

# Curriculum Overview



# **A Hero Within**

*Today's Youth • Tomorrow's Leaders*

*A curriculum consisting of the independent units:*

**The Inner Workings of a Hero**  
**Providing Heroic Customer Service**  
**Presenting a Heroic Message**

*by Paul Vitale*

2007 © Vital Communications, Inc.



# Introduction

*A Hero Within — Today's Youth, Tomorrow's Leaders* is a compelling and interactive curriculum intended to prepare students to succeed in this ever-changing world. From the classroom to the workplace, the lessons found in this program engage, challenge and encourage students to leave an everlasting mark.

Each of the three interactive units comprised within this curriculum can be used independently. Within these units: *The Inner Workings of a Hero*, *Providing Heroic Customer Service* and *Presenting a Heroic Message*, lessons offer a favorable amount of learning materials, activities and resources for the instructor, counselor or administrator to use.

The following is the user-friendly outline you can expect to find within the pages of each comprehensive lesson and is intended to provide the user with instructional support to improve state standardized test scores and achieve federal mandates regarding student achievement in **No Child Left Behind**.



"Life was not designed as a prison in which man awaits his execution. It is not necessary for you to stay with what you have. You have the capacity for great achievements, great loyalty and great love."

-John Fitzgerald Kennedy

- Lessons aligned to vocational and academic standards
- 21<sup>st</sup> Century Skills integration
- Engagement of multiple intelligences (visual, kinesthetic, oratory)
- Activities designed to incorporate academic skills
- Lessons include:
  - Objective (vocational/academic)
  - Bell ringer
  - Overview
  - Discussion questions/writing prompts
  - Real-life scenarios
  - Class activities

At the conclusion of each unit are vocabulary words and heroic profiles for the in-depth examination of both the instructor and students. *A Hero Within — Today's Youth, Tomorrow's Leaders* can be adapted to standard, block or modified schedules.

A Hero Within - Overview  
2007 © Vital Communications, Inc.

For more information, please contact:

Vital Communications, Inc.

Post Office Box 2042

Little Rock, AR 72203

(501) 663-1454 or (501) 868-8195

paulvitale.com



# The Inner Workings of a Hero

The collage of interpersonal skills that comprises an individual and determines his or her success in life is built gradually and learned by instruction, observation and interaction. Whether you think of yourself as a hero or not, the first unit of this coherent and rigorous curriculum illustrates how we all can liberate our own inner heroism. The challenges set forth in the following 18 lessons demonstrate how to achieve heroism at all different levels.

During this unit, students are challenged to recognize the many influential qualities about themselves and those around them. Communication skills, teamwork and leadership philosophies, financial literacy, health and fitness, as well as encouragement not only to graduate but to leave a meaningful legacy behind are all respectfully presented.



“We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop.”

-Mother Theresa

The following are the primary lessons taught in this unit:

- **Self discovery**
  - You can't finish unless you begin
  - Achieve the ultimate balance
  - The power of choice
  - Positioning yourself for success
- **Confronting realities of life**
  - Relationships: The support system of life
  - Perception is reality
  - All you have is your name
  - Everyone has a story – ask and learn
- **Exploring possibilities**
  - Your personal success arsenal
  - Your professional success arsenal
  - Strength lies in teamwork
  - Leadership encourages the heart
  - The value of volunteerism
- **Live life like you mean it**
  - Continue to absorb knowledge
  - Live your life as an underdog
  - You only live once
  - The well-rounded individual
  - The importance of notes and names
  - Heroic profiles

A Hero Within - Overview  
2007 © Vital Communications, Inc.

For more information, please contact:

Vital Communications, Inc.

Post Office Box 2042

Little Rock, AR 72203

(501) 663-1454 or (501) 868-8195

paulvitale.com

Those who succeed in life are wise enough to recognize their strengths, while always working to improve their weaknesses. Students who succeed in the classroom, at home and eventually in the workplace, have the ability to overcome obstacles, appreciate diversity and realize the consequences and learning opportunities surrounding every choice made.



# Providing Heroic Customer Service

The complexity of business today challenges some to recall the basic fundamentals of the building blocks of commerce. Every career has a clientele; therefore it is imperative for students to learn that providing quality customer care is essential, not only to the success, but also survival of any industry in our global economy. Treating people with respect, having the right attitude, possessing a willingness to listen and exercising a strong work ethic are only a few of the building blocks addressed in this thought-provoking unit.

