4, Matthew 25). I'd like to introduce you to the finest leadership training program available for 10-13 year olds. We have been developing this the last few years, modeled after high end executive caliber training, but age-sized for preteens, using active learning methods for maximum impact. KidLead has been featured in *Children's Ministry, K, Group, Rev!, Sermon Central* and several other national media outlets.

Everyone is interested in leadership and character development these days, but until now, practically nothing was available to do this in a concentrated manner with preteens, while leaders are still moldable in character but sufficiently developed cognitively. With KidLead advisory board members like Dr. John Maxwell, Dr. John Trent, Dr. Les Parrott III, and Stephen Arterburn, you can rest assured of the quality of this program. We are also official training partners of the International Network of Children's Ministry (INCM.org).

**LeadNow.** is a copyrighted curriculum requiring a 1-day (10 hour) training and leading/co-leading 1 module, typically used as an after school or evening program. It covers the sixteen most sought-after quality in leaders, half of which are character oriented and the other half skill. This is achieved in 4 modules, each consisting of 8, 90-minute club sessions, typically done weekly, 1 module per semester. Our target is the 10-20% natural influencers, identified by the first of its kind Social Influence Survey that is available free, online ([www.kidlead.com](http://www.kidlead.com)).

There is a modest, one time cost for the training and curriculum, and then a pay-to-play model whereby participants pay a materials fee per module that can be multiplied 2-6 times depending on the socio-economic level of the area, providing revenue for the trainer and/or host organization. While we know that charging a fee for a program runs against the grain of many churches, research shows that people are most apt to value and apply what costs them something. Consider it in the category of a summer camp or winter retreat, where you charge a fee to cover your expenses. This is part of the application methodology, even if a small part. Any revenue made can go to pay for talent, scholarship needy participants, or fund other important programs.

Please look over the materials in this folder. We encourage you to go online to watch a 4-minute video and check out other info related to this concentrated, top-level leadership training that preteens enjoy and parents and principals applaud. Consider being one of the first to offer **LeadNow.** in your area. It's the smart choice for any church that is serious about developing the potential of its young leaders.

Yours truly,

Alan E. Nelson, Ed.D.

**If you want to change the world, focus on leaders.  
If you want to change leaders, focus on them when they're young.**

History is shaped by 3 things:  
Disasters, Discoveries & Leaders.  
But the most significant is...

# Leaders



Imagine a world filled with effective & ethical leaders,  
because we developed them while they were moldable.



That is the vision.





## Preteen Training



## Teen Training

**How does it work?** We've invested a lot of time and energy into designing and prototyping this training program for raising future leaders who are effective and ethical. We accomplish this by empowering organizations to run their own programs. There is a character-based version for schools and civic groups and faith-based version for churches and Christian schools, because our goal is to equip organizations that interact with preteens in society. Compare this content to executive training programs at Wharton, Stanford and the Center for Creative Leadership catering to Fortune 500 companies.

**Trainer Certification:** The host organization provides 1-2 qualified trainers (paid staff or volunteers) who'll go through a concentrated, 12-hour/1-day session that includes 4 hours of live interaction with preteens, going through 3 sample club sessions. The normal fee of this is \$800 (25% discount for non-profits). This includes a polo shirt, background check, notebook, dvds, and 1 module of curriculum, plus ongoing coaching as needed. Certification is not complete UNTIL the trainer has completed leading 1 module on his/her own or with a co-trainer. Trainers are trained to qualify their own Koaches, whose \$50 fee covers their polo shirt, training notebook and materials. Contact KidLead for more info on these training events.

**Curriculum Content and Methodology:** The focus is on 16 of the most sought-after leader qualities. These are divided into 4 modules, each consisting of eight 90-minute club sessions. Total training time for each module is 12 hours. This is typically done weekly after school or evenings. It can be formatted for 4 half-day sessions or 2 full-day sessions or even 2 modules for a week long summer camp, although spreading out the sessions is recommended for better retention. It can also be adapted as a core or elective class as part of school curriculum.

