



School Talks Success Manual



The International Masters' Council
www.internationalmasterscouncil.com

Introduction

The content of this manual has been graciously provided by Master Doug Bertrand. Master Doug owns and operates two successful schools in Vancouver Washington boasting an active count of 600+ students at each location. School talks are one of Master Bertrand's staple marketing pillars.

All of the support materials, email correspondence and even a live video of a school talk in action can be accessed on the I.M.C. website at www.internationalmasterscouncil.com under the School Talks tab.

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School Talks Checklist

🍏 3 Rules of Success

- 1 Always try your BEST
- 2 Always strive to make a LITTLE bit of IMPROVEMENT
- 3 Always have FUN

🍏 5 Steps to Standing Like a Black Belt

- 1 Feet TOGETHER
- 2 Hands at your SIDES
- 3 Shoulders BACK (Shows you Believe in Yourself)
- 4 Chin UP (Shows you are PROUD of the person you are)
- 5 Eyes on your Teachers EYES (A way of demonstrating RESPECT)

🍏 5 Steps to Sitting Like a Black Belt

- 1 Clap two times and say, "Lock it up ma'am".
- 2 Sit down with your legs crossed
- 3 Take your hands and place them on your knees
- 3 Shoulders BACK (Shows you Believe in Yourself)
- 4 Chin UP (Shows you are PROUD of the person you are)
- 5 Eyes on your Teachers EYES (A way of demonstrating RESPECT)

🍏 Protocol for Character Development

- 1 Attention Stance - "Set!" (Concentration)
- 2 Bow - (Self Respect)
- 3 Ready Stance - "Sir!" (Discipline)
- 4 Salute - "Do my Best" (Courtesy and Self Discipline)
- 5 Focus Stance - Two Claps and "Sir!" (Focus)
- 6 Horse Stance - "Teaahh!" (Perseverance)- drop into a horse stance and kiai

🍏 5 Basic Blocks (Self Control and Listening Skills)

1. Upward 2. Inward 3. Outward 4. Downward 5. Push Down

Star Block Set

(Up – In – Out – Over (chamber hand to opposite shoulder to prepare for down block) – Down – Back (chamber) – Push Down)

***Student Creed (Pledge) #1:** I will develop myself in a positive manner and avoid anything that could reduce my mental growth and physical health.

3 RULES

Kids, I'm excited to be here with you today but before we get started we have to start with some rules. Do you have rules at school? Do you have rules at home? ME TOO! So we have rules wherever we go don't we? At _____ Martial Arts we have 3 rules that we ask all the students to follow. The first rule is to try your best. That means you have to try your best and put forth your best effort. Now is your best going to be the same as mine? Probably not. Is it going to be the same as the other students in class? Probably not. But do you know what the great thing is; it doesn't need to be because all you have to do is your personal... Best.

If you are doing your best then it's really easy to follow the second rule. The second rule is every time a student comes to class at _____ Martial Arts they are trying to make something. Say this word, say Improvement. That means we are trying to get stronger on the outside as well on the...(point to chest) inside. And do you know how much improvement you need to make? (Fingers together) Just a little bit of improvement every day. Because if you make a little bit of improvement today and a little bit tomorrow and a little bit the next day, it adds up to be...a lot.

The third rule, this is the best rule and probably the reason you're here. The last rule is because we are here to have some...fun. And do you know how to have fun? Me too! So we are going to have a good time today. Again, how many rules do we have? (hold up three fingers) three. So the first rule is to try your...Best. The second rule is to make a little bit of...Improvement. On the outside as well as the...Inside. And the third rule is to have some...Fun! Now let's get started!

Let's start out by standing up tall. At _____ Martial Arts, before we walk onto the mat for class, we bow to show respect. What we are going to do is a courtesy bow to show respect for our training time together today. Now bend at the waist and say, "Be my best." Super! This is how we start our class with a black belt attitude.

