

# The Amazing and Original Brain-Based Teaching and Learning Workshops

## 2015 Staff Development Planning Guide

*"The best workshops are the ones where a teacher walks away with ready-to-implement strategies. Everybody at this workshop has a tone of useful strategies that can be implemented immediately."*

— M. Gamboa, San Antonio, TX

**Programs and Discounts**  
- See Inside!

- ✓ *Greater Engagement*
- ✓ *Success with High-Poverty Students*
- ✓ *Build Staff Collaboration*
- ✓ *Boost Learning and Motivation*
- ✓ *Interactive PDF Brochure*  
*Click Workshop Links To Visit Website for More Details*



**Jensen Learning®**  
Practical Teaching with the Brain in Mind  
[www.jensenlearning.com](http://www.jensenlearning.com)

Since 1995

# 2015 Jensen Learning Brain-Based Events

## Teaching with the Brain in Mind – \$595\*

**June 8-11, 2015 (San Antonio, TX)**

Attend the #1 attended brain-based course in the world—discover the brain's best-kept learning secrets in 4 days and get enough research-based, classroom-tested, practical strategies for years! You'll learn the principles and strategies for positive, practical, brain-based ways that can skyrocket achievement scores.

## Teaching and Engaging with Poverty in Mind – \$495\*

**June 15-17, 2015 (San Antonio, TX) • June 18-20, 2015 (San Antonio, TX)**

**July 9-11, 2015 (San Antonio, TX)**

This innovative 3-day event gives you the insider background knowledge, key skills and practical roadmap for academic success with kids from poverty. You'll understand poverty in a revolutionary new way.

## Tools for Maximum Engagement – \$395\*

**June 12-13, 2015 (San Antonio, TX)**

This amazing 2-Day event gives you the extreme skills and insider knowledge, with practical classroom-tested tools to reach every student, nearly every time. You will learn how to successfully understand and intervene with reluctant, hyperactive, apathetic or even disconnected learners in a totally new way. You'll get positive, practical, research-based strategies that can skyrocket achievement scores.

## Game Changers for Principals, Staff Developers and Administrators! – \$495\*

**Feb 16-18, 2015 • July 6-8, 2015 (San Antonio, TX)**

This workshop synthesizes 25 years of staff development. It is the only program I do that gives you specific, practical strategies for how to build teachers and change schools! [Click here for more information.](http://www.jensenlearning.com/workshops.php)



Eric Jensen, presenter

\*10% Early Bird Discount (Nov 15 for Feb. Events/April 15 for Summer) or Group Discount of 10% for 5 or more.

To Register, go to: [www.jensenlearning.com/workshops.php](http://www.jensenlearning.com/workshops.php)



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# Here's **WHY** You'll Want to Join Us in 2015



## HIGHLY PRACTICAL

Practical, easy-to-implement strategies. You get countless strategies you can use immediately with little or no practice.



## IN-DEPTH

Only in-depth trainings give you the skill-building, details & self-confidence to immediately implement achievement-boosting strategies in your workplace.



## RESEARCH-BASED

Many claim to be “brain-based” or “research-based” but we actually show you the neuroscience. You get to see the scientific peer-reviewed studies you can trust.



## CUTTING-EDGE LEADERSHIP

You get the world's leader in brain-based learning since 1995. We train more people in the world than anyone else.



## GUARANTEED

Satisfaction guarantee or your money back. We offer it so you'll be confident we stand behind what we do. If you're ever not satisfied, it costs you nothing.



Get practical tools for teaching, and become energized about education again!

*“I was impressed with the many strategies that I’ll take back to school. I thought it was phenomenal and will have a huge, immediate impact on my students and the staff I work with! Change nothing!”*

– Mr. Fisher, Amherst, NY.

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# Teaching with the Brain in Mind

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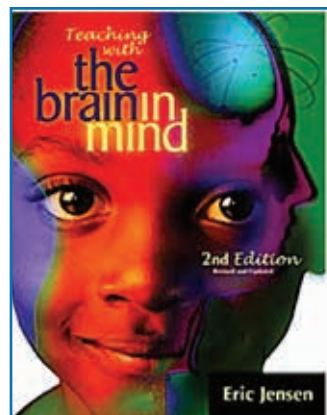
**Enjoy the #1 Attended Brain-Based Course in The World—Discover the Brain's Best-Kept Learning Secrets in 4 days and Get Enough Research-Based, Classroom-Tested, Practical Strategies for Years!**

