

Turning Potential into Performance

BY KRISTEN HAMPSHIRE
PHOTOGRAPHY BY KEN BLAZE

CHANGING LIVES

Breana Ivory isn't afraid to step outside of her comfort zone, raise her hand and ask questions or socialize with people she wouldn't normally approach. She has confidence, a trait she picked up from the Effective Leadership Academy's Club LEAD. This eight-week program builds problem-solving, goal-setting, team-building and leadership skills for students in fifth through twelfth grade.

"Effective Leadership Academy teaches you how to be a better person — how to think logically and outside of the box," says Ivory, adding that part of the experience featured interactive scenarios where individuals had to learn how to cooperate with others to meet goals. "It gave me a chance to not just be part of a team. We each had duties that gave us a chance to become leaders in the group."

Ivory, a 2010 ELA alumna who participated in the program through Whitney M. Young High School in Cleveland, says ELA taught her life skills that she utilizes on a daily basis. When she enrolled in Ohio University to pursue a degree in computer engineering, she was prepared. She had the skills to approach professors and participate in class.

"I was confident in the classroom," she says. "I wasn't afraid to get up and get to know people, to be part of things."

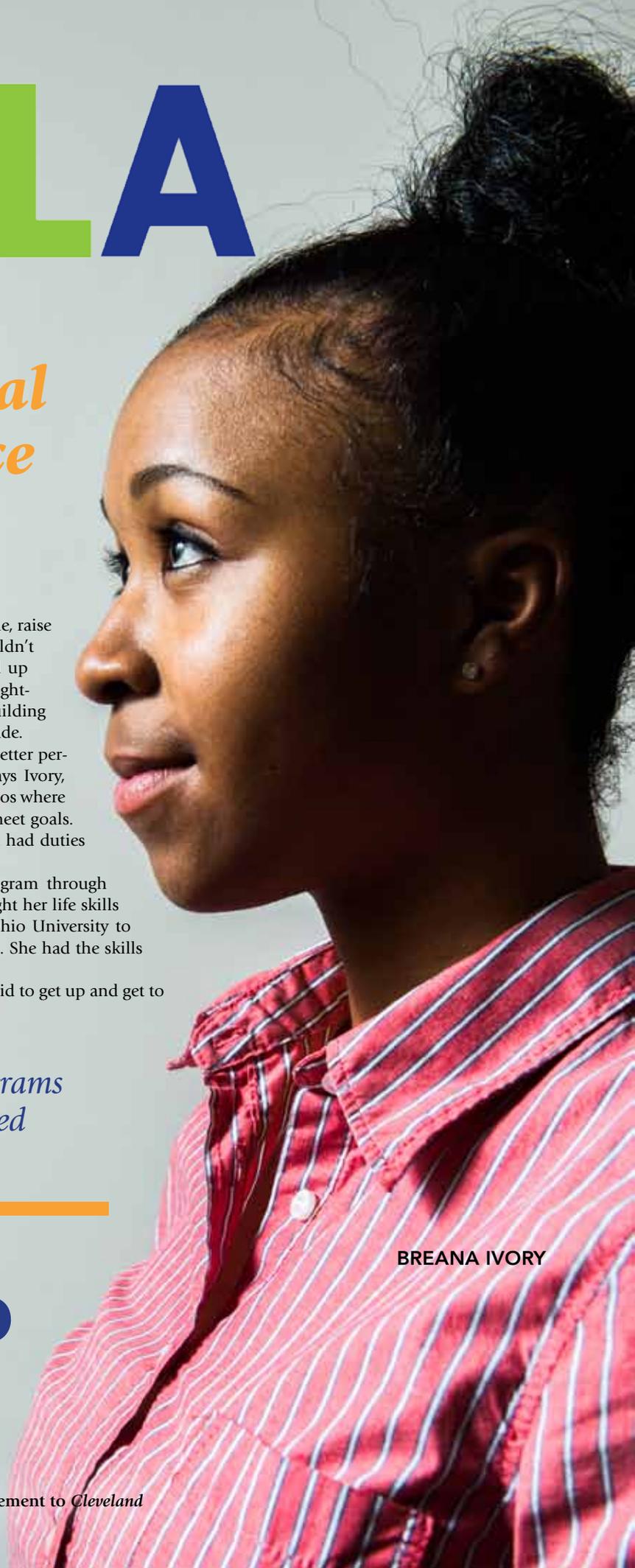
Effective Leadership Academy programs cultivate traits and skills people need to succeed in the 21st century.



