



@HumanizeMyHoodie

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HUMANIZE MY HOODIE TRAINING SERIES

VOLUME 1-10



ANDRE' WRIGHT

Andre' Wright is the founder/CEO of Born Leaders United, a streetwear brand based out of Iowa City. He has gotten noticed by the likes of Common and J.Cole with his latest Humanize My Hoodie capsule collection. Andre' is also a national presenter and trainer for social justice.

Andre' has taken his passion and talent to grow his boutique brand, Born Leaders United, into a global brand within the last five years. All while building local community awareness and producing the most impactful fashion events Iowa has ever seen.

In addition, Andre' is a master screen printer and teaches how to build economic empowerment opportunities by using printing techniques. Andre is a leader and regularly mentors entrepreneurs. Andre is a utility for businesses by using his fashion brand to building an equitable community.

Andre' has used his passion to grow his personal brand and prides himself as a collaborator. He is constantly looking for ways to inspire, empower and support others.



JASON SOLE

Jason has been a criminal justice educator for a decade (served as an assistant professor at two academic institutions) and is currently an adjunct professor at Hamline University. He is a national keynote speaker and trainer. He's the past president of the Minneapolis NAACP in which he launched several public safety initiatives (e.g., Warrant Forgiveness Day) that led to harm reduction in Hennepin County. Sole was a 2013 Bush Fellow who focused on juvenile delinquency and recidivism throughout the state of Minnesota. He helped launch Mayor Coleman's Community Ambassador's Program, which led to a 63% reduction in juvenile crime in the first year. In 2014, he published his memoir, From Prison to Ph.D.: A Memoir of Hope, Resilience, and Second Chances. He recently served as the Community First Public Safety Initiatives Director for the City of Saint Paul. In addition, Jason is the co-founder of the Humanize My Hoodie Movement in which he's challenging threat perceptions about Black men through clothing, art exhibitions, and workshops.

VOLUME 1: MASS INCARCERATION IN THE AGE OF COLORBLINDNESS



Continuing Education Credits: 6.5
Cost: \$189.00

Many people who survive prison, never want to step foot back inside the walls. However, Jason Sole has consistently worked to end mass incarceration by educating the incarcerated about the criminal injustice system. In addition, he's worked to liberate himself and others from the long arm of the caste system. In this full-day training, participants will learn the following:

- How to create space for formerly incarcerated folx to lead
- How to create systemic change: Bail Reform; Sentencing Reform; Identifying Zip Codes most impacted by the criminal injustice system; effective reentry plans; and more
- How to gain a concrete understanding of collateral consequences (e.g., voter disenfranchisement)
- Remembering Kalief Browder: The Harmful Effects of Solitary Confinement

"The nature of the criminal justice system has changed. It is no longer primarily concerned with the prevention and punishment of crime, but rather with the management and control of the dispossessed."

- Michelle Alexander

VOLUME 2: TEACHING HEALTHY MASCULINITY



Continuing Education Credits: 6.5
Cost: \$189.00

For 11 years, Jason Sole has traveled the country training concerned adults, social workers, sports coaches, and others on healthy masculinity. Rigid ideologies of masculinity are interwoven into the fabric of society, however, if we deliberately challenge these notions, we will create safer communities. In this full-day training, participants will learn the following:

- Men who adhere to the "hegemonic masculinity" (or more traditional construction of masculinity) are less likely to engage in health promoting behaviors, more likely to accept violence as part of the masculine norm, and more likely to engage in a range of unhealthy and risky behaviors including.
- Model non-violent, emotionally healthy masculinity, serving as positive change-makers in society.

"Boys need to see men doing things that are considered are against the modern mythology of what it means to be a man. Wiping their children's noses; holding their kid's hands. Showing that he's cool and a caretaker."