This dynamic 4-day, hands-on, experiential training explores both how the brain learns and the specific, practical applications of that knowledge. You get the **1) science, 2) principles, 3) links to daily classroom practice.**

***"It was outstanding. The presenter was incredible and inspirational."***

— Ms. McDaniel, Dallas, TX

**JUNE 8-11, 2015, SAN ANTONIO, TX - \$595**



## HOW THESE AMAZING TRAININGS GET RESULTS...

- Every year a principal in Texas sends all of her newly hired teachers to this course. Why? Proven results; over the last 10 years, her school scores on the state test have gone from the bottom 25% to the top 25% and it's now a National Blue-Ribbon school.
- Find out why you're tired too much of the time and what to do about it. Get high energy nutrition secrets for

teachers who never stop. Get the exact foods list you need to be a high-energy person and learn the two things that sap your lifeblood.

- Named one of the greatest discoveries in neuroscience in the last 100 years, it can and should revolutionize curriculum. Learn what it is on day three.
  - Discover the single biggest reason new teachers fail and gain the skills needed to cope and even thrive in today's changing classrooms.
- program. If you only want non-stop content, don't register and read 100 books instead. This workshop is an enriching, high energy, research-based, team-working experience. The heart and soul of this program is joyful immersion. Learn with like-minded people, in an optimal environment, with state-of-the-art resources and a first-class facilitator. You can expect inspiration, camaraderie and potent, roll-up your sleeves ideas that will last for years. ♦

## TAKE THIS PROGRAM AND YOU CAN EXPECT TO:

- Join The "Cutting-Edge" of 21<sup>st</sup> Century Learning
- Lower Your Work Stress And Reach More Learners!
- Make A Bigger Difference & Feel Good About It
- Boost Learning, Meaning & Memory Dramatically

This is not a lecture course and not a "touchy-feely"



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# Teaching with the Brain in Mind

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## 1<sup>st</sup> Class Brain-Based Teaching! You Get Astonishing Student Achievement... 100% Scientific, 100% Research Based and Now... Classroom-Proven!

If you want to succeed every day with your students, you need the inside brain principles and uncommon success strategies. In this incomparable course, you will unlock and activate the brain's 12 most powerful learning and behavioral rules (unknown to most educators). You'll learn to teach with, not against, how the brain naturally learns. This translates into less teacher stress, reaching more kids and greater achievement benefits.

*"Loved it. Thank you. The children I work with thank you too!"*

— D. Shindoll, Denver, CO

**JUNE 8-11, 2015, SAN ANTONIO, TX - \$595**

**TEACHING WITH  
THE BRAIN MIND  
IS AN AMAZING  
IN-DEPTH EVENT!  
YOU'LL TEACH  
MUCH SMARTER,  
REACH MORE  
STUDENTS,  
AND ENJOY LESS  
WORK STRESS!**

Do you have the research and tools you need to work successfully with all students?

Unlock the student brain and discover ways to engage and enliven kids, while reducing your stress and burnout!

Here's what's in this amazing "Teaching with the Brain in Mind" workshop:

1. Learn the 12 most amazing brain-based principles
2. Discover (& remember!) the secrets to accurate memory & recall
3. Find out what drives change in the human brain—and how to do it!



A variety of support materials and books are available.

4. Get the inside secrets of how to influence your student's brain chemistry
  5. Wake up to how to build a positive social status environment
  6. Make new friends and enjoy the camaraderie of a close-knit team
  7. Gain dozens of practical tools of engagement for more active classes
  8. Learn how to use music, arts and physical education
  9. Find out the near-deadly effects of chronic stress or threat on learning and your own brain!
  10. See, hear and feel every single idea, strategy or principle role-modeled (no one else does this like Jensen)
  11. Get dozens of resources you can see and purchase on the spot. ♦
- Register today, before seats are filled and you have to wait another year!**

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# Tools for Maximum Engagement

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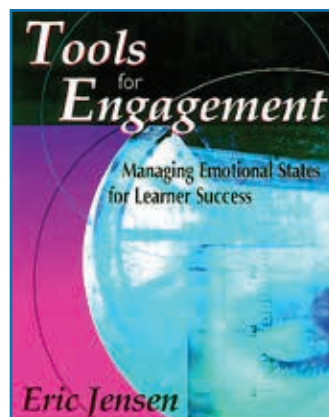
## 101 Amazing Strategies! Here's How You Can Get Practical, Highly Effective and Easy to Use Yet Classroom-Proven

Imagine the breathtaking experience for an archaeologist to discover the Lost Covenant, the Dead Sea Scrolls, or a golden shroud from an ancient burial. You, too, can enjoy the thrill of discovery in learning! This new, idea-packed hands-on training gives you the ultimate teacher toolbox every educator definitely must have to succeed. This is the hot gold standard of engaging strategies and presentation skills.

