

YOUTH AND ADULT EDUCATION

EMPOWERED BY YOUTH BRANDING UNIVERSITY, A 501 c3 NON-PROFIT ORGANIZATION



ABOUT YOUTH BRANDING UNIVERSITY

Youth Branding University is one of the first 501 c3 Non-Profit **"Classroom, Virtual, and Hybrid Universities"** with headquarters located in the Greater Atlanta Region, Georgia. The company was launched in December 2010 in the basement of our Founder's home Jeffery Duncan Henderson.

On July 6, 2011, Youth Branding University received approval for our request for a name reservation from the Georgia Non-Public Post-Secondary Education Commission.

We have a collaborative community partnership with **Dale Carnegie Training Georgia, NFL Alumni Association Georgia, NFLPA Former Players Chapter Atlanta, Wells Fargo, Allstate Insurance Company, CWM Enterprises, Applied Chiropractic, The Entrepreneur's Source, WATTS, ShaMar Consultants, Stars Strikes Entertainment Center, and numerous other companies.**

Youth Branding University is a relevant comprehensive organization simulating a **"University"** designed to educate, enrich, and equip today's global youth, young adults, adults, and senior citizens.

YBU is different from many other training and development organizations because we are about innovative and relevant results and outcomes for youth, young adults, adults, and senior citizens along with **providing standardized and tailored/customized educational programs.**

Since 2010, Youth Branding University has served our constituents in the following areas:

- ❖ Educational Training and Development Courses, Conferences, Seminars, and Workshops
- ❖ Educational and Entertainment Training and Development Events
- ❖ Educational Training and Development Athletics and Sports Programs
- ❖ Youth, Young Adults, and Adults Educational Competitions
- ❖ Youth, Young Adults, and Adults Educational Talent Showcases

As of 2016, we have provided workshops, seminars, or courses to over **13,500 youth, 500,000 adults, and helped feed 2,000 homeless individuals.**

Another key aspect about YBU is that **we encourage both parents and their teenager student(s) to attend our adult educational training and development workshops and courses together** which we have experienced a high success rate as to them grasping the presenting materials.

Inasmuch, we provide the highest quality of educational training and development courses in a "personal, safe, and entertainment environment", guided by our university's 2020 theme: **"It's Time To Invest In Others and Communities!!! If Not Now, Then When?"**

Jeffery Duncan Henderson

Jeffery Duncan Henderson, YBU Founder, Board of Board of Officers Chairperson and CEO

Youth Branding University (A 501 c3 Non-Profit Organization)

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ABOUT YOUTH BRANDING UNIVERSITY

OUR VISION

Overall, the Youth Branding University's vision is to provide superior quality services, resources, and global practical and applicable training to the students who fit mainly into our focus and sweet spot of constituents.

We are the premier youth, young adults and adults training solution and development organization in the world with existing and tailored/customized seminars and educational courses designed for our "talented" constituents.

OUR MISSION

Our "Main Mission" includes concentrating on serving the needs of **"All Youth, Young Adults, and Adults"** including youth, young adults, and adults from low to high income families seeking life opportunities, traditionally underrepresented and underserved youth and adults, at-risk individuals, individuals with a high risk for academic failure, individuals who are in foster care or who are aging out of the foster-care system, disconnected individuals, first-generation college individuals, homeless individuals, individuals living in single parent homes, individuals growing up in poverty, individuals coping with parental incarceration, disabled individuals, individuals in a gang, individuals involved in human trafficking, and special needs individuals.

OUR PURPOSE

Our purpose is to provide comprehensive youth, young adult, and adult seminars, Webcasts, podcasts, regular media avenues, social media, internet TV, and white papers for youth, young adults, and adults on a holistic scale that matches similar educational training concepts and practices of Dale Carnegie Training, Dave Ramsey, Suze Orman, America Management Association, Franklin Covey, Wilson Learning, Center for Creative Leadership, Junior Achievement, and Operation Hope. We work to meet today's youth, young adults and adults educational challenges.

OUR GOAL

The goal of Youth Branding University is to reach over 100,000 youth, young adults, and adults by 2025 via live seminars, conferences, events, Webcasts, video conferencing, podcasts, media outlets including social media, internet TV, website, and white papers.

