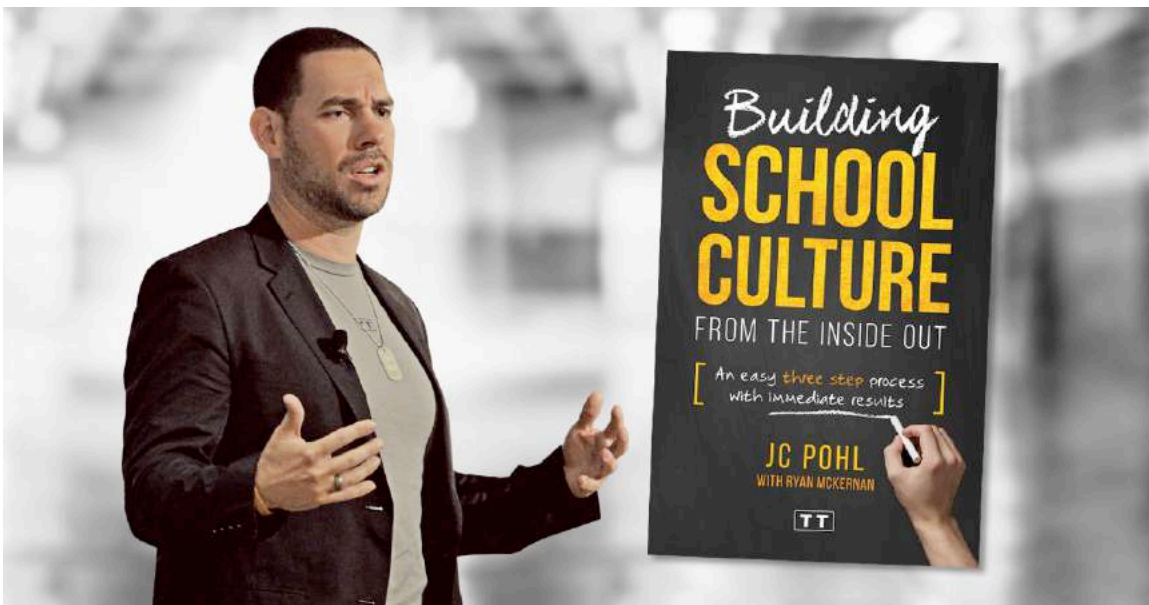




KEYNOTE EXPERIENCE

Building a strong school culture should be the first priority of every school leader. It is proven to decrease bullying, enhance academic performance, and increase student engagement. This keynote experience reveals a framework for giving students a voice and empowering them to take ownership of their school. Led by award-winning producer and veteran speaker JC Pohl, this session focuses on tested methods that build resiliency, develop positive culture, and connect students across your campus and community. Based on JC's latest book, *Building School Culture From the Inside Out*, this 60-minute experience features student shot content from the award-winning TEEN TRUTH film series, as well as real world examples of students and schools that have changed their path by using Pohl's Student Ownership M.A.P.



"JC did an outstanding job stressing three important themes for our audience...

- Have you created a slogan that works?*
- Have you assessed your school's social-emotional activities?*
- Are you creating peer-to-peer relationships that support students?*

These are the foundations of a safe and supportive school environment."

Kris Olsen, Ed.D., President – Confederation of Oregon School Administrators



JC Pohl, the President & CEO of TEEN TRUTH, is a producer and speaker who has reached over 9 million people with his message of strength and personal power. He has produced ground-breaking programs such as TEEN TRUTH and RISING UP, and has a footprint in over 7,000 schools across North America. He is a Licensed Marriage and Family Therapy Associate and holds a Masters Degree in Professional Counseling from Texas State University, San Marcos. You can find him on Facebook and LinkedIn or connect directly at www.jcpohl.com and www.teentruth.net.