*"If you have an opportunity to attend a Jensen workshop, you need to go. It will reenergize you as a teacher and make your job easier."*

— V.L. Santa Clarita, CA

**JUNE 12-13, 2015, SAN ANTONIO, TX - \$395**



### MEET THE NEEDS OF ALL STUDENTS!

Discover the amazing magic that's been bottled up inside you for all your professional life! Enjoy the most engaging professional development event and reap confidence for a lifetime! You can learn how to captivate, involve, include, and activate every learner so they get it right every time. Learn to differentiate your presentation to meet the needs of ALL students. Discover time-tested, research-driven results to positively impact

your students. Join world-renowned trainer and brain-based leader Eric Jensen for a lifetime of Teacher Toolbox strategies in one fun-filled 2-day session!

### IN THIS AMAZING 2-DAY EVENT, YOU'LL DISCOVER:

- How to reach the reluctant learner
- The secrets to how to involve, not tell
- Best ways to boost memory and recall
- Countless sure-fire energizers
- Ultimate processing tools

It's time!

You can now have exciting classes, with students who think, process, raise their hands, contribute and interact. Truth

is, nothing beats seeing, hearing and experiencing the strategies first-hand so you can get them in your blood.

Who should take this specialized, cutting-edge training? Those who get the most value out of it are most often: 1) trainers who work with groups of 20 or more 2) staff developers who really want to make a difference in the lives of others and 3) teachers who want a more energizing classroom 4) anyone who currently or will in the future, spend a lot of time in front of groups.

*"This is the most valuable workshop that you will probably ever attend!"*

—Lillian A., Andover, MA

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# Tools for Maximum Engagement

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## The 101 Most Highly Effective, Sizzling Hot Strategies Will Neutralize Pesky Behavior Problems, Boost Learning and Inspire Countless Kudos from Students, Peers and Administrators

### **ENGAGEMENT STRATEGIES...**

that ensure that everyone is included and involved so that they feel good about participation and learning. These highly effective, insider strategies can virtually guarantee you'll engage even the most reluctant, hard-to-reach students.

### **FACILITATION STRATEGIES...**

that reach everyone, using street-smart savvy, easy-to-implement differentiation, and classroom-proven tools every single time.

### **COGNITIVE STRATEGIES**

Fresh, new, deeper learning strategies that skyrocket every student to academic learning success.

**JUNE 12-13, 2015, SAN ANTONIO, TX - \$395**

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*"I've learned more positive things than I thought possible! I feel so inspired and uplifted I can't wait."*

—Donna F., Carrollton, TX

*"This course should be required of every educator."*

—Patty H.-- Menlo Park, CA

This highly practical training is designed with the brain in mind. You get daily practice with tons of feedback. Content, practice, debriefing and consolidation... every single day. It's nonstop high to low energy with unprecedented collegial support. You are guaranteed to get:

- Detailed, chunked-down specifics of HOW to do things
- Explicit role-modeling so you can see, hear and feel it
- Time to practice, process and debrief everything you learn
- A fabulous workbook

Learn these essential skills and dozens of other cutting-edge strategies and you can virtually guarantee your presentation success. You've



Presenter Eric Jensen facilitating a workshop.

already heard about the brain's neurotransmitters like dopamine and serotonin. You've heard about hormones like adrenaline and testosterone. But did you know that you could influence their levels in your participants? That's right--the way you train can change the chemistry of your audience's brains! And you'll learn how to do it in this amazing 2-Day event.

Take this program and you'll get better teaching and training skills, more energy

and a new world of how to use music in your work. In addition, we follow the latest research to insure that you're getting the most relevant program possible.

*"This type of program should be mandatory for all new teachers."*

— Susan B., Narragansett, RI

*"TAKE IT! You will get real life usable stuff that works and saves everyone time and energy while increasing learning."*

—Kathleen T., Thousand Oaks, CA ♦

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# Teaching and Engaging with Poverty in Mind

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## Discover the Astonishing Brain Secrets that Reveal the UNTAPPED Achievement Capacity in Your High-Poverty Students

**DISCOVER** how to skyrocket student performance by applying cutting-edge brain-based strategies to help your lowest performing students.