In the past 2 years plus, Youth Branding University has impacted thousands of youth, young adults, and adults along with the community at large. Likewise, the Founder and CEO has motivated over fifty thousand youth, young adults, and adults over the past 35 plus years through training, education, and events.

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JEFFERY D. HENDERSON, FOUNDER AND CEO

Jeffery Duncan Henderson has been an advocate for youth since the age of 15 when he spoke at Harvard University at the National Council of State Committees for Youth Helping Youth.

He is the founder and CEO of Alpha and Omega International (aoi), which was launched in 2004 Inc., Youth Branding University (YBU) which was launched in 2010, and Kick-Back At The Hang-Out Ministry (KBATHO) which was launched in 2017.

Coach Jeffery is currently providing personal and professional development educational training to youth, young adults, and adults in the following areas: Life Preparation and Skills, College Planning, Financial Empowerment, Entrepreneurship, Investments, Technology, Business and Life Skills, Estate Planning, and Career Readiness.

In 2019, he had the opportunity to assist the Dale Carnegie of Georgia Generation Next 3 Day Summer Academy as a coach and trainer.

He is currently the President of the Board of Directors for Community Teen Coalition. He also is on the Board of Directors (Treasurer) for Out of Love Ministries, 4th Quarters (Secretary), and Self-Image Development, Inc. along with being the former Treasurer for the NFL Alumni Association - Georgia Chapter. He is also on the CTAE Advisory Board for DeKalb County Schools, Towers High School, Cross Keys High School, Stone Mountain High School, Arabia Mountain High School, and Mays High School.

Furthermore, he has over 30 years as an accomplished corporate customer relations advocate with operations/customer service management experience in collaborating with national and international financial business partners to achieve increased business, revenue, and return on investment (ROI). He also has a diverse global background in managing teams and projects involving promotional initiatives in multiple industries. He has a proven track record directing multi-million dollar direct mail, inbound, and outbound marketing campaigns for Fortune 100 companies worldwide.

He has traveled internationally on business, interacting with numerous business executive millionaires, and was formerly hired by billionaire J. Mack Robinson who the School of Business at Georgia State is named after.

He has been recognized twice by Former Governor Nathan Deal, Fulton County Commission, faith-based organizations, and other organizations for his community service involvement in various communities.

He is a graduate of Clark College (Clark Atlanta University) with a minor in entrepreneurship, finance, and human resources. He has also has a Events Planning Certificate from Georgia State.

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SNAPSHOT: YBU'S 25 MOST POPULAR COURSES

PARENTING AND RELATIONSHIPS COURSES

- Parent Talk: Teen-Proofing Generation Next To Make Responsible Decision Making
- All Pro Dad Parenting
- iMOM Parenting
- Dating, Relationship, and Premarital Planning

FINANCIAL EMPOWERMENT COURSES

- ❖ FDIC Money Smart for Adults
- ❖ Financial Secrets of Billionaires and What Wealthy People Teach Their Kids
- ❖ Operation Hope Banking On Our Future
- ❖ Money Management and Life Preparation Skills
- ❖ Understanding Investments
- ❖ Preplanning and Legacy Planning
- ❖ NEW COURSE: Estate Planning and Wealth Management Empowered by Suze Orman

CAREER AND JOB PLACEMENT COURSES

- ❖ Job, Career, and Marketplace Search Skills
- ❖ CEO and Executive Training 3.0
- ❖ Work-Life Balance
- ❖ Stress, Depression, Loneliness, and Worry Management
- ❖ Media And Public Relations – Personal Branding
- ❖ Investigations Into Human Personality: Why You Are Who You Are

COLLEGE PLANNING COURSES

- ❖ College Planning Essentials 3.0 (Non-Student Athletes): Preparing Parents to Assist their Child with College Planning
- ❖ College Planning Essentials 3.0 (Student Athletes): Preparing Parents to Assist their Child with College Planning
- ❖ New Course: Technical, Vocational, Alternative Educational Planning: Preparing Parents to Assist their Child with Educational Planning



TECHNOLOGY COURSES

- ❖ The Future of Technology Is Here Now
- ❖ Graphic Design, Website Development, and Cyber Security

BUSINESS COURSES

- ❖ The Entrepreneur's Toolkit
- ❖ Social Media Marketing
- ❖ Customer Service Training
- ❖ Telework And Telecommuting
- ❖ Teamwork And Team Building

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BETTER AND HEALTHY LIVING

“Being a father isn’t easy, but it is one of the most important and fulfilling jobs on the planet.”

