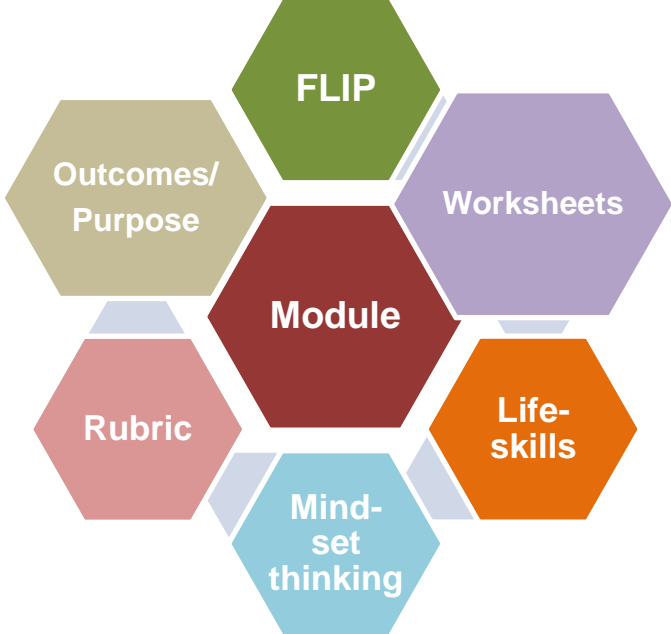# Marketing Template – Selling Modules and PD to education organizations

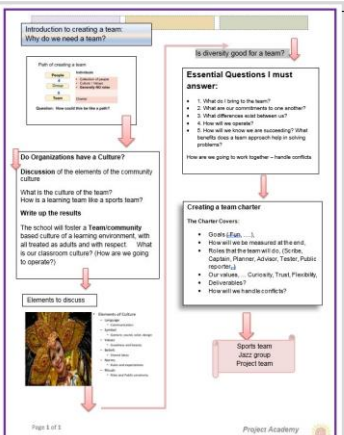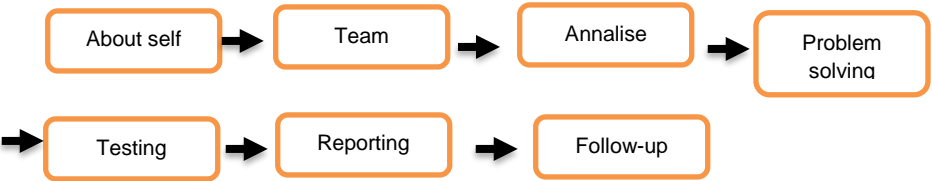| Heading	Description
Need: <mark>we provide professional development to the customer to train their staff about our modules and their use and/or add additional foundational and life skills.</mark>	Educational schools and training companies lack the modules documents and processes that are offered. Project Academy syllabus can be divided into modules to be used by the client in their particular environment. ***As an example, the potential customer may train students in coding but does not have a module for teamwork.*** In addition, our approach is to work with the client and custom our processes to their needs.
Potential Markets:	- Community Colleges - Tech HS - Corporate training programs - Non-profit drug recovery programs - Veteran organizations - Youth released from prison program
Our value system	Recognize that we are all different but as human beings there is some good in each of us. **Wisdom:** good decisions and taking the path that provides value to all (society) **Community:** People and relationships count **Social justice:** leaving the world a better place than you found it **Purpose:** Sense of direction that you achieve, the goals you set

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Products *Financial literacy*	**Modules of our process** ○ · **About self.** ○ · **Teamwork.** ○ · **Analyzing direction.** ○ · **Questioning.** ○ **Creativity & Innovation** ○ · **Tools** ○ · **Problem-solving.** ○ · **Reflection/learning from mistakes.** ○ · **Reporting/ Metacognition** ○ **Connection Themes** *Project Academy* Plus we provide FLIP learning tools for each module so students can prepare for their class. Our modules incorporate life skills that are part of the module.
Elements of each module *A complete learning package*	**FLIP** **Outcomes/ Purpose** **Worksheets** **Module** **Rubric** **Life-skills** **Mind-set thinking**
Basic process	1. Interaction process to connect with existinng learning 2. Provide individual personal support such as-family, society, court system and follow-up 3. Mentoring support tools 4. Reflection and measurements tools

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	5. Personal and social support skills.
	We are developing learning modules that focus on skills needed to enter the work-force. The design is built around project based learning concept where the student helps to create their learning module. These modules are meant to compliment existing training processes.

Example of a module **Skills -Tools** • info-mapping • Flow-map • Quality **Mind-set** • Ownership • Brain-plasticity **Rubric**	 Trust, Respect, Independence, Collaboration, and Kindness, Listening, Empathy. ***Plus: FLIP learning module, Worksheets***
Total flow process (modules)	
Benefits:	Self-directed learners … Students see the benefits and joy of becoming life-long learners., Tested learning modules
Corporate learning	• Quality systems • Process / Corporate systems • Customer focus • Measurements / Attitude

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	• Feedback/ Reporting
Summary	Provides a self-contained learning module that encourages a questioning and critical thinking outcome. Each module package contains the following mindset learning: • Growth • Ownership • Coaching
Our Purpose	To make it easier for young adults to enter and be successful in their chosen job market.