**REDUCE** classroom stress by cracking the code, of how our brain changes and other learning challenges.

**TRANSFORM** frustration and drudgery to hope and positive accomplishment.

**RETURN** to work armed with powerful knowledge and practical skills for solving previously unsolvable problems and reaching previously unreachable learners.

*“Great job! I wish all my teachers could hear what I just heard. I think it would change my school. Super!”*

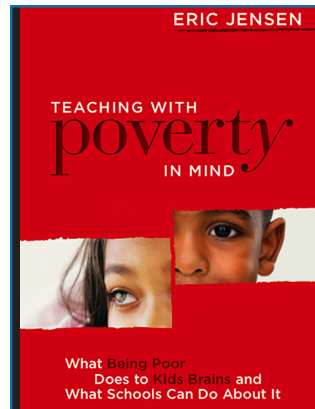
– Ms. Schofield, LaVergne, TN

### Registration \$495:

June 15-17, 2015 (San Antonio, TX)

June 18-20, 2015 (San Antonio, TX)

July 9-11, 2015 (San Antonio, TX)



## HOW YOU CAN GET AN AMAZING SURE-FIRE BOOST IN ACHIEVEMENT

Join us for an engaging, fast-moving, results-oriented program that's the only one of its kind. You can learn to change your teaching and school environment to successfully reach your students of poverty.

This remarkable and practical program reveals the startling links between the latest brain/mind research and the proven strategies to reach today's kids.

Here's your opportunity. Attend the highly engaging, classroom-practical, research-based event that can boost attendance, exceed AYP, and turn your school into a high-performance, blue-ribbon winning success story using 100% research-based strategies. Now it's time. Time to stop wishing and time to get started. Take advantage of this startling new research. Get trained by the original, brain-based trainer that is making a difference in the lives of thousands.

## CYNICISM AMONG SOME EDUCATIONAL LEADERS

Listen, if your students come from poverty, you have unique learning, social and behavior challenges. After all, we know the human brain is just as vulnerable to negative factors as it is receptive to positive factors. Unfortunately, there's a cynicism among some educational leaders that says, "I won't be at this school much longer. Besides, there's not much I could do anyways."



Get the training to succeed in reaching this group of kids.

They might be right about leaving their school soon. But they're dead wrong in thinking there's not much they can do.

It's easy to look at the statistics and just give up. But do not give up! There is good news. The brain can also change for the good. I have done my homework and I have isolated the factors that matter most. But what was more exciting was to visit the schools that were succeeding with kids from poverty.

Who are you to say schools can't turn kids around who come from poor families? It can be done, and it is being done every single day. Join us for this training event, and make a difference in their lives. ♦

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# Teaching and Engaging with Poverty in Mind

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## You Can Now Sharpen Your Instruction and Reinvent Your School to Turn Those C and D Students into Surprisingly Hungry-to-Learn “B” or even “A” Students!

This 3-day event gives you the insider background knowledge, key skills and practical roadmap for academic success with kids from poverty. You will learn how to successfully understand poverty in a totally new way. You’ll learn how to intervene in positive, practical, research-based ways that can skyrocket achievement scores.

*“This training has been the most practical session I have experienced in 31 years of teaching.”*

— K. Scribner, Tulsa, OK

### Registration \$495:

June 15-17, 2015 (San Antonio, TX)

June 18-20, 2015 (San Antonio, TX)

July 9-11, 2015 (San Antonio, TX)

## CURRICULUM AND COURSE OUTLINE

### DAY 1

- Mindsets for Success
- How Experience Changes the Brain
- What Are the Effects of Stress and Distress?
- What Are Differences in Emotional and Cognitive Development?
- Genes or Environment—What Matters Most Now?
- Which Factors Are Reversible, and Which Are Not?
- Which Changes Would Matter the Most?
- Setting New Goals for Your Success

### DAY 2

- Review Prior Day’s Learning
- Instructional Secrets for Brains of Poverty
- Best Ways to Boost Student Effort
- Surefire Ways to Boost Cognitive Capacity
- Review and Practice Day’s Learning
- How and Where You Can Make Positive Changes

### DAY 3

- How to Change and Improve Classroom Behaviors
- Best Ways to Boost Student Behaviors
- How to Transform an Entire School
- Empowering Goals for Everyone
- Creating the Path for Success
- Putting It All Together and Taking the Plan to Work



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# Game Changers for Principals, Staff Developers and Administrators

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## Get an Amazing “Trifecta” of the 3 Most Powerful Tools Any Change Agent Could Possibly Want or Have!