Throughout the following 19 lessons, students are encouraged to focus on key aspects of quality customer care that help insure strong relationships, as well as the longevity of financial success.



“Customers are the bosses behind our bosses. Without them, we won’t get paid.”

-Henry Ford

The following are the primary lessons taught in this unit:

- **Understanding the customer**
  - Who is a customer
  - What “heroic” customer service truly means
  - The fundamentals of a customer
  - The voice of a customer
  - The art of “reading” a customer
  - Why customers don’t return
  
- **Your impact on the customer**
  - “Heroic” customer service is about attitude
  - Making an excellent first impression
  - Customer’s perception of appearance
  - When you are the customer
  - Providing knowledgeable information
  - Communicating rules and regulations
  - Providing effective security measures
  - Being prepared for emergencies
  
- **Internal and external customers**
  - Developing effective phone skills
  - Creating a friendly environment for children
  - Handling more than one customer at a time
  - Effective ways to handle angry customers
  - Working together as a team internally
  - Heroic profiles

A Hero Within - Overview  
2007 © Vital Communications, Inc.

For more information, please contact:

Vital Communications, Inc.

Post Office Box 2042

Little Rock, AR 72203

(501) 663-1454 or (501) 868-8195

paulvitale.com

Providing quality customer care is often advertised, but not consistently implemented. The more students learn about the everlasting importance of customer care, both internally and externally, the stronger our industrial workforce will become.



# Presenting a Heroic Message

With countless messages presented in the world today, a student's ability to communicate a precise point while maintaining the attention of others is a critical skill to obtain in the quest toward academic achievement. From eye contact to tone-of-voice, an individual has the opportunity to leave a strong impression through any one message they choose to present.

In the final unit of *A Hero Within – Today's Youth, Tomorrow's Leaders*, the students are encouraged to unleash their unique presentation style. This can be achieved by utilizing various methods and techniques introduced that can be immediately implemented into their presentation arsenal. Possessing strong presentation skills is an incredible asset that pays high dividends, not only in secondary and postsecondary education, but well beyond.

The following are the primary lessons taught in this unit:

- **Creating a complete all-around message**
  - The details of preparation
  - The creation of an all-around message
  - Technology and supplemental materials
  
- **Approach and delivery**
  - The proper approach
  - An effective delivery
  - Group dynamics
  
- **Your audience**
  - Encouraging audience participation
  - A lasting response
  - Communicating through questions and answers
  
- **Tricks of the trade**
  - The road to excellence
  - Presenting your signature presentation
  - Heroic profiles



“Our power to communicate determines the level of our influence. You may possess tremendous talent and motivation but if you do not communicate effectively with your team your ability to lead will be limited.”

-Rudolph Giuliani

A Hero Within - Overview  
2007 © Vital Communications, Inc.

For more information, please contact:  
Vital Communications, Inc.  
Post Office Box 2042  
Little Rock, AR 72203  
(501) 663-1454 or (501) 868-8195  
paulvital.com

Mastering the art of public speaking, while learning to recognize and understand the importance of group dynamics, increases the odds of a student's success no matter which aspect of an industry he or she aggressively pursues.



## Secure Your Package Today

*A Hero Within – Today's Youth • Tomorrow's Leaders Investment Information:*

### Package Opportunities

#### **Option I:**

1) Teacher Professional Development/ Curriculum Implementation Preparation	\$4,000.00 <i>(four-hour training)</i>
2) A Hero Within - Curriculum/ Individual Master Manual	\$ 389.00 <i>plus sales tax (if applicable)</i>
<b>Total Investment</b>	<b>\$4,389.00</b>

#### **Option II:**

1) Teacher Professional Development/ Curriculum Implementation Preparation	\$4,000.00 <i>(four-hour training)</i>
2) A Hero Within - Curriculum/ Individual Master Manual	\$ 389.00 <i>plus sales tax (if applicable)</i>
3) A Hero Within - Student Assembly Presentation/ Plus One Small Group Coaching Session	\$3,000.00 <i>(three-hour training)</i>
<b>Total Investment</b>	<b>\$7,389.00</b>

#### **Option III:**

1) A Hero Within - Curriculum/ Individual Master Manual	<i>(introductory price!)</i> \$ 389.00 <i>plus sales tax (if applicable)</i>
<i>Shipping &amp; handling per manual</i>	<u>\$ 12.00</u>
<b>Total Investment</b>	<b>\$ 401.00</b>

### Special Notes

During his extensive four-hour teacher professional development training, Paul will present pertinent information found within the pages of each unit of *A Hero Within*; suggesting and recommending strategies for the successful implementation and measurement of each lesson found in his user-friendly curriculum.