All Pro Dad – Fatherhood Fundamentals

- ❖ Course Sessions: Monthly, One Hour/Session
- ❖ A monthly school gathering where dads enjoy breakfast with their kids and engage in meaningful conversations and activities centered around a character-based curriculum. [All Pro Dad](#) is a program of Family First.

Man Talk

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course focuses on 12 must have conversations that men, husbands and fathers think about and experience, but don’t talk about.

Parent Talk: Teen-Proofing Generation Next To Make Responsible Decision Making

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course focuses on providing parents with potential solutions to help their Generation Next student with real life challenges like school, work, relationships, dating, sex, drugs, violence, etc.

Healthy Life
solutions

iMOM

- ❖ Course Sessions: Monthly, One Hour/Session
- ❖ A monthly school gathering where moms enjoy breakfast with their kids and engage in meaningful conversations and activities centered around a character-based curriculum. [iMOM](#) is a program of Family First.

Women Talk

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course focuses on 12 must have conversations that women, wives and mothers think about and experience, but don’t talk about.

Dating, Relationship, and Premarital Course

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ The Dating, Relationships, and Premarital Course includes the following lessons: cultural narratives, the inferiority gap, vulnerability, taking care of yourself first, boundaries, and 101 questions to ask before you get engaged.

Physiology and Fitness

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ Whether your goal is to live to be 100, run a marathon, reduce your waistline, or just get the most from daily life, functional fitness is the foundation for active and dynamic living and the best quality of life you can have.

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BETTER AND HEALTHY LIVING

Outsmart Yourself: Brain-Based Strategies to a Better You

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ Use insights from neuroscience to “hack” the human brain with practical, evidence-based strategies for living a better life.

Nutrition Made Clear

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ Making smart eating choices is essential to living a healthy, happy, and successful life.



How to Stay Fit as You Age

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ Explore tricks to get - and stay - motivated about taking a holistic approach to your health.

Investigations Into Human Personality: Why You Are Who You Are

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ Explore why people's tendency to experience specific emotions like anger and joy help explain why different people respond to the same event in different ways.

Cognitive Behavioral Therapy: Techniques for Retraining Your Brain

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ Understand how stress, depression, anxiety, fear, and anger can all be addressed by CBT.

Boosting Your Emotional Intelligence

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ Learn how to identify and regulate your own emotions along with how to manage emotions in others.

Practicing Mindfulness: An Introduction to Meditation

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ Master the core practices of the mindfulness tradition, including preparation, position, breathing, and more.

An Introduction To Infectious Diseases

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ Learn about various types of infectious diseases, both viral and bacterial.

The Addictive Brain

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ Get an in-depth look at addictive substances and behaviors, including smoking, drugs, stimulants, depressants, and gambling.

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Sales Fundamentals

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will learn a basic sales process, plus some basic sales tools, that they can use to seal the deal, no matter what the size of the sale. Participants will become more confident, handle objections, and learning how to be a great closer.

Social Intelligence

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will learn fantastic tools for coaching and development their “people skills”. Improving social skills through active listening, understanding body language, and being more empathetic will give participants the advantage in their interactions.

Social Media Marketing

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will discover the specifics of how to effectively use social media marketing. By utilizing different social media platforms to reach current and potential customers, your marketing will only see success.



Project Management

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course will give participants an overview of the entire project management process, as well as key project management tools that they can use every day.

Proposal Writing

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ The Proposal Writing course will take participants through each step of the proposal writing process, from understanding why they are writing a proposal; to gathering information; to writing and proofreading; through to creating the final, professional product.

Prospecting and Sales Lead Generation

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will learn how important it is to develop a core set of sales skills. By managing and looking at the way people interact and seeing things in a new light, participants will improve on almost every aspect of their sales strategy.

Public Speaking

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will learn basic public speaking skills, including in-depth information on developing an engaging presentation, and delivering their presentation with power.

