



MENTAL KARATE™

We Empower You. You Empower Students.

Mental Karate is an innovative method that:

- **Equips educators to inspire students.**
- **Increase student achievement.**
- **Has clear, proven results.**

What if you had a proven, action-oriented system of character development that increased student engagement and achievement?

Educators across the U.S. and Canada use Mental Karate to empower.



Dr. Johanna Even

School: Kipp Shine in Houston

of Students: 110

Grade of Students: 4th

“Mental Karate has given me the tools to develop meaningful, action-based learning that empowers my students to be the best they can be - every day.”

Examples of actions inspired by Mental Karate:

- A 7th grader earned an “A” in math for the first time in his life by proactively seeking out tutoring and completing all assignments. He was featured in the local paper.
- A student whose mother was in jail wrote letters to her and thereby established a positive relationship.
- An educator who was interested in writing applied to an elite writing workshop and was accepted.
- A student proactively repaired a damaged relationship with her sister.
- Eleven students raised over \$600 for a local animal shelter.

Examples of actions inspired by Mental Karate:

- A high school pitcher improved his fastball by two miles per hour.
- A 4th grader with a disease that restricted her ability to climb stairs climbed an entire stairwell, once a day, for five weeks.
- An educator read three times a week to each of his three children.
- A 7th grader taught himself basic French.
- A sophomore taught himself one new SAT word a day for five weeks.

Educators have tremendous power to inspire and lead.



Mental Karate was founded by Mawi Asgedom, an Ethiopian refugee who overcame many hardships to earn a scholarship to Harvard. Mawi has written six bestselling books, spoken at over 1,000 schools, and spent over a decade researching the methodology behind Mental Karate.

In Mawi's words, "We often look to motivational speakers or inspiring books to empower students, but research has shown that it is the educators themselves who make the biggest impact. The best way for schools to empower students, then, is to first empower and equip educators."

How Mental Karate Works

Five Belts: Educators lead students through five belts, starting with White and ending with Black. Each belt corresponds with one proven principle of success.

White: Initiative

Yellow: Discipline

Green: Contribution

Blue: Courage

Black: Awareness

Students earn a belt only by taking action.



MENTAL KARATE™

7th Grader Teaches Himself Basic French in 45 Days

The HeraldNews

Member of the Sun-Times News Group



Students master goals with mental karate

January 25, 2009

By [CATHERINE ANN VELASCO](mailto:cvelasco@scn1.com) cvelasco@scn1.com

ROMEOVILLE — Wearing a shirt from Ethiopia, Author Mawi Asgedom kept his words short and encouraging.

Instead of telling his story about being a refugee who graduated from Harvard, Asgedom said he'd rather hear what the seventh-graders accomplished as they worked toward their yellow belts in Mental Karate — a concept Asgedom created.

Asgedom wrote a book called “The Code: Five Secrets of Teen Success” that the students read in school. Seventh-graders (below from left) Alias Arzvaga, Crystal Ice and Amber Walker, all 12, show the yellow wrist bands they received at the school. The students have been following a program called Mental Karate to help them overcome challenges and set goals for their lives.

Students had to master self-discipline by seeing what they could accomplish in 45 days.

Alias Arzvaga taught himself French and now he's teaching other students. Alias wanted to learn French because that's part of his heritage and he wanted to be able to speak to his aunts who speak French.

Who Teaches Mental Karate?

1. Teachers: Mental Karate is often taught as part of English, History, or other classes.
2. Counselors: Counselors can come into a class and teach Mental Karate.
3. After-School Programs

Any adult who wants to empower youth.

What do MK Instructors receive?

- 1) **A complete curriculum:** A Leader's Guide, Student Journals, Inspiration Wheel Poster, Award System, and two additional books for the leader.
- 2) **Professional Development:** Video training on how to engage and inspire students using Mental Karate. Ongoing support as needed.
- 3) **Tracking:** Online accounts where students and educators can track their actions.

What is the ideal grade for MK?

- **Middle School:** Middle schools have exceptional results using Mental Karate.
- **Fourth-Fifth Grade:** Older elementary age students have excelled with Mental Karate.
- **Ninth Grade:** Mental Karate also works well with high school freshmen.



MENTAL KARATE™

What Educators Say

86%

of educators
say Mental
Karate has
helped them
inspire their
students.

85%

of educators
say Mental
Karate has
given them a
new way to
know their
students
better.

55%

of educators
say MK has
helped them
take meaningful
action in their
own lives.