- Geoffrey Canada

VOLUME 3: EMERGENT STRATEGY IN ACTION



Continuing Education Credits: 3.0
Cost: \$89.00

The Humanize My Hoodie Movement is a product of emergent strategy. Jason made the Facebook post and included the hashtag #humanizemyhoodie. Within hours, Andre and Jason jumped on a phone call and within two weeks, the Humanize My Hoodie was launched. In this

three-hour session, participants will learn the following:

- How to Move from Thought to Action
- Understanding the Stages of Change to Set Goals
- Responding the High-Risk Behaviors without Abandoning Your Plan
- Thinking beyond the limitations of our socialization - beyond competition, beyond binaries, beyond linear, short-term outcomes.

"Emergent Strategy asks of us to think about spirituality and transformative justice central to the resilient future we are imagining together. This asks of us to really show up, for ourselves and one another, leaning into conflict across horizontal hostility and vicious critique."

~ Adrienne Maree Brown

VOLUME 4: COLLABORATIONS ARE CRITICAL IN ANY MOVEMENT!



Continuing Education Credits: 3.0
Cost: \$89.00

Do you know the sacrifice Frederick Douglass made to be an ally to the Women's Suffrage Movement? In this session, Jason Sole will discuss the ways in which he collaborated with a host of organizations (e.g., ACLU, Black Liberation Project, CTUL) to create change in the Twin Cities. In this three-hour session, participants will learn the following:

- Building Community Before Delving into the Work
- Establishing a System of Support and Accountability
- How to Use Social Emotional Learning Tools to Guide the Mission and Vision
- Understanding appreciative inquiry through storytelling

"If you want to lift yourself up, lift up someone else."

- Booker T. Washington

VOLUME 5: WHO DO YOU TRUST TO LEAD YOU? AND WHY?



Continuing Education Credits: 3.0
Cost: \$89.00

In our lifetimes, we will choose various people to lead us. However, we must be very particular about who we are casting into our lives and guiding our steps. Jason Sole has been a leader since a very young age but credits his success to being an empathetic listener. In this three-hour session, participants will learn the following:

- Trusting Your Gut Over Your Heart and Mind
- Choosing Care over Charisma
- Finding Your Purpose: What Are You Supposed to Accomplish in this Lifetime?
- Working from a Strength-Based Perspective rather than a Deficit-Based Perspective
- Assessing Signs and Symbols to Avoid False Prophets
- The Power of Intuition

"There are seven things that will destroy us: Wealth without work; Pleasure without conscience; Knowledge without character; Religion without sacrifice; Politics without principle; Science without humanity; Business without ethics."
- Mahatma Gandhi

VOLUME 6: ACTIONS SPEAK LOUDER THAN WORDS: HOW DO YOU BRING YOUR VALUES TO YOUR WORK?



Continuing Education Credits: 3.0
Cost: \$89.00

Many leaders can say beautiful words to inspire community members, however, actions speak louder than words! There's a significant difference between saying and doing. It is critical that we are not jaded by glory, fame, or money. What allows some people to stand firm to their beliefs and walk with convictions while others sell their souls for financial gain? In this three-hour session, participants will learn the following:

- Solution-Oriented versus Problem-Oriented
- Self-Identifying Roles and Responsibilities of Everyone at the Table
- Establishing Clear Priorities and Ownership
- Using Community-Defined Evidence rather than Evidence-Based Practices
- Delivering on the plan!

"The first principle of value that we need to rediscover is this: that all reality hinges on moral foundations. In other words, that this is a moral universe, and that there are moral laws of the universe just as abiding as the physical laws."
~ Dr. Martin Luther King, Jr.

VOLUME 7: HOW ARE WE HOLDING OUR ELECTED OFFICIALS ACCOUNTABLE?