NAVIGATING A SUCCESSFUL PATH THROUGH 9TH GRADE
TRANSITIONS

Supplement to *Cleveland*

BREANA IVORY



EXPERIENCING TRANSFORMATION

While ELA works with many school districts to inspire future leaders, it also supports community organizations like the Dream on Foundation, which focuses on educational endeavors for inner-city young people. The parents, including Lydia Tyner, were discussing parenting challenges and what they could do to become better role models for their children. That's when ELA got involved with its Club LEAD program.

"I used to not know how to approach situations," says Lydia, who participated in the program with her 13-year-old daughter Jalia Tyner, who attends Horizon Science Academy in Cleveland.

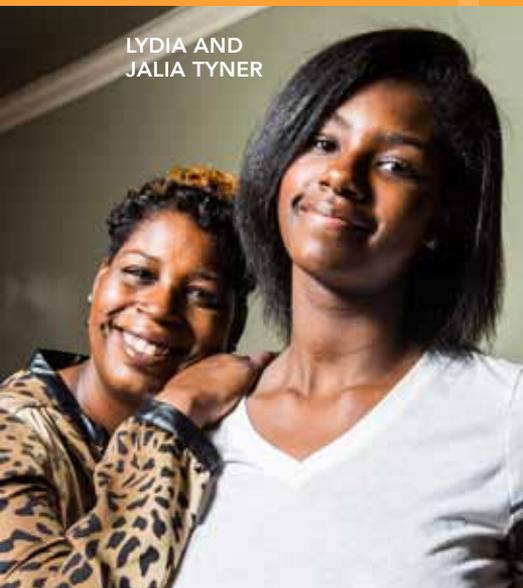
Lydia says she used to bottle up her emotions, and overcompensated by over-reacting when she finally expressed herself.

"If I want someone to hear me clearly, to understand what I'm saying, the way I approach them makes all the difference in the world," she says.

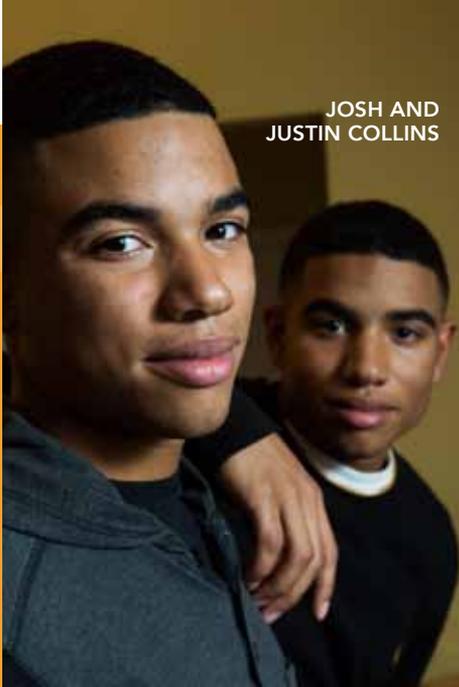
Since Club LEAD, Lydia and Jalia have learned consideration and communication. Now, they have a different approach to conflict and stress. ELA has been an invaluable tool for learning how to respectfully self-advocate — to be heard and understood. Jalia's approach to school has even improved.

"Her teachers notice how she responds and is more proud of herself — she speaks up and looks you in the eye," Lydia says. "These things may seem small but they make a big, big difference."

LYDIA AND JALIA TYNER



JOSH AND JUSTIN COLLINS



BUILDING LEADERSHIP

Student leaders of sports teams and clubs are called "captains" and "presidents." But as Strongsville High School Principal Mark Smithberger explains, just because students have these titles, it doesn't mean they know how to be role models.