Source: 2010 Surveys with 10 Schools



MENTAL KARATE™

What Students Say

83%

of students say
Mental Karate
helped them
set and
track goals.

79%

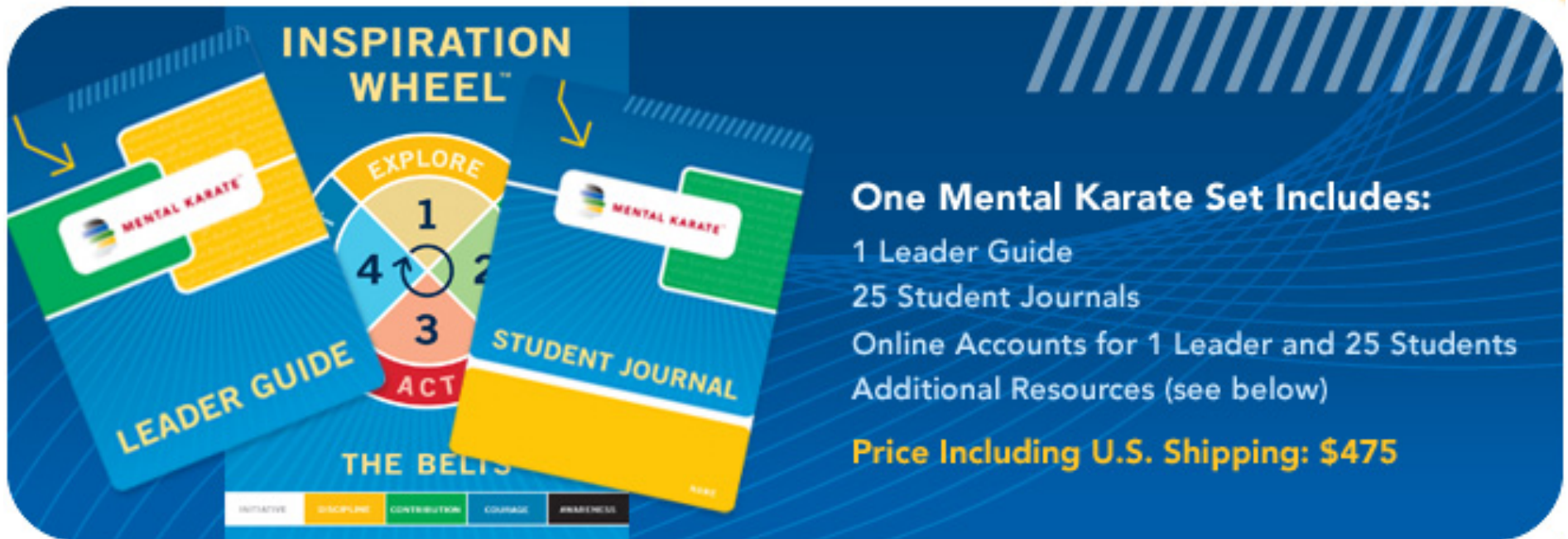
of students say
Mental Karate
helped them
become more
motivated.

85%

of students
would
recommend
Mental Karate
to other
students.

Source: 2010 Surveys with 10 Schools

Investment



The image displays the components of a Mental Karate set. On the left is a blue 'LEADER GUIDE' with a yellow and green cover. In the center is the 'INSPIRATION WHEEL™', a circular diagram divided into four quadrants labeled 'EXPLORE' (top, yellow), 'ACT' (bottom, red), and two unlabeled quadrants (left, blue; right, green). The quadrants are numbered 1, 2, 3, and 4 in a clockwise cycle. Below the wheel is 'THE BELTS', a horizontal bar with five colored segments: INITIATIVE (white), DISCIPLINE (yellow), CONTRIBUTION (green), COURAGE (blue), and WARENESS (black). On the right is a blue 'STUDENT JOURNAL' with a yellow and green cover. The background is a dark blue gradient with white diagonal lines.

One Mental Karate Set Includes:

- 1 Leader Guide
- 25 Student Journals
- Online Accounts for 1 Leader and 25 Students
- Additional Resources (see below)

Price Including U.S. Shipping: \$475

Purchase at [MentalKarate.com](https://www.MentalKarate.com).
Two volume discount options available.

www.MentalKarate.com

Questions

- **Contact:** We are always happy to answer your questions. Email Sarah Nun at Sarah@MentalKarate.com or **call 773.484.9568.**



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