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Supply Chain Management

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will learn how to lower business costs, improve efficiency, and increase customer satisfaction.

Taking Initiative

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will learn what initiative is, how to take it on, the advantages of it, and when to know one's place.

Teamwork And Team Building

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course will encourage participants to explore the different aspects of a team, as well as ways that they can become a top-notch team performer. Participants will be given the details and concepts of what makes up a team, and what factors into being a successful team and team member.

Telephone Etiquette

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will learn the different skills used between inbound and outbound calls along with knowledge on how to deal with rude or angry callers

Telework And Telecommuting

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will establish the skills needed to be successful in their work from home environment as such: self-management, time management, organizing and planning, communication, solving problems on your own, being and staying motivated, recognizing and removing bad habits, working with time zones, setting expectations with family and friends, setting up your home office, and much more

The Cloud and Business

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will discover the specifics of how the cloud can be a useful business tool.

Virtual Team Building And Management

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ Participants to learn how to address challenges of distance and cultural differences in a virtual environment. Thus, participants will learn the knowledge to work with these challenges and succeed in a growing global workforce.

Work-Life Balance

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course will show participants how to focus on the important things, set accurate and achievable goals, and communicate better with your peers at work and your family at home.

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BETTER AND HEALTHY LIVING

The Science of Mindfulness: A Research-Based Path to Well-Being

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ You'll explore how mindfulness practices are used to treat a wide variety of psychological and behavioral difficulties that can interfere with leading a rich and fulfilling life, such as Stress And Other Psychological Symptoms, Compulsive and Addictive Behaviors, Chronic pain, and Depression.

Stress, Depression, Loneliness, and Worry Management

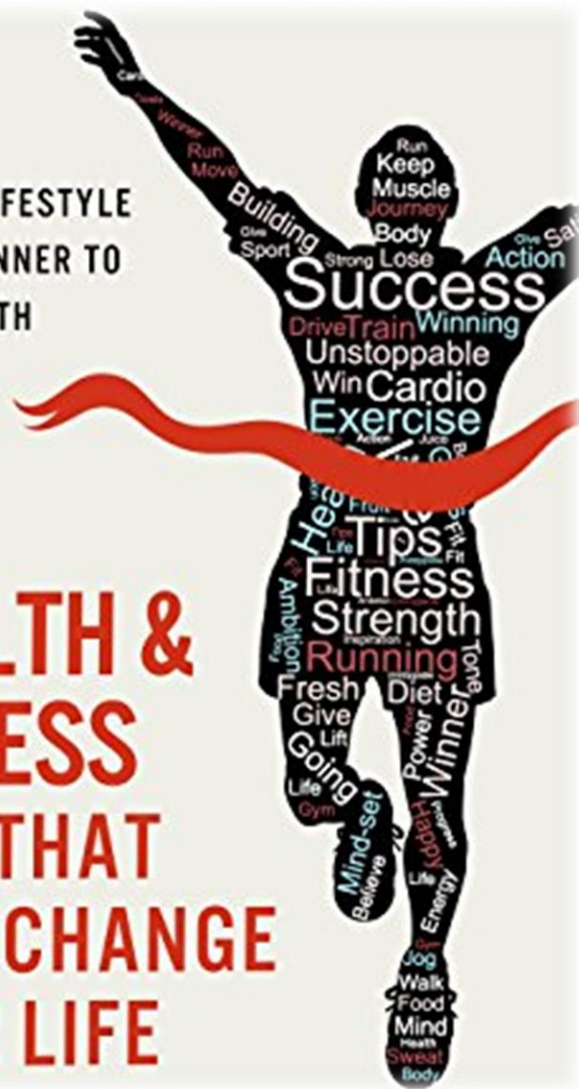
- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants learn a three-option method for addressing any stressful situation, as well as a toolbox of personal skills, including using routines, relaxation techniques, and a stress log system.

How to Boost Your Physical and Mental Energy

- ❖ Course Sessions: 8 Weeks
- ❖ Explore how to boost your energy with happiness and play, and how negative emotions impact your energy reserves.