This is the program that I offer for those on a F-A-S-T track to success. This is the event that accelerates your mindset, builds background knowledge and hones those skills to affect dramatic and daily change for the better.

This remarkable 3-day, hands-on, experiential training gives you the brain science, change strategies and the presentation strategies. everything is focused on helping you make dramatic changes RIGHT NOW!

*“You will never have passive students in your room if you just practice & implement at least a few of Eric’s strategies & templates!”*

— SB, Houston, TX

**February 16-18, 2015, San Antonio, TX**  
**July 6-8, 2015, San Antonio, TX**

## It’s time to “change the game.”



### This astonishing and powerful 3-day event can change your professional life.

## COURSE OUTLINE

### DAY 1

**FOUNDATION...** You get core scientific understandings for research-based teaching and learning. You get powerful knowledge of how your staff is motivated to change in the school environment. You get core research-based insights of how to train others for a highly successful staff development. The meaning of TRUE high expectations is transformed into new goals.

### DAY 2

**UNDERSTANDING...** You will review and deepen your knowledge of scientific teaching and learning. Time for additional critical application of yesterday’s knowledge base. You will enhance your capacity in coaching

teachers. You’ll learn WHICH 5 items will matter the most in the classroom You’ll watch real leaders give quality feedback to their staff. You will learn how to train others for a highly successful staff development. Discussion time with peers is given.

### DAY 3

**APPLICATION...** You will collect and consolidate your knowledge of brain-based teaching and learning. You’ll develop leadership among your peers and staff. Planning time for implementation is given. You will strengthen your keen insights of human motivation for making change in the school environment. The development and articulation of new “Gaudy Goals” is critical at this stage. Planning time for implementation is given.

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# 2015 Event Details

## REGISTRATION:

### Register:

- 1) online at [www.jensenlearning.com/workshops.php](http://www.jensenlearning.com/workshops.php)
- 2) mailing address is: Jensen Learning, Box 291, Maunaloa, HI 96770.
- 3) email: [diane@jlcbbrain.com](mailto:diane@jlcbbrain.com) 4) fax (808) 552-0220.

**PAYMENT:** Purchase order, checks, credit cards welcome.

**DISCOUNTS:** 10% Early Bird Discount (Nov 15 for Feb. Events/April 15 for Summer) or Group Discount of 10% for 5 or more.

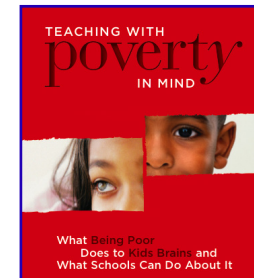
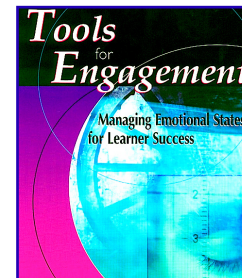
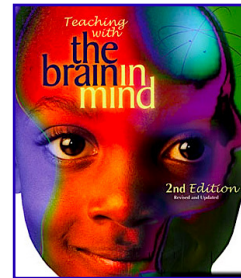
**LOCATIONS:** San Antonio, TX , Charlotte, NC

**WORKSHOP HOURS:** Registration on-site from 8:00am - 8:30am on the first day. Workshop hours are 8:30am - 4:30pm

**REFUNDS:** Your tuition may be refunded if you give us enough notice. Cancellations must be made in writing by fax (808-552-0220) or e-mail ([info@jlcbbrain.com](mailto:info@jlcbbrain.com)) at least 14 days prior to the start date of the event you've registered for. Your refund (less \$50 administrative fee) will be issued. If cancellation is made within 14 days prior and up to the 1st day of the event your registration is transferable to another event within the same or next calendar year.

**TRAINER:** Eric Jensen will facilitate every event (in person). He is a member of the invitation-only Society for Neuroscience, New York Academy of Sciences and President's Club at Salk Institute of Biological Studies. He co-founded SuperCamp, the world's first brain-compatible program and is the author of more than 28 books, including Teaching with the Brain in Mind, Super Teaching, Teaching with Poverty in Mind, Different Brains, Different Learners and Tools for Engagement. His B.A. is in English, M.A. in Organizational Development and Ph.D. is in Human Development.

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