*A Hero Within – Today's Youth, Tomorrow's Leaders* is a compelling and interactive curriculum intended to prepare students to succeed in this ever-changing world. Each of the three interactive units comprised within this curriculum can be used independently. Within these units: The Inner Workings of a Hero, Providing Heroic Customer Service and Presenting a Heroic Message, lessons offer a favorable amount of learning materials, activities and resources for the instructor, counselor or administrator to use.

If you've never experienced one of Paul's multi-media student assembly presentations, then you are definitely in for an unforgettable experience. During his multi-media presentation, Paul reminds students just how influential their actions are and challenges them to consistently release their heroic qualities. *A Hero Within – Today's Youth, Tomorrow's Leaders* is a presentation about hope, as well as an opportunity for individuals to recognize their greater purpose for the betterment of mankind.

### **Meet Paul Vitale**

All across America, school districts have made it a point to turn to Vital Communications, Inc. and the expertise of its founder, nationally acclaimed speaker, trainer and author, Paul Vitale.

Paul's interactive, dynamic seminars and keynote addresses have enabled individuals to rediscover numerous key concepts and lessons that assist them in defining their own unique path toward success and happiness. His stress on the importance of a positive attitude, a strong work ethic and other vital concepts; combined with his energetic and enjoyable presentation style, have made Paul an excellent fit for numerous trainings and professional developments in education.

Paul is the author of two best-selling books, *Are You Puzzled by the Puzzle of Life?* and *Pass It On*, as well as three other interactive curriculums.

A Hero Within - Overview  
2007 © Vital Communications, Inc.

For more information, please contact:  
Vital Communications, Inc.  
Post Office Box 2042  
Little Rock, AR 72203  
(501) 868-8195  
paulvitale.com



*Use of Curriculum: Activity based applications using individual, pairs and small group interactions.*

*Key points about this curriculum...*

- Excellent coaching guide for STAR events or other student organizations with competitive events.
- Excellent for career and technical education classes, since students often participate in competitions that include presentations and speeches.
- *Heroic Profiles* at the end of each unit can be developed into reading open response items by the teacher. This helps support test taking skills on the benchmark.
- Discussion questions found within each lesson can also be used as writing prompts and checking for comprehension.
- Various bell ringers support higher order thinking skills.
- A good resource for ELL students by incorporating the four language domains (speaking, listening, reading and writing).
- Authentic assessments and project based learning is built in.
- Opportunities for pre- and post-assessments throughout.
- Various peer review activities throughout.
- Activities, literacy and math integration to support **No Child Left Behind**.
- Current reading passages could be used as additional reading open response items.
- Real-life scenarios promote student participation as a means of analysis and connection to prior experiences.
- Key vocabulary words at the beginning of each unit with glossary in appendix – good for pre-teaching.
- Graphic organizers used are contained in the appendix.
- Opportunities throughout for students to think/pair/share (T.P.S.).

*Contact Vital Communications, Inc. for ordering information and scheduling!*

*- 501-868-8195 • [pvitale@paulvitale.com](mailto:pvitale@paulvitale.com) • [www.paulvitale.com](http://www.paulvitale.com) -*

# A Hero Within™

*Today's Youth • Tomorrow's Leaders*

*A curriculum consisting of the independent units:*

**The Inner Workings of a Hero**  
**Providing Heroic Customer Service**  
**Presenting a Heroic Message**



## *Experience results...*

*The bell ringers for each lesson support higher order thinking skills.*

*The real-life scenarios promote student participation as a means of analysis and connection to prior experiences.*

*Throughout the lessons, there are numerous opportunities for pre- and post-assessments.*

*A great resource for ELL students.*

## *Primary Areas of Focus*

### Unit I

- ✓ Teamwork and leadership philosophies
- ✓ Essential communication skills
- ✓ Critical goal setting strategies

### Unit II

- ✓ What "heroic" customer service truly means
- ✓ Making an excellent first impression
- ✓ Handling more than one customer at a time

### Unit III

- ✓ Creating a complete all-around message
- ✓ Your approach and delivery of the message
- ✓ Your rapport with the audience

*... and much more!*

*Contact Vital Communications, Inc. for ordering information and scheduling!*

*501-868-8195  
pvitale@paulvitale.com*

*Developed and presented by  
Professional Speaker & Author  
Paul Vitale*

*Grades 8 - 12*