**Participant Selection:** The goal is to select the 10-20% most natural influencers since peer learning is a part of our design effectiveness. Therefore, we require candidates to submit an application and 2 Social Influence Surveys (only 1 by a parent). Trainers are taught how to assess these for Leader selection into the program. Each young Leader is briefly re-assessed at the end of each module in order to be invited back to the next module.

**Parent Training:** In addition to a parent folder and copy of Dr. Nelson's book, *KidLead, "Growing Great Leaders,"* there is a 1-hour seminar called *Developing Your Child to Lead*, followed by a 2-hour clinic, *Raising A Leader*. We encourage parents to sit through a least one club session so they have a better awareness of the method and format in order to talk about what the Leader has learned. There is also a monthly KidLead e-newsletter with short articles and tips.

**Pricing:** KidLead recommends that an organization set the fee for each module between \$200-250, the average cost of a semester of sports or 3-4 hours of private music, tennis or batting lessons. KidLead fees are: \$59/per child per module (8-20), \$49/per child per module (over 20), or \$39/per child per module (over 40). These rates are based on module units taught per 6-month period. This includes a 1 time Leader notebook, name badge, parent folder, 180-page book, e-newsletter subscription, and membership. It also includes a t-shirt, materials and certificate per module. The host organization or Trainer retains the balance of funds collected.

*That's less than \$5/hour to develop next generation leaders with the finest of training available, anywhere.*

Minor start-up supplies may be required, depending on the hosts willingness to provide these (i.e. scissors, paper, etc.).



When young leaders go through all 4 of the color modules, they will have received over 50 hours of concentrated training and experienced more than 100 leadership experiences. No other curriculum comes close to being this robust. Yet it is scalable so that organizations can run their own programs without hiring expensive personalities or requiring significant travel costs. Now you can run your own executive-caliber training program. Parents and students love it!



Plus, most organizations can generate significant revenue as well as using **LeadNow** and **LeadWell** training as marketing tools that create strong public relations and are attractive to families seeking more than just academics in a school. For more information on how this program can work in your school, contact us through the KidLead website: [www.kidlead.com](http://www.kidlead.com).

# 5 Reasons Churches Should Consider **LeadNow**. Training for their 4<sup>th</sup>-7<sup>th</sup> Graders

*“The future of the church rests in our ability to develop children leaders.” -George Barna*

Every church with or able to reach at least 50 kids in the 10-13 year age range should consider KidLead’s world class leadership training as a part of its regular ministry offerings. Here’s why:

1. *Intentional leadership training is a way to grow leaders in your church and the Kingdom.* Many churches put off the idea of intentional leadership development by thinking that their staff and participants are already busy with existing programs. “We don’t have time to add one more thing, even if it is good.” KidLead challenges you to consider the long term potential in developing those with leadership aptitude. Leaders are those who have the capacity to influence many more than most, good and bad (Exodus 18). Stewardship is a matter of investing where there is apt to be the most return on our investment. This is a 100X ministry, a great way to raise current youth and future adult leaders.
2. *Your church can offer the finest in leadership training resources.* KidLead is designed by leadership experts with years of accelerated training experience. As we’ve analyzed programs by some great churches, claiming to already have their own leadership development programs, we’ve found little comparison. We’ll certify trainers in your church who in turn will train coaches. We challenge you to analyze the curriculum of KidLead that encompasses the sixteen most sought after qualities of a leader. The total program involves more than 50 hours of accelerated learning training, plus parent and teacher education. Our faith-based version incorporates biblical teachings in the context of leading others.
3. *Your adults benefit as they invest in leadership training for kids.* We’ve discovered that trainers, coaches and parents acknowledge the personal benefit when their kids are involved in **LeadNow** training. Since our materials were adapted primarily from executive training, everyone comes away a winner who is involved. Very few churches provide quality training that actually teaches people how to lead effectively.
4. *You are helping those with God-given gifts develop them in an environment that is loving, spiritual and Godly.* Only a small percent of any group of people have a specific gift. Identifying and developing those with the gift of leadership is important because of the impact they’ll have as they mature. In essence, you are giving your leaders a 10-20 year head start from the time most formal leadership training begins, and very little of that takes place in a spiritual, nurturing setting.
5. *KidLead gives you the ability to attract people in your church and in the community around your church, who are leader oriented.* Marketplace leaders are often well resourced and can significantly benefit a congregation, but many consider church to be irrelevant. Leaders “get” the objectives of KidLead and they value them. Here’s a great way to add influence to your ministry by benefiting people who are leaders. Whether it is financial support, team building ability, or simply evangelistic outreach, KidLead can be a magnet to attract those who might otherwise overlook your ministry.