CREATE A
HEALTHY LIFESTYLE
FROM BEGINNER TO
WINNER WITH
MIND SET,
DIET AND
EXERCISE

HEALTH &
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TIPS THAT
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BUSINESS AND CORPORATE TRAINING

Being A Likeable Boss

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ Being more likeable is a quality everyone can increase and improve. Being likeable and a figure of authority is where some challenging conflicts can arise. With this workshop participants will recognize these possible areas of conflict and develop the skills and knowledge to overcome them.

Organizational and Time Management Skills

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will be given the tools necessary in developing better Organizational and Time Management Skills. Participants will also encounter improved productivity, better management, and an overall increase in professional growth.

Business Acumen

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course will help participants see the big picture, improve their judgment and decisiveness skills, recognize learning events, manage risk better, and increase their critical thinking.

Business Ethics

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will learn that good business ethics are essential for the long-term success of an organization.

Business Etiquette

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course examines the basic of how people dress, interact in the workplace, business meetings management, proper introductions, small talk, cultural differences, and proper business email and telephone etiquette.

Business Succession Planning

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course will show you the differences between succession planning and mere replacement planning. How you prepare people to take on leadership responsibilities is just as important as hiring the right person for the job.

Change Management

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course will give participants an understanding of how change is implemented and some tools for managing their reactions to change.

Coaching And Mentoring

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course focuses on how to better coach your employees to higher performance.

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BUSINESS AND CORPORATE TRAINING

CEO and Executive Training 3.0

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course will give participants the insight of the role and skills of being a CEO and Executive.

Goal Setting and Getting Things Done

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will learn strategies to help them deal with distractions and overcome procrastination.. Participants will also learn the Goal Setting characteristics of successful people and in turn will become happier and more productive individuals.

Conducting Annual Employee Reviews

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will discover how to conduct a well-designed employee annual review.

Customer Service Training

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will be provided a strong skill set including in-person and over the phone techniques, dealing with difficult customers, and generating return business. The course will also look at all types of customers and how you can serve them better and improve yourself in the process.

Developing Corporate Behavior

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will learn to improve their team building, better communication, and trust skills. By realizing the benefits of corporate behavior and developing a successful plan participants should see a reduction in incidents and an increase in team work and loyalty.

Developing New Managers

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will be provided the skills and best practices they need to succeed as a new manager.

Digital Citizenship

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course will give participants the guidance needed in the ever changing digital world. As our lives are lived more and more online we all need to translate our social skills into the virtual world.

Diversity and Inclusion

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will recognize how to better manage diversity, and recognize its benefits. Participants will also learn how to develop and implement a policy that does not allow for discrimination. It is vital that every employer and employee has an understanding of the concepts of diversity.

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BUSINESS AND CORPORATE TRAINING

Job, Career, and Marketplace Search Skills

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will learn what job or career is best suited for them, how to develop a winning resume and cover letter, how to develop a portfolio, how to have an online social media presence, where to find job leads, how to effectively network without feeling nervous, what happens when they land an interview, and much more.

Marketing Basics

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course will provide participants with the basic knowledge and ability to build and grow a business from a marketing perspective.

Media And Public Relations – Personal Branding

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will get the knowledge they need to effectively manage their image and value by forming solid networks through strategic communication planning. The course is also designed to provide practical and hands-on tools that will give participants a skillset in dealing with the media and the public.

High Performance Teams Remote Workforce

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will learn how important it is to develop a core set of high performance skills, while working remotely.

NEW COURSE: Management and Executive Career Transition and Outplacement, Leadership Development, Change Management, and Employee Engagement

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course is designed to help participants transform their careers by being coached. Participants will also learn how to boost their careers by enhancing their business skills based on current in-demands skills, discuss new career opportunities, and explore new role opportunities like starting a business.

High Performance Teams Inside the Company

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will learn how important it is to develop a core set of high performance skills while working in an office locale.

Hiring Strategies and Human Resource Management

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course participants will learn the basic tools to handle numerous human resource functions such as interviewing, hiring strategies, orientation, employee benefits, safety, harassment, discrimination, violence, discipline, and termination.

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ECONOMICS AND FINANCE

The Entrepreneur's Toolkit

- ❖ Course Sessions: 10 Weeks, 90 Minutes/Session
- ❖ Get answers to common questions new entrepreneurs ask, including how to finance a business and how to franchise. This course is that resource, teaching you how to get started and overcome the many obstacles on the path to a profitable and rewarding venture, whatever it may be it will give you the background and skills to get ahead in today's competitive marketplace.

