

**Presenter:**

Anthony M. Butler, Sr. was raised in a single family home with a strong value system but still succumbed to the temptation to settle as a student. His story on under achieving and the road to building a mindset for success are shared in an entertaining and thought provoking way. Anthony uses his own unique personality to show the distinct mindset of an underachiever and overachiever in today's diverse society.



Anthony is Executive Director of the E3 Business Group, Inc. a national, non profit organization headquartered in the diverse city of Jacksonville, FL.

Separate from E3 related activities Anthony has worked for the Jacksonville Human Rights Commission managing the city's race relations and equity program (2008—2010). His public service history include:

- Developing the first career learning program, Youth Achievement in Technology, for the Baltimore (MD) Police Athletics League in 1993.
- Consultant to MD's Empowerment Zone Imitative 1995—1998
- Successful grant development and implementation of the Katrina Aid Today program for Jacksonville, FL.
- Subcommittee chair of Jacksonville Infant Mortality Task Force on Fatherhood and member of City Finances Task Force committee.
- Presented to over 15,000 people nationwide on team building, conflict prevention, leadership balance, and entrepreneurial issues since 1991.

**Other E3 Presentations:**

**Before The Storm**

An interactive presentation which shows the three keys to avoiding conflicts in key communications between students, teachers, and administrators.

**The A-Team**

A creative and mindset oriented approach to building a winning team of focused school administrative and teaching professionals.

**E3—A Theory for Living**

The signature presentation which shares the E3 Philosophy and its impact when fully incorporated in personal and professional thinking.

*The E3 Philosophy*

We, as a people, need to **EDUCATE** each other in all aspects of living.

We, as a true family, should then **ENCOURAGE** one another to set goals and define clear objectives.

We then, and only then, are **EMPOWERED** people; forging our own roads to success, not settling for anything less than our collective best.

**“E3—Learn to Live It, Love to See It, Look to Teach It”**



**Accuse Yourself of Success!**

**5 Steps to Improved Academic and Personal Achievement for Students of All Ages**

*Accuse Yourself of Success! is an innovative presentation that deals openly and honestly with the challenges experienced by underachievers and how to take ownership of your circumstances to develop a mindset for personal success.*

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# Accuse Yourself of Success!

## *Purpose:*

Each presentation is in response to the federal government's commitment to better achievements and is meant as a tool to support **No Child Left Behind** (NCLB) and President Obama's *Race to the Top* initiative in this time of great change.

The federal government historically focused on testing to make school systems accountable, yet there remains a gap in addressing the mindsets and attitudes of students, teachers, parents, and staff. E3 (**Educate, Encourage, Empower**) has been successfully utilized as a tool to help refocus students and is a proactive method for reducing poor achievement by students in standardized testing.

Using real world approaches which cross social, economic, and racial boundaries, **Accuse Yourself of Success!** gives students:

- Fresh approach to developing a mindset for success.
- Goal setting coaching, motivation, and inspiration to students.
- Administrators ability to analyze all responses and observe potential challenges to reaching school key performance goals.
- Teachers are able to identify their students who are in need of more targeted positive motivation.



## *Target Audience:*

K-12 students, educators & administrators.

## *Methodology:*

The seminar uses an entertaining, 45 minute, presentation to show the connections and the differences between poor goal setting and strong goal setting during your school career. At the end of this time, students are invited to Q&A with the presenter. **Accuse Yourself of Success!** shares the experiences of Anthony Butler, Executive Director of E3 Business Group, Inc. The interactive skit shows how his addiction to mediocrity nearly ruined his opportunity for any success. The presentation is a powerful self example to listeners of all ages based on growing up in hoods Baltimore, MD.

## *Tools:*

- Students receive handouts allowing them to list their mindsets to identify the internal (self imposed) and perceived external (environmental) challenges to achieving in school.
- Teachers able to communicate via e-mail to E3, receiving additional support materials for classroom or one on one based goal setting sessions.
- Key Administrators participate in a follow up Webinar. Reports and statistics will be shared and analyzed for school counselors to be used in conjunction with additional E3 based achievement programs.

## *Student Outcomes:*

- Receive valuable strategies for the developing of clear goals and defining objectives in their personal and school lives.

- Key deliverables include, anticipating challenges to success, creating a set of realistic goals, and mental steps for moving dreams into action (reality).



## *School Outcomes:*

- Schools empowered to identify students needing more structured motivation and will have the infrastructure in place to incorporate additional E3 based programs.
- Measurable data which allows schools to judge the effectiveness of current initiatives and enable administrators to target key concerns and opportunities associated with local/state/federally funded programs.
- Tools and online resources which will allow student resource officers and counselors to assist students in the developing of better habits for goal setting and time management
- Subscription to monthly webinar for students and schools which focuses on specific challenge areas for chronic underachievers and the educators who support them.

The Accuse Yourself of Success is eligible for funding under Title I and is endorsed by Communities in Schools and the Office of Community and Family Engagement.