5 STEPS TO STANDING LIKE A BLACK BELT

Next, I need to share with you how you stand and sit like a black belt. So let's cover how we stand like a black belt first. First you start with your feet together, and then you take your hands & glue them right to your sides. Take your shoulders & roll them back because that shows you believe in your... (point towards child) self. Yes, it shows you believe in yourself. Now take your chin & lift it up just a little bit. And the reason you lift your chin up is to show that you are proud to be..... who is that special person? It shows you are proud to be who? (Have the child say their name). And be proud who you are Joey because there is no one else in the whole world like you. And now your eyes are on my eyes that way I know you are listening & paying attention. Has your mom ever asked you to pay attention before at home or has your teacher at school ever asked you to pay attention? And usually someone is asking you to pay attention because sometimes we don't have our eyes on their eyes when they are talking. So when you stand here, pretend you are just like a statue. Do statues move? No they don't? Do statues ever talk? So what we are really practicing, is say this word, say Self Control. Self Control is when your mind tells your body what to do. You are demonstrating Self Control right now just by the way you are standing. You are also showing you are capable of making good choices!

Now take your feet apart and let's review those five steps for standing like a black belt in our attention stance. So the first one is feet go where? Very good. And then your hands go at your... Sides. And your shoulders go which direction... back. Good job. And that shows you believe in your... self. Where's your chin... up a little bit. Which shows you're proud to be...? And that special person is.... (have child say their name). And your eyes are right here on my eyes, that way I know your listening and paying... attention. You're demonstrating good self control by standing like a statue. Plus when a person stands like you are now, your showing that power you have on the inside and that power is what we call confidence. Say that word, confidence. You are showing that confidence just by the way you are standing. So this is how we get to that position. Take your feet apart, hands out. So anytime you hear an instructor say "Set", you bring your feet & hands together and say "ma'am". (demonstrate) And the cool thing about martial arts is you get to be loud. So when I say "set" you (demonstrate) say "ma'am!"

"SET!" (child should stand at attention stance) That was good, let's try it again. "SET!" One more time. "SET!" Great job! (Give high five) you showed really great self control because you waited until I said what..."set". Absolutely, so you're doing a great job. In fact go a head and give yourself a little applause. Next I'm going to teach you how we sit like a black belt.

5 STEPS TO SITTING LIKE A BLACK BELT

Demonstrating Respect-

Clap two times, simply say this, say, "Lock it up ma'am". Then sit like a

black belt which is sitting down with your legs crossed. Then, we take our hands and we place them on our knees, your shoulders go back and your chin is up, so just like when we are standing like a black belt your eyes are on me. And when you sit like this, do you know what you're demonstrating? Say this word, say "Respect". And that is when you treat other people the way you want to be...treated. So there's two ways we can show respect. One is through our actions and the other is through our words. So through your actions right now, you know what you are showing me, you're showing me respect because you are sitting still, making eye contact with me and you're demonstrating respect just by the way you're acting. The other way you show respect is through the words we use. Part of it is having good manners. Let's say you asked for something from mom at home, how would you ask for it? (Please) Good, so if they give it to you, you would say (Thank You). So the other part of respect is how you talk to someone. Like at school when we talk to a teacher. What's your teacher's name? Ok, great and what's Mr. Smith first name? Ok, John. So do you ever walk in and say "Hey John, how are doing". No, you say "Mr. Smith, how are you doing." because it shows your teacher respect. So this is what we do, if I ask you a question today you'll either respond or say Yes ma'am or you'll say No ma'am. If I was a man you would either say Yes Sir or No Sir. So if I say, are you ready to get started with an awesome class today, you would say...(yes ma'am). Perfect, so let's do it!

PRACTICE STANDING & SITTING LIKE BLACK BELT

Now we are going to practice standing and sitting like a black belt. Stand up tall and say "ma'am". We are going to sit like a black belt again. How we get there is the teachers will say, "Lock it up". We clap twice and then you put them away because that's what we do with things when you're done with them. Then you say, "Lock it up ma'am" and sit like a Black

Belt. One more time - stand up tall and Set! (Child says ma'am). Good, then clap twice, put your hands at your sides and say, "Lock it up ma'am" then sit like a black belt (legs crossed, hands on knees, back straight and eyes on instructor's eyes). Let's get to the action. Are you ready for action? Let's do it, stand up tall and "Set!"