"We don't actually teach them how to be leaders," Smithberger says. "It's important to build leadership skills, and we — like ELA — believe that leaders are made, not born."

That's why SHS has engaged with ELA to host the organization's Club LEAD program. Each year, up to 80 high schoolers learn how to apply their newfound interpersonal skills, set goals, overcome adversity and network. Students also select a service project to carry out while participating in the ELA leadership program.

"We learned that making a service project happen takes a lot of planning, and you have to think about all of the perspectives," says Josh Collins, a SHS senior who is an active member of the program with his twin brother, Justin. "A team of leaders won't get very far, but a team of cooperative individuals working together to achieve a common goal will succeed."

For Justin, Club LEAD taught him how to think outside the box and that in a group setting, it's important to realize that all opinions matter.

"When you get more hands-on people skills, it can help you communicate, make connections and open doors," says Justin, who plans to pursue a career in medicine.



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— Strongsville High School Principal Mark Smithberger

DISCOVERING YOURSELF

For Amanda Orr, interning at ELA and participating in a pilot leadership program for university students prompted her to change career directions and education plans. Orr, who studied communications at Notre Dame College, was focusing on public relations efforts for ELA.

Then, she got involved in ELA's LEADU program geared toward college students.

"We examined our values, how we approach problems and how we function in the community," Orr says, speaking of an ELA activity that helped her discover her analytical, detail-oriented personality. "That changed the way I participate in programs, and the way I approach my education and career now because I know I need that detail-oriented focus."

After some soul-searching, Orr decided to change paths and pursue a law degree. In Fall 2015, she enrolled in Cleveland Marshall School of Law.

"I realized my talents and the way I process information is better suited toward a more analytical career," she says. "ELA's program has made me more effective in everything I do in my life because I know myself better than I did before."

AMANDA ORR



LEADING BY EXAMPLE

Meet Flo Brett, the inspiration behind a movement to cultivate leaders.

Leadership titles are often given through promotions, but receiving a title does not mean you possess the skills to guide a team toward success. Flo Brett, the founder of the Effective Leadership Academy, knows this concept well. Brett, a former pediatric nurse and executive training program manager, developed an intensive adult leadership-training program for the largest training hospital in the United Kingdom.

"I was promoted at a young age into a leadership role," she says. "While serving at a healthcare facility in England, I was a clinical expert, but I did not have the skills to manage the 100 people in my department."

From her experience, Flo was inspired to go back to school for a degree in leadership and development. This background,

coupled with personal experience with the Greater Cleveland educational community, allowed Brett to quickly identify a significant gap in student leadership training in middle and secondary school environments.

Drawing upon the success and lessons learned from the corporate curriculum she developed, Brett adapted her methods to serve the needs of students from fifth through twelfth grade, as well as recent graduates, by teaching essential life skills during their most formative years.

"Our mission is simple," Brett says. "We help people develop their most important asset – themselves."

While many schools haven't traditionally provided students with in-depth opportunities to develop essential life skills, Brett's



noticing a big desire from educators to put into place a well thought out, interactive and sequential leadership curriculum. That's where ELA comes in, providing young adults with skills that will not only help them succeed in school, but also future personal and professional endeavors. She says, "The impact from ELA programs lasts a lifetime."

EVOLVE, LEAD, ACHIEVE...

ELA firmly believes that it takes a village to raise a child, and this is why our program model is designed to complement what our partners are already accomplishing. We're taking students' learning capabilities to the next level in terms of 21st century preparedness.



Our award-winning **Club LEAD** is an in-school or after-school program for students in fifth through twelfth grade. The standard program is offered in 60-minute sessions, delivered once per week for eight weeks. Each session provides interactive activities that offer a "personal toolkit for success." Club LEAD received the 2015 Positive Youth Development Award from the Ohio Department of Education

After School Network for the most creative program, which demonstrated student impact and student improvement in social skills and developmental assets.



