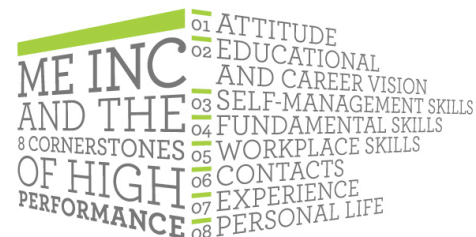


- Build students' confidence that they can be successful
- Help students recognize their current strengths
- Show them how to transfer these strengths to an academic setting and continue to develop their skill set
- Illustrate the importance of having an organized system
- Develop essential self-management and success skills
- Link study habits with professional workplace habits
- Develop a support network and key relationships
- Solidify students' commitment to persist and create a success plan they can believe in



## **Making Your Mark, 9th edition** by Lisa Fraser

Our approach to student success is based on building student confidence, helping students identify the strengths they already have, and continually adding to their individual development and professional skill set. The skills they need to be successful in their academic life are the same ones that will see them through their entire career: good work habits, efficient time management, and an organized system for getting their work done at a high standard. When we make that connection for our students, they begin to make a more solid commitment to their education and to invest in their personal development.

The upbeat, interactive exercises in *Making Your Mark* take students through the process of seeing the value of an education; developing a college and career plan; and developing the qualities, employability skills and high-performance mindset that will help them be successful at college and throughout their entire career. The exercises are unique, fun, and offer new perspectives on old perceptions that can be limiting. They also encourage students to create the relationships that are essential to their success.

We've designed a workshop that has proven to be highly effective in helping over **1.4 million students** become committed to their education and life goals, and in helping them make it through to graduation. The following agenda outlines our approach to student success and briefly describes the exercises that help motivate students to be successful. We can help you customize this workshop so that it addresses your students' specific needs.

## **Success Workshop Agenda**

### **1. Welcome**

+ Introduce faculty and staff, including each staff member's college and career stories: begin to establish a relationship with students

### **2. Me Inc, and Building an Educational and Career Vision** (*Making Your Mark, page 2*)

+ Discuss the idea that there is no "perfect decision" when it comes to choosing a college program, but what *is* important is to be able to adapt to change, realize there are many routes to success, and to maximize whatever they're doing right now

+ What remains a constant is that wherever students are in their journey, it helps to continually work on personal development, a concept we call "Me Inc": invest in yourself and develop the best all-round set of academic, personal and career skills you can

### **3. Exercise 1.1: Characteristics of a High-Performance Career** (*Making Your Mark, page 3*)

+ This exercise is designed to expose students to the idea that developing high-performance employability skills will lead them to a career that pays well (the #1 identified reason students give for attending college)

### **4. Exercise 1.2: The Million \$\$\$ Motivator** (*Making Your Mark, page 4*)

+ While "making money" is definitely not the only reason for attending college, this exercise illustrates the difference between a lifelong salary at minimum wage, and a lifelong high-performance career salary

+ The million \$\$\$ gap in the figures can help students decide that working toward a career is something they want to commit to

### **5. Me Inc Success Skills and the 8 Cornerstones of High Performance** (*Making Your Mark, pages 4-5*)

+ Have students review the Employability Skills outlined by the Canadian government, and introduce the 8 Cornerstones of High Performance: *Attitude • Educational & Career Vision • Self-Management Skills • Fundamental Skills • Workplace Skills • Contacts • Experience • Personal Life*

...2

## 6. Opportunity Exercise (Making Your Mark, page 6)

+ As a group, have students take part in this exercise that demonstrates how different perceptions can create different realities

## 7. Exercise 1.3: Pyramid of Success (Making Your Mark, page 9)

- + This exercise helps students become more aware of the strengths they already have and encourages them to reflect upon the areas they may want to develop further
- + The Pyramid of Success remains one of the exercises in *Making Your Mark* that students say most helped them improve their self-image

## 8. Building Relationships (Making Your Mark, pages 11-12)

- + This section introduces the idea that people are more successful when part of a social network, through the Relate, Reframe, Repeat process
- + *Exercise 1.5: Getting to Know You* Icebreaker helps students build these essential relationships

## 9. The 7 Stages of High-Performance Change (Making Your Mark, pages 11-12)

- + This section outlines the stages and challenges involved in changing behavior, and uses *Exercise 1.6: Academic Self-Management Questionnaire* to create a benchmark for change; it also encourages students to examine limiting thoughts and behaviors
- + *Exercise 1.7, Making Your Mark*, gives students a concrete range of specific techniques they can use to improve academic and work habits

## 9. Exercise 1.8, The 100 Test, Parts 1 and 2 (Making Your Mark, pages 16-17)

- + This unique and fun exercise illustrates the importance of having an organized system for academics, work, and managing a workload
- + The 100 Test has been identified as the exercise that has the most impact in helping students seeing the importance of good work habits

## 10. Exercise 1.9: Return on Investment (Making Your Mark, page 18)

- + This exercise highlights the significant investment required to attend college, and helps students put a number value on their education

## 11. Exercise 1.10: The Signature Exercise (Making Your Mark, page 19)

- + Using your non-dominant hand to write, this exercise illustrates the challenges and commitment it takes to change a behavior

## 12. Building Success Skills (Making Your Mark, page 19)

- + The first chapter of *Making Your Mark* helps students develop the motivation to commit to their education and careers
- + The next 6 chapters outline a comprehensive range of success tools, techniques, interactive exercises and practices
- + After completing the introductory chapter and Exercises: 1.1 through 1.10, students now want to know more about how to be successful:
- + *Time Management Tips • Notetaking • Study Hints and Shortcuts • College Survival Skills • How to Prepare for Exams • Papers and Reports*

## Instructor Resources

Please visit our web site to download our instructor manual and other student success resources in pdf format. We'll send you our test bank, Power Point slides and more when you place your book order. Please feel free to call or email for more information.

## Feedback on Making Your Mark

"*Making Your Mark* is the best material I have ever found after teaching for over 22 years and trying many different texts and workbooks. There are many good group and individual exercises related to goal setting and motivation that my students really like."

– Director, Learning Center

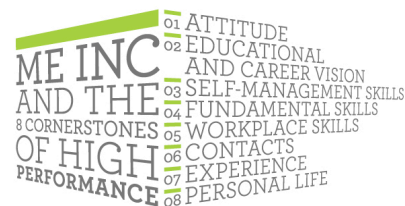
"One of the key concepts in *Making Your Mark* that has motivated me to work harder is understanding the importance of developing personal strengths in order to accomplish life goals." "I wish I'd had this book in high school! It would have made my life a lot easier."

– Students

## Over 1.4 million copies sold at over 1,600 educational institutions

*Making Your Mark* is priced so that any college and/or student can afford to purchase it.

3000+	\$2.75	150+	\$4.25
1500+	\$3.25	75+	\$4.50
1000+	\$3.50	25+	\$4.75
500+	\$3.75	2 – 24	\$6.95
300+	\$4.00	1 copy	\$9.95



LDF Publishing Inc has been helping students make it successfully through college since 1992. The foundation of our retention program is the best-selling book *Making Your Mark*, 9th edition, by Lisa Fraser, which has sold more than 1.4 million copies and is used in more than 1,600 educational institutions across North America. Our company has a combined 55 years experience in post-secondary education, and 30+ years in the field of student success and retention.