BOW - Demonstrating Courtesy and Respect

What we're going to do is start our class with a black belt attitude. So look me right in the eyes, bend at your waist and say, "Be my best". All I expect you to do today and every day you come to class is do your personal...best. And that's the kind of attitude I want you to have!

READY STANCE - Ready for Action/To Horse Stance

After we do the bow, put your feet apart, hands go straight down in front, make two fists and you simply say, "ma'am". This is called is our Ready Stance. A ready stance shows me you are ready for action.

"SET" (student goes to attention stance). Go to your attention stance and let's try your ready stance one more time. Go to that ready stance, say "ma'am". Next, all you do is raise your hands up, turn them upside down, put your feet a little bit wider and bend your knees. (Horse Stance) What do you do with things when you're done with them? (Put them away) We're going to do that right now. We're going to place them right here at our sides and I'm going to share with you 5 Basic Blocks.

5 Basic Blocks

Simply do this, put one hand over your head (do high block) and then switch your hands. These basic blocks are kind of like a shield and shields

or blocks are used to protect yourself. Every time we do a move we are going to do the most important thing you do every second of the day which is breathing. Plus it gives us more power.

We are going to make this funny noise (kiai) when we do our moves, simply say this - say “Teeah”. Now we are going to say it even louder say, “Teeah!” Excellent, now when I say go, you’re going to yell “Teeah!” each and every time. (Say, “GO” have child block up each time and yell “Teeah!”) Now take that same hand and say “In” and then the other hand say “In”. When I say go say “Teeah” every time you block in. (say “GO” 3 or 4 times have the child block in and yell “Teeah”) Now for the third block! Take this hand and say “Out”. This is an Outward Block. Then the other hand and then yell Teeah - every time. (say “GO” 3 or 4 times have the child block in and yell “Teeah”) “Set!”

Joey, those are powerful blocks, good job.

LOCK IT UP - Discipline and Self Discipline

So do this for me, clap twice, put them away, say “Lock it up ma’am/sir” and sit just like a black belt. Now look what you just did! What did I just ask you to do? (sit like a black belt) Yes, and the cool thing you just demonstrated was something called, say this, say “DISCIPLINE”.

Discipline is when you are asked to do something; you should only be told or asked...once. And that’s something you just demonstrated. It’s just like at home. If a parent asks you to clean your room how many times should they ask? The next thing we have to have is, say this, say Self Discipline. Self Discipline is doing something without being asked or being told. Do you have chores at home? ME TOO! What’s one of your chores? (clean my room) I have that same chore at home, now how many

times should you be asked to do your chore? Yes, one time. Even sitting here you are demonstrating self discipline. For example, did I have to remind you to put your hands on your knees? No, you're doing it all by yourself. Should you have to be told to clean your room? No, because that part of self- discipline. So in order to reach that goal of earning your white belt you have to demonstrate some self-discipline at home and do something without being asked, but we'll talk more about that at the end of our class. Right now, do this for me. Stand up tall and say, "Ma'am". Go back to your Ready Stance and say, "ma'am/sir". Then back to your horse stance, say - Teeah.

DOWNWARD BLOCKS & PUSH DOWN - demonstrating discipline From right here take that hand and say down and switch your hands and say down. Now check this out, this is really cool. Every time you're done with this block, you're putting it...(away). That's right; you are putting it away by putting it at your side. Now did I have to remind you to do that or tell you to do that? No, you just did it on your own. So guess what you're demonstrating - Self Discipline. So every time you do that block, put it away all by yourself. And block, don't forget to say Teeah. (Give verbal cue to block and have the child yell, do this 3-4 times). Now take this hand and say Push Down. Now switch your hand and say push down. Make that noise, say Teeah each and every time. (Give verbal cue to block and have the child yell, do this 3-4 times) "Set". Awesome job Joey! Those are your 5 Basic Blocks so now what we are going to do is we are going to take it to the next level. Are you ready to take it to the next level?

