



educate • achieve • serve

An Education Achievement Services Initiative

Be the One

...to lead.

*“I am only one, but still I am one.
I cannot do everything, but still I can do something;
and because I cannot do everything,
I will not refuse to do something that I can do.”*

-Helen Keller

How it Works

Through this groundbreaking program, students come together in a safe space to learn, speak, and grow together.

Every Be The One retreat has three objectives:

- *Create a safe space where every student has the right to speak from the heart*
- *Give students the tools they need to recognize and remedy negative behaviors*
- *Provide students with positive role-models and a framework for leadership development and success*

By taking students out of their everyday school environment and into the workshop environment, we remove the barriers created by familiarity and give students a safe space filled with the encouragement to speak from the heart. When they take the time to learn about each other, students discover much of what they thought they knew about their peers was wrong. We know that it is not enough to simply tear down those facades, which is why the true focus of *Be The One* is to equip students with the tools required to build themselves and each other up.

From the first day of a *Be The One* retreat, students learn that in order to improve their situation, they must not be passive bystanders, but active participants in the solution. Students learn strategies for identifying the underlying issues that cause bullying as well as conflict management skills.

At *Be The One* we know that leadership is best learned by example. It is for this reason that one of the most important aspects of the program is our keynote speaker series. Several times throughout a *Be The One* retreat, students will hear from and meet with adults who have been in their situation and have become more than just a survivor, but a leader and champion for others.

Once students have identified the issues, heard from each other and the keynote speakers, and understood the strategies for success, they are asked to plan their future. Students make vision boards, physical representations of the lives they want to live and a reminder of the perseverance and strength of character is will take to get them there. Putting their plans down on paper, for everyone to see, gives those plans a concreteness and realism for the student that may not have been there before. In sharing their “vision boards” with the group, students see that in order to make their dreams a reality they must support each other and work together to create a positive future where leaders emerge.

How it Works *for You*



At *Be The One* we recognize that every school and community is unique. For this reason, we will work with you to tailor your *Be The One* leadership retreat to meet your individual needs. During the planning of a *Be The One* retreat, our facilitators will work with you to identify the specific concerns facing your community, as well as the characteristics that make your school and community unique. We take these concerns and the information provided into consideration when planning your retreat sessions and choosing your facilitators and keynote speakers.

Once a *Be The One* retreat begins, students are immediately given the chance to speak up and voice their own concerns. Often there may be circumstances that the students are facing at home or at school of which their teachers and administrators have not been made aware. By allowing the students to self-identify we can address their problems together, head-on. By giving students the tools to deal with current and specific issues, as well as prospective situations, they are much more likely to have a meaningful experience and to implement their *Be The One* training in their daily lives. Our goal at *Be the One* is to create champions of change.

*“I wish to Live a Legacy,
rather than Leave a Legacy.”*

Lt. Col. (Ret.)

Consuelo Castillo Kickbusch



Consuelo Castillo Kickbusch is a renowned charismatic, passionate and influential speaker who carries a powerful message of what it takes to be an effective leader in today's global marketplace. Consuelo has spoken to hundreds of schools, colleges, universities, corporations, and government institutions both in the U.S. and abroad. Since 1996, Consuelo has dedicated her life to empowering a new generation of leaders. She has worked with over one million children and their parents across the United States through Educational Achievement Services, Inc. (EAS), her human development company.

As a community leader and activist, Consuelo sees the pain and potential of America's youth on a daily basis. In response to the need for leadership, self-worth, and encouragement for today's youth, Consuelo has developed both the Student Leadership Inspired by Consuelo Kickbusch (SLiCK) and iShine programs for middle and high school students, as well as Family Leadership Institute, a program that works with parents and guardians to reinforce strength and encouragement in even the toughest of family environments.

As headlines began to declare the news of student suicide and the rise in bullying, Consuelo realized there was a new issue that needed her attention. With the help of her EAS staff, including mentee, Roy Juarez Jr., Consuelo began developing the *Be the One* program. The purpose of *Be the One* is to uncover the roots of student violence and give students the tools to rise up and become leaders.

Born and raised along the border in a small barrio in Laredo, Texas, Consuelo is all too familiar with the effects that violence and poverty can have on adolescents. Despite the poverty, discrimination and illiteracy that surrounded her, Consuelo overcame enormous odds to become the successful community leader she is today. Although she grew up without material wealth, Consuelo was taught by her immigrant parents that she was rich in culture, tradition, values and faith.