Camp LEAD is an intensive, one-week summer day camp experience for students in fifth through eighth grade. The camp is designed to be fun, interactive and summer camp appropriate. This program helps students develop communication, team building, self leadership and creative thinking skills — and much more. Our highly interactive activities provide memorable experiences and set the stage for success

throughout the school year. Camp LEAD has a curriculum that enables four years of leadership development for middle school students.

NAVIGATING A SUCCESSFUL PATH THROUGH 9TH GRADE TRANSITIONS

The **Transitions** program is designed to serve as a bridge to address the social, emotional and academic challenges students face during the important passage from middle school to high school. This in-depth, interactive program helps students learn how to handle new school expectations, establish their own identities, and navigate intense peer pressure as they move from smaller middle schools to larger, centralized secondary schools.



LEADU is an eight-week program that offers additional guidance and support for older students and ELA alumni who are transitioning from high school to adult life. College-aged students learn skills that will make them more confident members of society. While the program provides the same leadership building qualities as our other programs, LEADU also prepares participants for the real

world with many age-appropriate topics, including financial management, professional networking etiquette and personal-portfolio development.

SKILLS FOR THE 21ST CENTURY

- ✓ Learning effective goal-setting techniques and time management
- ✓ Understanding the importance of body language and developing effective communication skills
- ✓ Developing decision-making and problem-solving skills
- ✓ Establishing priorities while maintaining a healthy life balance
- ✓ Recognizing the power of a positive attitude and self-talk
- ✓ Learning team dynamics and establishing collaboration skills
- ✓ Developing tools to make a positive first impression and network effectively
- ✓ Understanding influences from family and friends, making the right choices and taking personal responsibility for actions
- ✓ Recognizing the skills of an iconoclastic thinker
- ✓ Developing and applying a personal code of ethics

For more information about ELA and the amazing transformations made by young people, as well as adults, visit effectivela.org or call 216-292-8775.

MAKING AN IMPACT

“ELA has helped me so much with my life, both academically and socially. I’ve met so many incredible people through the program and honestly don’t know where I’d be without it.”

— Hannah Glaser, 10th grade, St. Joseph Academy
Graduate of ELA’s Transitions and Club LEAD programs in 2014-15

EVOLVE

The Effective Leadership Academy is a Cleveland-based nonprofit organization established in 2008. We exist to meet the pressing need for educational opportunities that teach young people invaluable life skills. Through ELA, students learn how to become responsible community leaders. Our mission is to help children develop their most valuable asset — themselves.



LEAD

ELA is paving the way for successful futures with an experimental-based curriculum that cultivates leadership and life skills. Critical thinking, problem solving, work ethic, teamwork, collaboration and value driven decision-making are essentials for personal success. ELA acts as a catalyst for positive change by preparing students to lead responsible, independent lives.



ACHIEVE

Since the organization’s inception, which began with 37 students in partnership with three schools, ELA has experienced tremendous growth during the last eight years. Records show that ELA has collaborated with more than 90 schools and educational agency partners and has led more than 11,000 students on their journey to becoming future 21st century leaders.



GET INVOLVED WITH ELA

Schools/Organizations:

Allow your campus to become a host location for our Club LEAD, Camp LEAD or Transitions programs.

Parents:

Register your child for our camps, clubs or transitions programs at effectivela.org. If a program does not yet exist at your school or in your area, call us! We will make it happen.

Corporations/Businesses:

Donor and sponsorship opportunities are available for unique programs with local chambers of commerce and community projects and events.

DID YOU KNOW?



Impacted more than **11,000** students



90 school partners & growing



50% of all ELA alumni have received scholarships to attend programming

30+ philanthropic & corporate donors

1:12 student to instructor ratio



15—student alumni advisory board



94% of each dollar goes directly to empowering youth.



AWARD-WINNING PROGRAMS:

Club LEAD **2015** Positive Youth Development Award from the Ohio Department of Education After School Network for most creative program and **national award-winner** of the Chick-fil-A True Inspiration Award

For more information about **ELA** and the variety of leadership-building or volunteer opportunities available, visit effectivela.org, call 216-292-8775 or visit us on social media:

Twitter and Instagram : @ELAleadership
Facebook and LinkedIn : Effective Leadership Academy