DOUBLE STAR BLOCK SET - following directions

Next, we are going to do a set called the Double Star Block Set. I'm going to see how well you listen and follow directions as we do this coordination set. Go to your horse stance say "Teeah". First thing you have to do is bring out those muscles. Then all you have to do is say what I say and you just do the moves as I do them. Follow me, say Up (block up), In (block in), Out (block out), Over (arm over), Down (block down), Pull Back, Push Down and then say "Ma'am". At the end of this set we'll say; "Did My Best" (Bow as you say it). You just did do your best; do you know how I could see that? I could see that just by the way you were following directions, you didn't miss a beat. In fact, it seemed a little bit too easy for you. Are you ready for a challenge? Here's the challenge. Your challenge this time is to go a little bit faster. Now how much faster do we need to go...(Fingers together) just a little bit. Oh, great answer. Go to your horse stance, say Teeah. Bring out those muscles again. A little bit faster and follow me. Say Up, In, Out, Over, Down, Pull Back, push Down and then say ma'am. And again (bow) did my best. What just happened there? You just made some what... (improvement) yes, you did. Because you were going a little bit what...faster. So are you ready to get to some punches and kicks? Lets do it but I have to teach you one stance before you get there.

STUDENT CREED (Pledge)

Now right from that position, we have what is called a student creed or pledge. So there are going to be three things you are going to need to do between now and the net time I see you at our ABC's of Success Board Breaking Workshop. First, you have to memorize these words. I'm going to give you a piece of paper to take home with it on it, but for now, just do this. Stand up tall and say, "I will-develop myself- in a positive manner- and avoid anything that could reduce my mental growth and physical health."

FOCUS STANCE

Next, what I'm going to have you do is challenge you with a focus exercise. Now focus is when you concentrate on how many things? That's right, one thing and you don't get distracted. Do you see that letter right there? I want you to keep your eyes like laser beams right there on that letter. I have to grab something right over here and I need you to stand here showing that focus until I get back. Can you do that? So you can't move and you can't talk, you can breath though. Guess who's watching? (teacher) She sure is and she's going to tell me if you aren't paying attention so be like a statue, eyes totally locked in there. (leave room) Alright Joey, face this way. That focus is hard work. And guess what you just showed us? You were able to focus and concentrate mind, eyes and your body. That's pretty impressive. In fact you were there for almost a minute without moving. So you got to do this, say I'm awesome, I'm unstoppable, and nothings impossible. Like that incredible focus you just showed. So stand up tall and say ma'am. What I want you to do (bow) say did my best. (shake) Congratulations everyone you just completed your first martial arts lesson! Give yourself something. It's called an ovation. Do this for me, clap twice and say, "I rock." You did!

REVIEW OF 3 RULES

Let's review what we did today and then I am going to share an opportunity with you to learn how to break a real board in front of your parents this Saturday. Joey, we had how many rules today? (3) Yes, we had three rules. The first one is to try your what? Yes, I know you tried your best because I could see it in your actions. The way you were doing all you moves I could tell you were trying your best today and putting forth your best effort. And do you know what the result of that was...you were able to follow the second rule which is you made some...say - improvement. Not just on the outside, but on the...(inside) inside as well. At least how much improvement do we need to make? (finger together). That's right, you did make a little bit of improvement!

INVITING THE KIDS TO YOUR ABC'S OF SUCCESS WORKSHOP



Kids, you did an amazing job today! This Saturday I would like to invite you to a special event that we call the ABC's of Success Board Breaking Workshop. At this event you'll have the opportunity to break a real board in front of your parents. (You can break a board to demonstrate and get the kids excited about the opportunity) When you get home please tell your parents about what you learned today and be sure to give them the invitation that we are sending home with you.

Everyone that attends will get an opportunity to break a real board and receive a special award certificate! Who would like to come? (Raise your hand to encourage them to raise their hands). Be sure to ask your parents to bring their smart phones to video your board break so you can share it with your family and friends. See you soon!

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