



Educational Achievement Services, Inc.

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## MISSION

*"Leadership is not about you. It is about the legacy you leave behind and the one that you are living today!"*

*We must prepare tomorrow's leaders today by investing ourselves and our talents and passing the torch. By mentoring the next generation, we can help shape America's future and help today's youth become tomorrow's next great leaders."*

*- Consuelo Castillo Kickbusch, CEO*

## *Preparing Tomorrow's Leaders Today!*

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# CONSUELO CASTILLO KICKBUSCH

Veteran / Author / Speaker / Educator / Leader / Champion / Innovator / Advocate

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 at 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.

## Biography

Born and raised along the border in a small barrio in Laredo, Texas, Consuelo Kickbusch overcame poverty, discrimination and illiteracy 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 mother's dying wish - 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 follows the same advice she gives in her workshops and speeches - she lives a legacy. Consuelo maintains a strong dedication to inspiring the youth of America by mentoring students and parents across the United States. In addition to her work with American youth, Consuelo reaches audiences in the corporate, professional, non-profit, and multi-cultural markets.

Consuelo is the proud mother of five daughters and currently resides in Las Vegas, Nevada, with her husband, David.



Lt. Col. (Ret.) Consuelo Castillo Kickbusch  
Founder, Educational Achievement Services, Inc.

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## Selected Awards & Honors



Board Member - National Principals Leadership Institute  
Meritorious Service Medal (Four-time Recipient)  
Working Mothers Magazine Legacy Award  
National Defense Service Medal  
Toastmasters Leadership Award  
Trailblazer in Diversity Award  
NHLI National Mujer Award  
Vista Magazine Award for Education  
Bennett College Society of Our Wise Women Award  
Hispanic Heritage Foundation Award for Leadership  
Mosaic Women Trailblazer Award  
Champions of Change Award for Education  
The Lab School of Washington's Outstanding Achievers with Learning Disabilities Award

National Society of Hispanic MBA's Brillante Award for Entrepreneur Excellence Award

Congressional Hispanic Caucus Institute 2012 Medallion of Excellence

National Association of Hispanic Real Estate Professionals Vanguard Award - 2012

National Principal Leadership Institute's Benjamin O Canada Change Leaders Award - 2013

Hispanas Organized for Political Equality Ray of HOPE Award - 2014

## National Media Profiles

AARP  
National Public Radio  
Lifetime Network  
Conexion America  
The Latino List  
Glamour Magazine  
Hispanics Today Television Program  
O Magazine  
CNN's Latino in America  
LatinaStyle  
Vanidades Magazine  
Telemundo  
LatiNation Television  
Univision's Don Francisco Presenta

Hispanic Business Magazine's 100 Most Influential Hispanics in America  
¡Inspírate! on SiriusXM Satellite Radio



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## Keynote and Workshop Topics

Change	Navigating the Landmines of
Conflict Management	Corporate America
Conflict Resolution	Parental Involvement
Cooperation	Peak Performance
Customer Relations	Sensitivity
Diversity	Servant Leadership
Effective Communication	Shared Vision
Globalization	Team Building
Leadership	The Exercise of Visioning
Life Balance Issues	Understanding and Educating Youth
Living a Legacy	Women's Issues
Motivation & Personal Growth	



## School Districts

Consuelo works with students and families across the United States. In the past decade, Consuelo has served families and educators in the following districts:

Albuquerque Public Schools	Elmherst Community Unit School District	Oklahoma City Public Schools
Alisal Union School District	Euclid City Schools	Omaha Public Schools
Auburn City Schools	Everett Public Schools	Orange County Public Schools
Baldwin Park Unified School District	Forest Grove School District	Oswego Community Unit School District
Barrington School District	Fort Worth ISD	Parma City School District
Bridgeport Public Schools	Franklin City Schools	Pasadena ISD
Bridgeport School District	Fredericksburg City Public Schools	Pharr-San Juan-Alamo ISD
Brownsville ISD	Gary Community School Corporation	Portales Municipal Schools
Cabot Public School District	Glendale Union High School District	Putnam City Public Schools
Canutillo ISD	Goose Creek CISD	Reading School District
Chicago Public Schools	Grand Island Public Schools	Rochester School District
Clark County School District	Harlandale ISD	Round Rock ISD
Clermont Northeastern Local School District	Hawaii Department of Education	San Antonio ISD
Clint ISD	Houston ISD	San Gabriel Unified School District
Clovis Municipal School District	Imperial County Office of Education	Santa Fe Public Schools
Collier County Public Schools	Irving ISD	Seminole County School District
Corpus Christi ISD	Kermit ISD	Sierra Blanca ISD
Crooked Oak Public Schools	Lewisville ISD	Silver Consolidated School District
Dallas ISD	Los Angeles County Office of Education	St. Helens School District
Daviess County Public Schools	Los Angeles Unified School District	Teton County District
Denver Public Schools	Lovington Schools	University Heights School District
Devine ISD	Mesa Vista Consolidated School District	Uvalde Consolidated ISD
DeWitt School District	Miami-Dade County Public Schools	U.S.V.I. St. Croix Department of Education
District of Columbia Public Schools	Mission ISD	Valley View Public School District
Eagle Pass ISD	Mojave Unified School District	Volusia County School District
East Aurora Public School District	Mt. Diablo Unified School District	Weslaco ISD
Edgewood ISD	New York City Department of Education	Ysleta ISD
Edinburg ISD	Northeast ISD	
El Paso ISD	Northside ISD	

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## Client List

Many major corporations and government agencies have hired Consuelo as a motivational speaker to develop the leadership attributes and peak performance of their employees. She firmly believes that businesses and corporations need strong leaders along with a talented, diverse workforce in order to compete successfully in the global marketplace.

A selection of Consuelo's clients include:

Avon	General Motors Corporation	National Society of Hispanic MBAs
Big Brothers Big Sisters	Georgetown University Law School	Nationwide Insurance
Boeing	Girl Scouts of the USA	Neutrogena Corporation
City of Dallas	Hewitt & Associates	Nordstrom's
City of San Antonio	IBM	Penn State
City Year	LULAC	Sodexo
Campbell's	Lockheed-Martin	State Farm Insurance
Costco	McDonald's Corporation	Travelers
Dell	MetLife	United States Army
Department of Education	NASA-Ames Research	U.S.H.L.I.
Department of Health & Human Services	National Hispana Leadership	United States Postal Service
Department of the Treasury	Institute	Verizon
Educational Testing Service	National Principals Leadership	Wal-Mart
Fordham University	Institute	

## Conferences

An inspirational speaker and skilled workshop leader, Consuelo reaches audiences each year through her work at both national and statewide conferences and institutes.

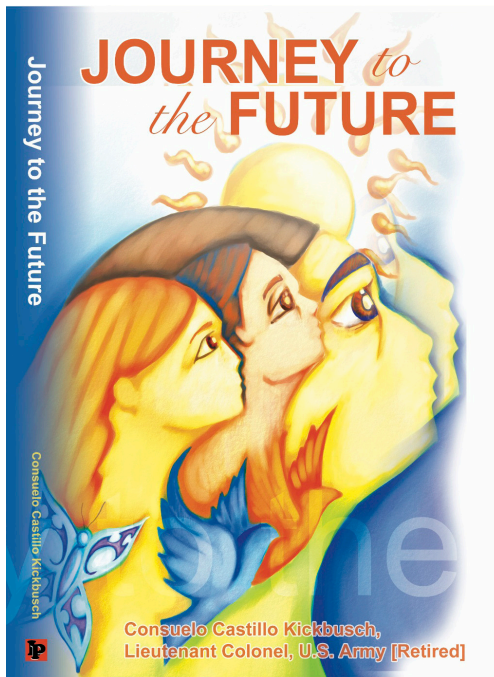
A selection of these conferences include:

American College Personnel Association	National Character and Leadership Symposium
Arizona School Board Association	National Council of La Raza
Association of California Administrators	National Hispana Leadership Institute
Caribbean Association of Insurance and Financial Advisors	National Image, Inc.
Conference of Minority Transportation Officials	National Principal's Leadership Institute
Iowa Association for Career & Technical Educators Conference	National Society of Hispanic MBAs
Latina Youth Leadership Conference	National Education Association
LULAC – League of United Latin American Citizens	Network of Executive Women
MANA – A National Latina Organization	Nebraska Department of Education
Million Dollar Round Table	New York State School Board Association
Minority Student Achievement Network	Pennsylvania School Counselors Association
NASPA Multicultural Institute	Society of Women Engineers
National Association of Bilingual Educators	Texas Association of School Administrators
National Association of Hispanic Real Estate Professionals	United States Hispanic Leadership Institute
National Career Pathways Network	Women of Color Conference



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## Books

As part of her on-going quest to inspire America's next generation, Consuelo has authored a book for youth, *Journey to the Future: A Roadmap for Success for Youth*. In her book, Consuelo shares her personal story and provides practical techniques for children to develop higher self-esteem and achieve personal goals, establishing a framework for early leadership development. This book is also available in Spanish.

