



## **YOUTH LEADERSHIP FUND**

### **TERMS OF REFERENCE**

#### **BACKGROUND**

PX2 is a curriculum of The Pacific Institute® (TPI) designed exclusively for young people teaching them how their mind works, how to set positive and aggressive (yet obtainable) goals for their future, and also how to build the confidence and efficacy to affect positive change in their communities, organizations, and environments. (*Continued as Appendix A*)

#### **DUTIES AND RESPONSIBILITIES**

- **Enterprise Saskatchewan (ES)** – as part of the Enterprise Saskatchewan Act, ES has set up several sector teams and strategic issues councils made up of diverse stakeholders who are tasked with advising government on practices that could potentially further develop and grow Saskatchewan's economy. The Youth Economic Engagement Council (YEEC), established in early 2009, has crafted recommendations to Government in four key areas of focus: youth entrepreneurship, youth in the workforce, Education Systems, and Youth Leadership. Upon testing the PX2 curriculum, it was recommended that this course could serve as a foundation to youth participation and performance across many applications. ES will therefore participate in the dissemination of the PX2 curriculum by training facilitators to deliver the training at the ground level, set-up a project fund through SEDA to incent and encourage Enterprise Region and other partners' involvement (as they see fit), as well as review and evaluate the program after one-year to assess provincial implications and next steps. ES will be regarded as the provincial lead for the foreseeable future; however, local autonomy is desired.

ES will therefore participate in the dissemination of PX2 curriculum by:

- Training facilitators to deliver the training at ground level
  - Setting-up a project fund through SEDA to incent and encourage Enterprise Region involvement (and other partners as ERs see fit);
  - Reviewing and evaluating the program after one year to assess provincial implications and next steps;
  - Remaining active as the provincial lead for the foreseeable future (local autonomy on delivery and facilitation capacity is desired). This means seeking strategic partnerships, holding the provincial user-license agreement, and arranging the dispersion of the PX2 resources (marketing materials, DVD videos, facilitation 'tool-kit', etc.)
- **Saskatchewan Economic Development Association (SEDA)** – a Youth Leadership Fund in the amount of \$39,000 was set-up through SEDA in 2010 by Enterprise Saskatchewan. The surplus of this fund has been deferred for the 2011-12 initiative (\$20,000). SEDA will be responsible for administering this fund to the Enterprise Regions and/or members as they required. SEDA will also ensure that proper procedures are followed as funds are dispersed; i.e. Facilitator Fee, Marketing Costs and allowance.

- **The Fund:** The Youth Leadership Fund (YLF) has been designed exclusively for the purpose of assisting communities and regions with the cost of offering PX2 in the province. The organization accessing this fund must be an active SEDA member; i.e. Enterprise Regions, Towns, Community Futures etc. **Note:** Priority will be given to the Enterprise Regions to access the fund. Communities are encouraged to contact their Enterprise Region and seek a potential partnership. Communities can partner with an ER/SEDA member (or both) to access the YLF. The Fund consists of:
  - The facilitation amount of \$500.00 per facilitator (up to \$1000.00 per session) to cover the Facilitator Fees. PX2 sessions will typically be co-facilitated. This amount will be paid upon successful execution of the PX2 session.
  - The marketing assistance amount of \$1000.00 per region (per year) is available in advance of actual PX2 sessions; however, it is based on actual expenditures (i.e. printing, print and web-based advertising, radio, flyers etc).
  - SEDA will also provide an allowance to cover the cost of accommodations, meals and mileage for the Px2 facilitators. This amount will be reimbursed directly to the facilitator, based on actual expenditures and upon submission of original receipts.

If certain regions elect not to pursue PX2 as an avenue of youth leadership development, the fund will be disbursed to other regions on a first-demand basis.