The Third Wave: The Future of Entrepreneurship in America

- ❖ Course Sessions: 3 Weeks, 90 Minutes/Session
- ❖ You'll learn how First Wave companies like America Online laid the foundation for consumers to access the burgeoning Internet, and how Second Wave companies like Google and Facebook enabled users to search and connect to each other, while apps such as Instagram and others leveraged the smartphone revolution. Finally, the Third Wave, in which entrepreneurs will revolutionize major sectors of our daily lives—from food to education and from transportation to health care.

Money and Banking: What Everyone Should Know

- ❖ Course Sessions: 10 Weeks, 90 Minutes/Session
- ❖ This course leads participants in a panoramic exploration of our monetary and financial systems, their inner workings, and their crucial role and presence in your world; including the central Banks and the Federal Reserve, commercial banks, interest rates and interest rate policy, bond and stock markets, foreign exchange and international banking, and monetary policy

Financial Literacy: Finding Your Way in the Financial Markets

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course demystifies industry jargon and explains how businesses, governments, and—primarily—households inject funds into the market, revealing that it's our money flowing through this labyrinthine network that forms the bedrock of the system. You'll start the course with an overview of the six essential jobs the financial markets perform for society and how every financial transaction or product attempts to carry out at least one.

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ECONOMICS AND FINANCE

Financial Secrets of Billionaires and What Wealthy People Teach Their Kids

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course is designed whereby participants will learn how and where Billionaire Warren Buffett and other billionaires invest their money. Participants will also learn what wealthy people teach their kids at a very young age.



Operation Hope Banking On Our Future

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course focuses on the fundamentals of budgeting, banking, credit, and investments.

Money Management and Life Preparation Skills

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ Explore the pros and cons of different major investments, including college, retirement, and home ownership. Also, learn how to properly use money management tools, including mutual funds, stocks, and bonds.

Understanding Investments

- ❖ Course Sessions: 10 Weeks, 90 Minutes/Session
- ❖ Learn the basics of how the stock market works. Discover the key characteristics of bull and bear markets - and how to make money in both. Explore stocks, bonds, mutual funds, ETFs, and more, and learn when and how to use these key financial instruments.

Budgets And Financial Reports

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course will give you a solid foundation in finance. We'll cover topics like commonly used terms, ROI, EBIT, GAAP, financial statements, budgets, forecasting, purchasing decisions, and financial legislation.

How to Be
SUCCESSFUL
in Business and in Life



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ECONOMICS AND FINANCE

College Planning Essentials 3.0 (Non-Student Athletes): Preparing Parents to Assist their Child with College Planning

- ❖ Course Sessions: 10 Weeks, 90 Minutes/Session
- ❖ This course is meant to serve as a complete guide for every factor that contributes to the success of elementary school, middle school to high school students wishing to attend college. Also, the course is designed to provide parents, students, teachers, and counselors with the most detailed information on the college application and recruiting process

College Planning Essentials 3.0 (Student Athletes): Preparing Parents to Assist their Child with College Planning

- ❖ Course Sessions: 10 Weeks, 90 Minutes/Session
- ❖ This course is broken down into 10 unique sessions that cover over 90 individual topics which provide the groundwork for all elementary school middle school, and high school athletes that wish to continue their athletic career in college. The course is also designed to provide parents, student-athletes, coaches, and counselors with the most detailed information on the college application and athletic recruiting process.

Managing Personal Finances

- ❖ Course Sessions: 10 Weeks, 90 Minutes/Session
- ❖ This course participants will learn how to budget and create a budget plan for their future. This course focuses only on budgeting.