## Audio CDs

*Shared Leadership* is a non-traditional, twenty-step framework for leadership development.

*Mensaje a Mi Gente* is a Spanish-language audio CD. Through her narrative account of her own childhood, growing up in a family of ten in Laredo, TX, Consuelo encourages parents to support their children in school.

To purchase products, visit [www.EASleadership.com/store](http://www.EASleadership.com/store)

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## Programs

**FLI** FAMILY  
LEADERSHIP  
INSTITUTE

The Family Leadership Institute (FLI) is a multifaceted educational program which focuses on providing parents with knowledge, tools and inspiration to help their children succeed in school and in life. The FLI program curriculum helps families of diverse ethnic, racial, and cultural backgrounds grow as individuals, parents and leaders. The FLI can be purchased as a 10-session curriculum led by one of our licensed trainers, or your staff can become FLI facilitators in a 4-day accelerated training program.

**SLiCK**

SLiCK stands for Student Leadership Inspired by Consuelo Kickbusch. The SLiCK program is an innovative and interactive series of student leadership workshops geared towards drop-out prevention. SLiCK harnesses the leadership skills within each student to achieve personal growth, resulting in a desire to create an action plan to become college bound.

**iShine**

iShine is a strengths-based program that empowers young women with information, inspiration, and applicable skills to overcome the challenges that they, as young women, face. The iShine program's focus is to provide teens and young women with the motivation necessary to excel and shine in everyday life.

**SH↑FT&R↑SE**

Shift & Rise is a multifaceted program with the mission to provide young men with an enriching experience that will contribute to their personal and social development. Shift & Rise identifies and understands the distinction between "destructive manhood," defined as an obstacle to young men's educational and social mobility, as opposed to "empathetic manhood," defined as the process by which young men embrace and adopt their community's positive manhood practices.

**Be  
the One**  
*...to lead.*

Be the One is a new student leadership program with an emphasis on healing, diversity, and self-worth. The Be the One curriculum emphasizes that in order to lead a life of purpose, students must not be passive bystanders, but champions for themselves and their communities. The Be The One program puts a strong emphasis on healing and equipping students with the tools required to build themselves and each other up. The skills and techniques learned through this program teach students to support each other and work together to create a strong and encouraging community where leaders emerge.

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## FLI FAMILY LEADERSHIP INSTITUTE

The Family Leadership Institute (FLI) is a multifaceted educational curriculum focused on providing families with the knowledge, tools and inspiration to help their children succeed in school and in life.

The Family Leadership Institute (FLI) was originally designed as a culturally-specific educational program focused on providing immigrant and migrant Hispanic families the knowledge, tools and inspiration necessary to help their first and second generation children succeed in school and in life.

The FLI curriculum continues to help families of diverse ethnic, racial and cultural backgrounds grow as individuals, parents and leaders.

Through a series of ten modules, parents strengthen their skills, abilities and attitudes necessary to enhance their own personal success to serve as better role models for their children.

During the FLI program, parents are encouraged to become engaged in their children's education in an effort to achieve academic success.

The workshops are conducted in both English and Spanish. Each workshop contains a series of lectures, participant discussions, storytelling, role-playing, group and individual activities.



*"The FLI challenged me to get out of my comfort zone and learn something new. This experience empowered me to take action to transform my life."*

*- Wanda Ramos, Parent, Orlando, FLI*



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"SLiCK helped me a lot. It changed me a lot with my parents and thankfully we have been closer than ever. My brother and I don't fight anymore. I'm more honest to myself and I BELIEVE in myself much more."

- Patricia R., Student at HISD

"I learned about forgiveness in the FLI so I went out to look for my son who had run away. I encouraged him to return to school and mentioned SLiCK. After two sessions, I can attest that my son has gone from being a drop out to making the best grades he has ever made."

- Juana R., Parent at HISD



# SLiCK

**SLiCK** stands for Student Leadership Inspired by Consuelo Kickbusch. The SLiCK program is a revolutionary interactive series of student leadership workshops. SLiCK harnesses the leadership skills within each student to achieve personal growth, resulting in a desire to create positive change in their lives and in their community.