Continuing Education Credits: 3.0
Cost: \$89.00

This workshop will address the ways in which we can hold our political leaders accountable to the community. Oftentimes, we are hopeful that change is coming when candidates inspire us on the campaign trails, however, many fall short on their promises. We have gone far too long without having an organized accountability measure for our beloved elected officials. In this three-hour session, participants will learn the following:

- Strategies to make the key stakeholders respect our voice year-round; not just during election cycles
- Identifying a return on investment (e.g., raising money, phone banking, door-knocking)
- Ensuring that elected officials don't lose sight of their vision
- Understand the combined power of responsibility, empowerment, and accountability in government relations
- Helping community members realize that they're more powerful than those in office
- Establishing a system of support and accountability

"The kind of role that I tried to play was to pick up pieces or put together pieces out of which I hoped organization might come. My theory is, strong people don't need strong leaders." ~ Ella Baker

VOLUME 8: DEVELOPING RESILIENCE IN "AT-RISK" YOUTH



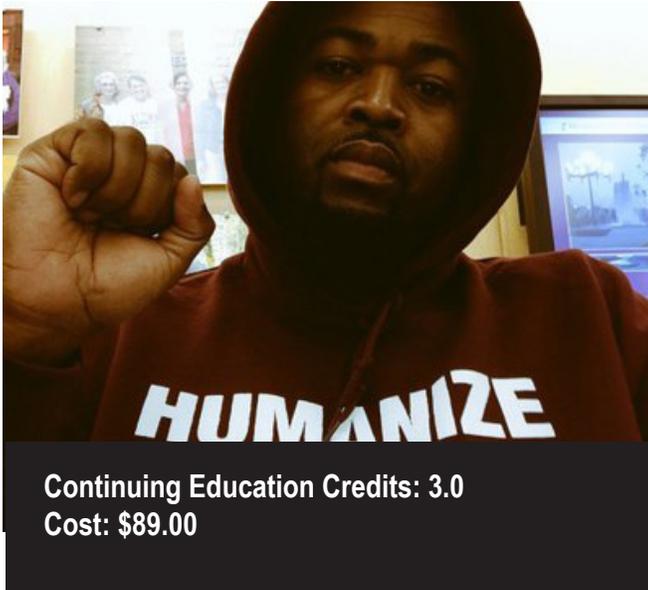
Continuing Education Credits: 3.0
Cost: \$89.00

Resilience is the ability to bounce back from adversity and hardships. Oftentimes, we look at the risk factors of a young person who's falling short, however, resiliency factors (e.g., meaningful participation, caring relationships) have more predictive power. Jason Sole could transcend prison stints to become a community leader because family and community members paved a way for resilience. In this three-hour session, participants will learn the following:

- Protective factors that promote resiliency
- Teaching conflict-resolution to youth as a crime prevention model
- Mentors should NEVER try to make their mentee(s) be like them!
- Strategies to help youth heal from trauma
- The importance of strong relationships and support networks to amplify productivity

"I'm not sure if resilience is ever achieved alone. Experience allows us to learn from example. But if we have some who loves us – I don't mean who indulges us, but who loves us enough to be on our side – then, it's easier to grow resilience, to grow belief in self, to grow self-esteem. And it's self-esteem that allows someone to stand up." ~ Maya Angelou

VOLUME 9: AUTHENTIC APPROACHES: REINTRODUCING COMMUNITY TO HONESTY!



Continuing Education Credits: 3.0
Cost: \$89.00

There are thousands of people, and organizations, that seek to create change. However, sometimes we, as change agents, spend too much caught in the weeds rather fertilizing the soil. In this life, relationships are primary; everything else is derivative. It is imperative that we are showing up at our best. This may require self-care, an accountability coach, or creating a to-do list. In this three-hour session, participants will learn the following:

- Preventing Burnout
- Taking Care of Self, Before Seeking to Care for Others
- Seeking to Understand before Being Understood
- Choosing Quality Over Quantity
- Enjoying the Journey
- Knowing When You've Hit Your Wall

"The individual has always had to struggle to keep from being overwhelmed by the tribe. If you try it, you will be lonely often, and sometimes frightened. But no price is too high to pay for the price of owning yourself." ~ Friedrich Nietzsche

VOLUME 10: IN BASE-BUILDING, YOU MUST LOVE YOUR SQUAD!