FDIC Money Smart for Adults

- ❖ Course Sessions: 10 Weeks, 90 Minutes/Session
- ❖ The newly updated Money Smart for Adults provides participants with practical knowledge, skills-building opportunities, and resources they can use to manage their finances with confidence. This course includes the following topics: your money values and influences, you can bank on it, your income and expenses, your spending and saving plan, your savings, credit reports and scores, borrowing basics, managing debt, using credit cards, building your financial future, protecting your identity and other assets, making housing decisions, buying a home and car, and disasters—financial preparation and Recovery

New Course: Technical, Vocational, Alternative Educational Planning: Preparing Parents to Assist their Child with Educational Planning

- ❖ Course Sessions: 10 Weeks, 90 Minutes/Session
- ❖ This course is meant to serve as a complete guide for every factor that contributes to the success of elementary school, middle school to high school students wishing to attend an alternative post educational program like a Technical and Vocational College, Apprenticeship Program, Alternative Educational Programs (i.e. The Entrepreneurs Source®, FortuneBuilders Real Estate Program, etc.). Also, the course is designed to provide parents, students, teachers, and counselors with the most detailed information on the application and recruiting process for these programs.

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ECONOMICS AND FINANCE



Preplanning and Legacy Planning

- ❖ **Course Sessions: 3 Weeks, 90 Minutes/Session**
- ❖ Throughout our lives, we plan for a multitude of events, from getting married to changing jobs to having children. Perhaps the one thing that many people have tended to avoid talking about and planning for is financial their funeral in advance to save money and plan their legacy service, despite its inevitable nature.
- ❖ However, a growing number of people today are choosing to plan and pay for their funerals in advance. According to the National Funeral Directors Association's latest consumer survey, nearly two-thirds of Americans acknowledge the importance of making prearrangements.
- ❖ By pre-paying for a funeral, individuals can also be assured that the financial burden of paying for their final expenses and planning their legacy service does not fall on loved ones.
- ❖ This course takes an in-depth look at the pre-need industry and the types of products that can be used to pay for funeral arrangements before death—notably, final expense insurance, pre-need insurance, and pre-need trusts.

NEW COURSE: Estate Planning and Wealth Management Empowered by Suze Orman

- ❖ Course Sessions: 5 Weeks, 90 Minutes/Session
- ❖ The materials for this course was created with the help of Suze Orman's personal Estate Attorney. This course participants will learn about Wills, Living Revocable Trusts, Financial Power of Attorney, and Durable Power of Attorney for Health Care. Also, this course is designed for participants to create their own documents pertaining to a Will, Living Revocable Trust, Financial Power of Attorney, and Durable Power of Attorney for Health Care.

COMING SOON: Dave Ramsey Foundations in Personal Finance

- ❖ Course Sessions: 10 Weeks, 90 Minutes/Session
- ❖ Foundations in Personal Finance: High School Edition is comprehensive, turnkey, and features video lessons taught by Dave Ramsey and his team of experts. Each of the lessons cover important money topics that builds on personal finance knowledge and life skills.

COMING SOON: Dave Ramsey Foundations in Entrepreneurship

- ❖ Course Sessions: 10 Weeks
- ❖ This NEW fully digital curriculum features video lessons by Dave Ramsey and his team of business experts. The curriculum covers essential business topics and allows students the opportunity to develop a business idea through project-based learning over the course of the curriculum.

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PROFESSIONAL DEVELOPMENT

Art of Conflict Management: Achieving Solutions for Life, Work, and Beyond

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course is an opportunity for you to gain those essential skills. Its 8 sessions are brimming with practical tips, tools, and techniques everyone can use to better manage conflict in his or her professional and personal lives, which receive equal emphasis in the course.

Transformational Leadership: How Leaders Change Teams, Companies, and Organizations

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course is your essential handbook for strategies, concepts, and insights into the dynamics of transformational leadership.

Effective Communication Skills

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ Discover useful techniques for improving communication at work, at home, or in other social arenas.

Influence: Mastering Life's Most Powerful Skill

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ Influence: Mastering Life's Most Powerful Skill, discover everything you need to tap into the hidden powers of influence and persuasion—and use them to enhance your personal and professional life in ways you never thought possible.

Your Deceptive Mind: A Scientific Guide to Critical Thinking Skills

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course provides you with a critical thinker's toolbox that you can use to better assess the quality of information or to make a more informed decision.

The Art of Negotiating the Best Deal

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ Practically everything we do in life involves negotiation. This course hinges on negotiation as an integral part of our everyday lives, whether you are resolving a quarrel, creating a family budget, managing a business, purchasing a house, buying a car or simply deciding where to eat lunch.

Strategic Thinking Skills

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ With Strategic Thinking Skills, you'll get a simple and comprehensive guide to the skills, tactics, techniques, tools, case studies, and lessons behind this all-important process.

