

# **EQ**quip Our Kids!

## **The 'Right' Intelligence**

**A Way To Up-Power Your Business and School System Simultaneously!**



- ❖ And give your business access to a great workforce in coming years.
- ❖ By helping to create the chance for every child to become their best young and adult selves - their happiest, most productive, most creative and responsible selves.
- ❖ Allowing you to live in a healthier community with fewer societal ills.
- ❖ While generating more appreciation and sales by enhancing your business' image as a positive force in the community.

**So what can accomplish all of that?**

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## It is called **Social and Emotional Learning!!!**

Social and Emotional Learning (SEL) is the term educators use for the life skills training and practices that result in high Emotional Intelligence (High EQ).



High EQ is the capacity to deal in a healthy manner with self and others.

- \* Companies are prioritizing High EQ over IQ in their hiring as the single best predictor of success, performance and company teamwork.
- \* Schools that prioritize SEL training inside and outside the classroom create cultures of high performance.
- \* And see student grades climb while acting-out behavior, violence, drug usage, and depression dissipate.
- \* Students learn to be their happy, engaged best selves and to get along brilliantly with others.
- \* And go on to high-achieving, healthy lives as employees, managers, creative artists or entrepreneurs.



## **Here's the Opportunity to Make a Major Difference:**

For a very good reason, only 10% of schools have fully prioritized Social and Emotional Learning.

That reason is the public is completely ignorant of the huge, proven benefits of SEL.

Hence there is no public pressure - or public financing - to include these cost-effective programs in all schools.

### **Join Us in Changing This**

- ❖ Let's together end ignorance of SEL's great benefits via a mass advertising and marketing campaign.
- ❖ And get our schools embracing SEL the way the "Got Milk" campaign got America drinking more milk.
- ❖ With SEL, we can elevate every child locally and nationally into a greater experience of self and life.
- ❖ While you elevate your workforce and sales by allying with this great cause.

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## How You Can Make an Impact – Some Choices:

- ❖ Sponsor our nonprofit cause by adding the following message to your online presence, your ads, marketing and customer materials:

**Because Emotional Intelligence (EQ) is key to a successful life, a healthy society and a sane world, we support Social and Emotional Learning in all schools. Please visit [BigEQ.org](http://BigEQ.org).**



- ❖ Forward our social media messages about the cause or customize your own.
- ❖ Donate some of your ad buy time and space to run our messages with clear sponsorship reference.
- ❖ And/or donate directly to tax-deductible Big EQ Campaign to support our staff needs and direct ad buys.

**To gain confidence that we are on the right track, check out all the information and videos at [BigEQ.org](http://BigEQ.org).**

**Then let's meet and discuss. Contact us at: [info@BigEQCampaign.org](mailto:info@BigEQCampaign.org)**

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