Continuing Education Credits: 3.0
Cost: \$89.00

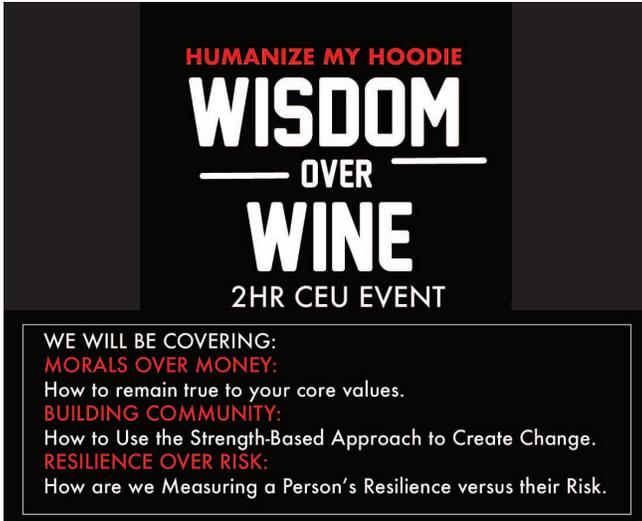
Many people want to lead movements but the key recipe for any kind of base-building is LOVE. Over the years, many people have spent so much time focusing on the goal and not on the journey. Jason Sole has been able to lead teams to their desired outcomes by taking the time to build relationships with the entire team. This a central organizing theme to human connection. In this three-hour session, participants will learn the following:

- How to Authentically Increase Your Followers
- How to Create a Listening Environment when Sharing Space with Your Base
- How to Create an Equal Balance of Support & Accountability
- How to Delegate Tasks per Gifts and Talents
- How to Make the Work Fun for Everyone!

"Being deeply loved by someone gives you strength, while loving someone deeply gives you courage." ~ Lao Tzu

HUMANIZE MY HOODIE

CUSTOMIZED OFFERINGS



HUMANIZE MY HOODIE
WISDOM
— OVER —
WINE
2HR CEU EVENT

WE WILL BE COVERING:
MORALS OVER MONEY:
How to remain true to your core values.
BUILDING COMMUNITY:
How to Use the Strength-Based Approach to Create Change.
RESILIENCE OVER RISK:
How are we Measuring a Person's Resilience versus their Risk.

Wisdom Over Wine

This specialized event is designed for participants to hear stories of leadership in action. Jason Sole will read excerpts from his book, and other books that have influenced him, to help participants make key life changes to produce positive outcomes in their chosen field. For instance, *Morals Over Money* explores the core components needed to stay true to one's core values. We can host this customized offering on any of the topics in the training series. If you, or your organization, would like to host an event please email Jason Sole at: humanizemyhoodie@gmail.com

Continuing Education Credits: 2.0
Cost: \$59.00



1:1 Ally Training

In alignment with his role as a life coach, Jason Sole will now offer individualized trainings centered on identifying implicit, developing cultural competence, and threat perception. This will allow us to build deeper relationships with our allies. This will be based on referrals from trusted allies. Currently, we can only offer this opportunity in Minnesota and Iowa. If you would like to have an individual ally training, please email Jason Sole at: humanizemyhoodie@gmail.com

Continuing Education Credits: 1.0
Cost: \$69.00



Small Group Ally Training

The goal of customized ally trainings is to help reduce threat perception of Black men in hoodies. Also, participants will learn of ways they can help assist the Humanize My Hoodie Movement. Participants will gain valuable insight in identifying systemic oppression, generational trauma, recognizing white supremacy in the 21st century, and how the criminal justice system works as a more sophisticated form of slavery. Participants will leave with an ally hoodie. If you, or your organization, would like to host a training, please email Jason Sole at: humanizemyhoodie@gmail.com

Continuing Education Credits: 2.0
Cost: \$79.00