The values Consuelo learned during childhood were reinforced throughout her career in the United States military. After graduating from Hardin Simmons University, she entered the U.S. Army as an officer and served for two decades. While in the military, she broke barriers and set records to become the **highest-ranking Hispanic woman in the Combat Support Field of the U.S. Army.**

In 1996, she was selected out of 26,000 candidates to assume a command post, which would put her on track for the rank of general officer. She respectfully declined the honor and retired as a 22-year veteran of the U.S. Army to fulfill her - for her to return to her roots and become a community leader. In realizing her dream, she founded Educational Achievement Services, Inc. with a mission to prepare tomorrow's leaders. Consuelo currently shares her story with people of all ages and creeds. She maintains a strong dedication to saving the youth of America by mentoring students and parents, over 1 million and counting, across the United States.



Roy Juarez, Jr.

Roy Juarez Jr. founded America's Business Leaders – a human development company in 2005 when he was just a freshman at Hardin-Simmons University. With a dream to inspire youth and reunite families Juarez began sharing his turbulent history to touch the lives of youth, educators, and parents.

As a young entrepreneur, Juarez has been able to develop a successful career, lecturing to thousands of youth, educators, and parents throughout the United States and abroad. Once a homeless teenager, Juarez fought the battle to leave the streets only to return to them after becoming a graduate of Hardin-Simmons University.

Today Juarez is currently traveling on his *MyBag, MyHome: Homeless by Choice Tour*. What began as a 5 month, 30-city tour, from Los Angeles, CA to Jacksonville, FL has developed into a two and a half year journey of circling the country to inspire America's youth and reunite families.

Juarez serves as a role model for thousands of individuals through his work as an advocate for youth and higher education. His life experience inspires them to forgive, chase their dreams, and be the change they wish to see!



Lilyan Prado Carrillo

Lilyan Prado Carrillo migrated to the United States from Guatemala when she was four years old. Raised solely by her father, J. Luis Prado, Lilyan has always understood the importance of education. Her father, who often worked two jobs to support the family, instilled in Lilyan the examples of hard work and perseverance that ultimately led her to go to college.

Although Luis' dreams for Lilyan to attend college were always present, making them a reality proved more difficult, as Lilyan was the first in her family to consider higher education, and the first in her immediate family to graduate high school. However, through Upward Bound at the University of North Texas, a program that provides fundamental support in preparation for college, Lilyan was given the direction she needed to pursue a college degree.

Lilyan attended a junior college and later transferred to and graduated from Texas Woman's University, where she received a full scholarship and quickly became an outstanding student leader and a campus motivator. In 2002, Lilyan was one of 30 students nationwide, awarded a congressional internship with the Congressional Hispanic Caucus Institute in Washington, D.C.

In 2007 she joined SLICK, where she serves as a presenter and facilitator, continuously sharing her life to help motivate others in school districts across the country. She also presents to parents through the Family Leadership Institute and helps empower parents on how to become leaders in their own homes, and communities.

Educational Achievement Services, Inc.

Educational Achievement Services, Inc. (EAS) is a group of highly qualified and experienced trainers and presenters led by nationally-recognized leadership expert, Lieutenant Colonel Consuelo Castillo Kickbusch, U.S. Army (retired). The varied backgrounds of our capable team of professionals enable us to draw upon a wealth of personal experiences and technical expertise to develop informative and inspirational presentations and leadership workshops for a variety of audiences. Our personable yet to-the-point style of delivery ensures training outcomes that are solidly-based on facts yet genuinely enjoyable.



EAS trains and addresses thousands of achievement-oriented individuals each month. In the past nine years, we have worked with school districts; colleges and universities; federal, state and local government agencies; and corporations in 42 states and two foreign countries. Whether providing keynote speakers for conferences and seminars or conducting specific, functional-level leadership workshops, EAS is committed to providing the highest quality learning and professional development possible.

Because of the personal background and commitment of our founder and our associates we have been especially effective at providing purpose, proven success and inspiration to thousands of individuals, especially those of Hispanic heritage. Our personal understanding of Hispanic culture and the immigrant experience has enabled us to connect on a personal level and to assist in elevating both their aspirations and their capabilities and to empower them to attain their individual and collective dreams and professional aspirations. We have the experience, expertise, credibility and – most of all – a passionate commitment to make a difference.