How to Build a Thriving Workplace: A Leader's Guide

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course will show you how to identify and implement relatively simple and inexpensive changes to improve your employees' work environment and positively impact your company's bottom line.

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PROFESSIONAL DEVELOPMENT

Art of Public Speaking: Lessons from the Greatest Speeches in History

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course is your guide to the secrets of this essential skill and an invaluable reference tool you can use any time you have to speak your mind.

The Philosopher's Toolkit: How to Be the Most Rational Person in Any Room

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course arms you against the perils of bad thinking and supplies you with an arsenal of strategies to help you be more creative, logical, inventive, realistic, and rational in all aspects of your daily life.

Argumentation: The Study of Effective Reasoning

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course is a rigorous introduction to the formal study of argumentation—communication that seeks to persuade others through reasoned judgment.

How Conversation Works for Better Communication

- ❖ Course Sessions: 6 Weeks, 90 Minutes/Session
- ❖ This course will teach you key strategies to improve your ability to converse with anyone, from strangers to supervisors.

Customs of the World: Using Cultural Intelligence to Adapt, Wherever You Are

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course you'll learn both the values held by cultures around the world and how those values influence behavior so you can successfully accomplish your objectives, no matter what the cultural context.

Games People Play: Game Theory in Life, Business, and Beyond

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course instills a new awareness of the games hidden at the core of the most complex arenas of corporate negotiations and foreign policy, as well as the most basic encounters of our daily lives.

The Hidden Factor: Why Thinking Differently Is Your Greatest Asset

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course is your opportunity to learn the strategies that make you a more diverse thinker and position you to break down institutional silos and build robust, effective teams.

Moral Decision Making: How to Approach Everyday Ethics

- ❖ Course Sessions: 8 Weeks, 90 Minutes/Session
- ❖ This course offers students to reflect on some of the most powerful moral issues we face and a framework for making the best decisions that for a more fulfilling life.

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TECHNOLOGY

The Future of Technology Is Here Now

- ❖ Course Sessions: 5 Weeks, 90 Minutes/Session
- ❖ This course participants will learn how technology has previously impacted their lives, how technology is currently impacting our lives, and how technology will impact our lives in the future in the areas of our homes, social life, work, and even sports.

Microsoft Office Specialist (MOS) – Word

- ❖ Course Sessions: 4 Weeks, 90 Minutes/Session
- ❖ Participants will gain a fundamental understanding of the Microsoft Word environment and the ability to complete tasks independently. They will also demonstrate the correct application of the principal features of Word by creating and editing documents for a variety of purposes and situations. Document examples include professional looking reports, multi-column newsletters, resumes, and business correspondence.

Microsoft Office Specialist (MOS) – PowerPoint

- ❖ Course Sessions: 4 Weeks, 90 Minutes/Session
- ❖ Participants will learn to create, edit, and enhance slideshow presentations to create professional-looking sales presentations, employee training, instructional materials, and kiosk slideshows. Learners will also gain a fundamental understanding of the PowerPoint environment and the correct use of key features of this application.

Graphic Design, Website Development, and Cyber Security

- ❖ Course Sessions: 5 Weeks, 90 Minutes/Session
- ❖ This course participants will learn about graphic design, how to develop a state-of-the-art website, and basic concepts associated with Cyber Security and what a company needs to stay secure.

Microsoft Office Specialist (MOS) – Excel Essentials

- ❖ Course Sessions: 4 Weeks, 90 Minutes/Session
- ❖ Participants will gain a fundamental understanding of the Excel environment and the ability to complete tasks independently. They will know and demonstrate the correct application of the principal features of Excel. Participants will also create and edit a workbook with multiple sheets, and use a graphic element to represent data visually.

Microsoft Office Specialist (MOS) – Outlook

- ❖ Course Sessions: 3 Weeks, 90 Minutes/Session
- ❖ Learners will be able to use Outlook to enhance professional correspondence, create calendars, and schedule appointments. Participants will also create and edit professional-looking email messages, maintain calendars across time zones, and schedule tasks for a variety of purposes and situations including sending email for marketing campaigns, planning staff meetings, and assigning action items from those meetings.

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