Like any large ministry, you’ll do best to find a couple people to champion this special emphasis. KidLead’s vision is to raise effective, ethical leaders in all arenas of the world. But we can’t imagine a more important one than the Church. We would like to partner with you so that you can provide world class leadership development to the families in your church and community. We applaud your consideration of this powerful resource to change the future.

## Feedback

*We as parents have learned more about leadership, but perhaps the biggest benefit is Nicholas seeing himself in entirely new light- an emerging leader. Along with greater self-confidence, he is building important life skills that will pay dividends. -Ed Powers (Nicholas' dad)*

*We've watched Karli's poise and confidence grow. It's fun when she comes home from school and explains things she sees at school in the context of what she's learned at **LeadNow**. KidLead has come along and nurtured her in areas where we see her gifts. Now she has someone else help us develop her and give us direction. -Katie Klinger, Karli's mom*

*Channeling the energy of a strong-willed child by recognizing and developing leadership within these kids was a new concept that piqued my curiosity. But as a Trainer, the relevance of the program was confirmed as I watched firsthand, young leaders blossom under the structure of the program. -Randy Henckel, parent and KidLead Certified Trainer*

*My kids love **LeadNow**! They especially enjoyed the fun and relevant activities used to help them learn what qualities are needed to be a great leader; what a great investment in the future. The activities reinforced what they were learning and the Leadership Challenges were great. -Margaret Morford, Cameron and Jocelyn's mom*

*Austin liked the activities, projects and the interaction with others kids. It provided a step up to do something significant like his project, which involved taking a group of his peers to talk to the principal about confronting a school bully. At 11, I probably would have gotten into a fight. -Jim Pelichowski, Austin's dad*

*We have Clay in scouts, chess club, and art classes and you hear about it if he doesn't want to go. In every one of those, we've gotten pushback at one time. Clay never said anything negative about **LeadNow**. One night he was tired. We said, "It's **LeadNow** tonight." He said, "Great!" -Ken Rayment, Clay's dad*

*Austin came out of the club meetings excited. He's not a big person to tell me details, but the kids were always excited about the leadership activities. I remember the lesson on integrity that helped me remember why that was important in leading. We remember the movie clips and found them helpful. We often talked about what they did in teams and we got to know other kids as leaders. -Julie Garrett, Austin's mom*

*As a principal, I know how challenging it can be to run strong academic programs in addition to considering other enrichment programs. But I've discovered one that has produced amazing results: KidLead. -Diane Eussen, Principal of Benjamin-Eaton Elementary School, Eaton, CO.*

*The trainer certification was the best 1-day training I've ever experienced. -Gabe Guvin, Principal of Valley Christian Elementary, San Jose, CA*

*As a trainer, I am completely moved by this program. It has changed my life. I am a better parent, a better teacher, a better friend and a better community member because of my training and my working with the kids through this program. I truly believe in the curriculum and the success of it. -Nina Lewis, Trainer, CO*

*I thank you for sharing your program with us. With the help of KidLead, I hope to foster strong, ethical leaders today that will shape the future for all of us. -Maggie Schwartz, Principal Stratford Middle School*

## Founder

*Alan E. Nelson is a leadership development specialist. He was a pastor for 20 years and authored a dozen books on church leadership and spiritual formation ([www.alanenelson.com](http://www.alanenelson.com)). Alan holds a doctorate (EdD) in leadership from the University of San Diego and is a lecturer at the Naval Postgraduate School. After years of working with adult leaders, he began prototyping executive caliber training for preteens. Dr. Nelson lives with his family near Monterey, California and is the author of *KidLead: Growing Great Leaders*.*