

## Why KidLead?

- 1. Executive quality leadership training:** Unlike most youth programs that use the word "leadership", *KidLead* is modeled after some of the finest (and most expensive) executive training programs in the USA.
- 2. Cultivate critical and creative thinking skills:** *KidLead* deeply engages young leaders in a unique learning environment where they are made to think critically and creatively in leading teams of their peers to solve problems. Leadership is not just about getting people to do things for you, it is about creating a vision and a plan so good as to inspire others to action.
- 3. Develop the most sought-after leader qualities:** We focus on cultivating the sixteen core-characteristics and competencies of what we believe are the most essential qualities to a New Generation of Leadership. These prepare leaders not only with the skills to lead, but with the ideal character to lead as well.
- 4. Get noticed by prime universities and employers:** Competition for the best university education and high paying jobs is increasing. More and more universities are looking beyond GPA and standardized test scores for those exhibiting leadership qualities. Leaders are also typically paid more and provided more opportunities throughout their lives.
- 5. Set the sail for future leadership development:** While the core of Kidlead is its 50 hours of leadership training, the larger benefit is setting the sails for future thinking and behaving as leaders.

*"We cannot always build the future for our youth,  
but we can build our youth for the future"*

*- Franklin D. Roosevelt*



The *KidLead* logo is more than just a fun graphic. It's symbolic of the program itself and was actually selected by 10-13 year olds!. The four colors represent the 4 training modules that teach the 16 most sought after qualities that people look for in leaders. The curving arrows represent dynamic energy, reflecting the active learning method. The four directions of the arrows symbolize the four angles of leadership taught, leading : up, laterally, down and leading "internally".

### For additional information Please contact:

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America's Only Executive-Level Leadership  
Development Program  
Specifically Designed For Ages 10 – 18

**Now In Pakistan**



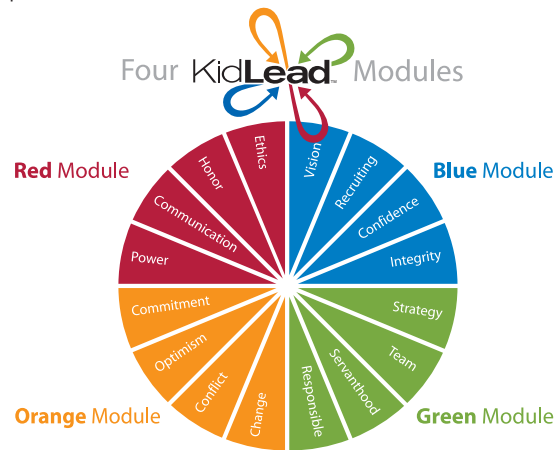
*"If you want to change the world,  
focus on leaders. If you want to  
change leaders, focus on them  
when they're young."*

*-Dr. Alan E. Nelson,  
Founder of KidLead*

[www.kidlead.com](http://www.kidlead.com)

## What is KidLead?

KidLead is the world's only leadership program that specifically targets leaders when they are most adaptable. KidLead teaches the **16 most desirable characteristics and competencies of being a leader**, divided into four color-coded modules. Each module consists of eight, 90-minute sessions covering 4 topics.



### The 16 Characteristics and Competencies of a KidLead Leader:

#### Values:

- Ethics (what it means to have high morals, internal standards)
- Integrity (what it means to be honest and internally whole)
- Responsibility (what it means to be dependable, taking ownership)
- Commitment (what it means to be dedicated and persevere)

#### Attitudes:

- Honor (what it means to esteem people and value them)
- Confidence (what it means to exude faith, take risks)
- Servanthood (what it means to be humble and put the team first)
- Optimism (what it means to be hopeful in stressful situations)

#### Relationships:

- Communication (how to get your message to others)
- Recruiting (how to get people on your team and in the right positions)
- Team (how to create unity and focus in your team)
- Conflict (how to diffuse potentially destructive emotions)

#### Decisions:

- Power (how to get it and use it appropriately for good)
- Vision (how to decide direction and inspire it in others)
- Strategy (how to achieve the goal the best way)
- Change (how to make transitions effectively)

KidLead utilizes the same methodology recommended by the American Society of Training and Development (ASTD), used by Fortune 500 corporations and creative educators: **Active Learning**. Over 90% of the curriculum involves multi-sensory activation and takes into account various learning styles. By incorporating a combination of cognitive, micro and macro motor skills, video, kinesthetics, and discussion, KidLead provides a robust means of content delivery.

The KidLead curriculum is divided into two programs, tailored to address the unique leadership-development needs of distinct age groups:



Ages  
10-13



Ages  
14-18

### How Does KidLead Work?

"KidLead is not a kids' program emphasizing leadership, but rather a leadership program targeting leaders when they are most moldable."

Over the course of all four modules, young leaders will experience over 100 leadership activities. Just as repetitive athletic training is designed to create muscle memory, ongoing leadership activities condition young leaders to respond automatically as team builders and problem solvers.

KidLead Leadership Consultants & Coaches teach socratically, by asking strategic questions, in order to help students think and actively decide for themselves, like leaders.



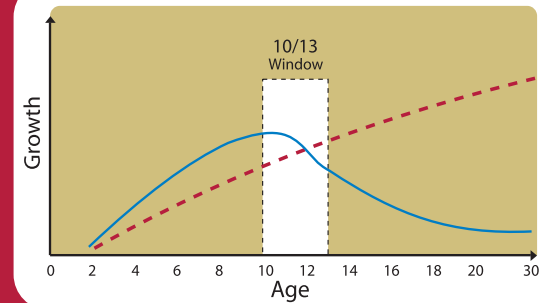
Most leaders do not begin formal leadership training or gaining experience until after university, between the ages of 25-35. Imagine what it would be like for next gen leaders to start their adult lives with the advantage of 10-20 years of leadership experience. Now they can with KidLead.



### The KidLead Learning Methodology The Socratic Method

The key ingredient to KidLead's effectiveness in developing leaders is the consistent use of the Socratic Method. This method of instruction works by asking questions to develop the critical thinking skills of young leaders so that they learn to actively seek out solutions instead of waiting for adults to tell them what to do. Deep and long-lasting learning occurs when knowledge comes to people as something they work to discover. This method honors the intellect of young leaders and ultimately empowers them to go beyond what they thought was the limit of their potential.

## Moral Development (solid) Cognitions (dotted)



Children are wet cement. Psychologists tell us that a person's moral/ethical values are pretty much set by adolescence. KidLead focuses on a unique developmental window when cognitions are emergent and character is still pliable.

Although we invest in academic, athletic, fine arts, and other extra curricular development, rarely do we ever tap the leadership talent dormant in kids. Now you can with robust, effective training from KidLead.



KidLead provides a free assessment to help identify children with observable organizational leader qualities, making this a basic requirement for enrollment in the program.

### Who Leads KidLead?

KidLead teaches the sixteen most desirable leader qualities, dividing them in to four modules, each consisting of 8-10 lessons, typically formatted in 90-minute club settings. These are taught by Kidlead Certified Trainers using media, experiential activities and real-to-life projects. The program includes parent and mentor training as well. When accepted into the program, participants receive a notebook, t-shirt, and can join any of the four modules, since they are non-sequential.