Over the course of five modules, the SLiCK Team engages students with a combination of motivational presentations, team building activities, small group discussions and individual personal development assignments.

Each day engages an important component in living a "SLiCK" lifestyle. The SLiCK lifestyle is about having Soul, being a Leader, knowing your Identity, embracing your Culture and pursuing Knowledge.

The SLiCK program is designed to:

- Increase academic excellence through student engagement.
- Provide students with the purpose, tools and direction necessary to achieve personal and academic success.
- Produce active student leaders who will serve their families, schools and communities with distinction and encourage other students to do the same.
- Institute leadership, pride and education as important keys to success.

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iShine

**iShine** is a strengths-based program that empowers young women with information, motivation, and application skills to overcome the unique challenges that they face and to excel and shine in everyday life.

## **iShine Core Themes:**

**Strength**, rooted in the rich and diverse experiences as young women, their cultural inheritance and inherent resilience.

**Health**, based on healthy minds, bodies, and relationships through the development of appropriate coping and communication skills.

**Identity**, anchored in the freedom of individual choice, cultivating an awareness of self as foundational for the future.

**Network**, supported by positive relationships with peers, high resource adults and mentors across the country.

**Education**, empowered to achieve their goals and consciously improve their lives as well as their communities through servant leadership.



i live  
i dream  
i soar

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*"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 I can do."*

*- Helen Keller*

**Be The One** is a unique student leadership program with an emphasis on healing, diversity, and self-worth.

The Be The One curriculum emphasizes that in order to lead a life of purpose, students must not be passive bystanders, but champions for themselves and their communities. Be The One focuses on students' need for emotional healing and seeks to equip them with the individual and social tools to build themselves and one another up. The skills and techniques learned through this program teach students to support each other and work together to create a strong and encouraging community where leaders emerge.

In Be The One, students unite to create a safe space to learn, speak, and grow together.

Every Be The One workshop has three objectives:

- Establish a safe environment where every student has the right to speak from the heart
- Develop students' tools for recognition and remedy of negative behaviors
- Provide students with positive role models and a framework for personal growth, leadership development and success

At Be The One we recognize that every school and community is unique. For this reason, we will work to tailor the Be The One program to meet individual agency needs by providing options and variety in topics including: anti-bullying, conflict resolution, future planning, and leadership development.

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*Shift & Rise* is a leadership development program, designed to provide an enriching experience that will contribute to the personal and social development of young men through the identification and disassociation from the limits of destructive manhood and strengthening of positive empathic manhood traits among participants.



## *Empathic Manhood*

Empathic Manhood is the process by which young men embrace and adopt their community's positive manhood practices. These practices include a strong work ethic, high academic aspirations, respect for self, respect for women, sense of personal responsibility, peaceful conflict resolution skills, and the ability to empathize and respect the experiences and struggles of others.

*Tēzcatlipoca* - Practice and endorse conscious self-reflection of our identity formation and how actions have consequences for others, adding emphasis on experience up to this point being the result and consequences of someone else's actions/decisions, that up until very recently we didn't have control of where/who we are.

*Shift* - Claim ownership over the formation of our identities and futures requires us to shift away from perpetuating the practices of "destructive manhood" that hinder us and therefore our communities.

*Sankofa* - Remember our individual journey, using it as a motivational force as we continue to grow and move forward towards a brighter future.

*Rise* - Use our newly awakened consciousness to realize our talents and recognize the opportunities to rise to our full potential.

*Soar* - Build on the possibilities for our future by framing strategic plans and setting goals towards academic achievement and personal success.



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*Parents Living with Purpose* is a series of one-hour and two-hour workshops, as well as tailored half-day and all-day conferences, developed by EAS, Inc. that focus on providing parents with knowledge, tools and inspiration to help their children succeed in school and in life. The sessions are designed to empower the parents to become advocates for their children, increase participations, improve communication, and collaboration between parents, schools, and communities with the goal of building partnerships to ensure student achievement and success.

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## “SERVANT LEADERSHIP” STAFF DEVELOPMENT WORKSHOP



Using examples of her experiences of working with communities and school districts, Consuelo highlights best practices for working with families, as well as for creating synergy between departments, cabinets, and board members, allowing for purposeful Q & A. In pursuing a collective vision for the team through StrengthFinder© coaching, staff are also challenged to proactively tackle the potential challenges they may face during the school year. Each staff development is tailored for the specific needs of each client.

### For additional information, please contact us:

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