- **Enterprise Region (ER) and SEDA Member (Member)** – Each ER/Member can partner with local stakeholder organizations (i.e. CFDCs, Regional Colleges, or Chambers, Town/community offices, SYPE chapters etc) as they see fit. The PX2 sessions will be delivered locally via trained and certified PX2 facilitators. The ER/Member will be responsible for ensuring that each facilitator be paid \$500.00 per session (each PX2 session is 2-days in duration and usually requires two facilitators). The retail price of PX2 in Saskatchewan is \$395.00. That being said, ES has subsidized the Pacific Institute PX2™ license fee for 2011, allowing it to be offered at a lower price. Offering the curriculum at \$195.00/person is intended to maintain the integrity of the product's world-class quality. Each ER/SEDA Member will accept payment from participants (or participant's employers or sponsor) in the amount of \$195.00/person to cover PX2 materials, venue rental and meals for the 2 day training. Alternatively, the ER/Member can either subsidize the cost or seek sponsors to reduce the cost per participant. PX2 would only be delivered to a participant at no cost if a sponsor is covering the cost. An amount of \$87.00/person must be remitted to The Pacific Institute® to cover materials. This means that if other expenses, meals, venue & equipment rentals are covered off by sponsors, the PX2 2 day training curriculum can be offered at \$87.00/ person. The ER/Member can potentially retain profit of up to \$98.00/person (assuming other expenses are covered) if they see fit. ER/Member is responsible for obtaining a list of attendees including their mailing address and email and submitting to SEDA as part of documentation (TPI also mails each participant a certificate of completion).

If the ER/Member elects to work through a designated third-party organization (i.e. CFDCs, Regional Colleges, SYPE-Chapters, etc.), the ER/ Member will be responsible for:

- Liaising with Enterprise Saskatchewan contacts to arrange logistic details (i.e. who will be accepting payment from participants, who will coordinate marketing activities, which organization will pay expenses, which organization will retain profits, etc.).
  - Determining what funds need to flow-through the ER/Member to the third-party organization (i.e. The Youth Leadership Fund); and subsequently the ER/Member will liaise with SEDA to process this funding (i.e. SEDA still needs a list of attendees to process the Youth Leadership fund).
- **Facilitators** – a “pool” of approved facilitators will be available to facilitate PX2 sessions throughout the province. A list is attached (*as Appendix B*) including contact information for each facilitator. ER/Members can select any facilitator who is available and willing to deliver on the dates/locations that are chosen; however, since facilitators are geographically dispersed, one will be located relatively close to each ER geographic area.

Facilitators will be responsible for:

- Communicating with the ER/Member or local delivery partner to clarify details and roles (i.e. projectors/laptops/screens/flipcharts);
  - Ensuring that the logistical elements are coordinated on the day of the training session to make the training successful (i.e. projector set-up and tested, laptop set-up and tested, tables/chairs set-up appropriately, extra table for caterer, if required);
  - Taking attendance and obtaining participants’ mailing and email addresses (if not already gathered) and sharing this with ER/Member, SEDA and Enterprise Saskatchewan as required;
  - Facilitating (or co-facilitating) the two-day PX2 curriculum;
- **Community Partners** – ER/Members may wish to pursue a community partner to deliver PX2 logistics and admin on their behalf. Alternatively, ER/Members may desire to further subsidize the participant cost, meals, and/or room/equipment rentals with help from local/regional sponsors. Community partners must be registered as non-profit organizations unless otherwise approved by Enterprise Saskatchewan and The Pacific Institute.

## EXPECTED OUTCOMES<sup>1</sup>

- **Individual Results** – participants in PX2 program can expect:
  - Heightened self-confidence and self-esteem;
  - Increased self-motivation;
  - Increased accountability in all aspects of their lives;
  - Become more goal and end-results oriented;
  - Highly engaged in life and career;
  - More open-minded and flexible;
  - Greater access to creativity and creative potential;
  - Higher awareness of the behavior of other people;
  - Dream bigger and believe that goals will be fulfilled.
- **Community/Regional Results** – This will depend on the specific application of the curriculum. If used as a foundation to a youth project, in a school environment or youth development program (i.e. college courses, apprenticeships programs, entrepreneurship workshops, leadership development, etc.),

The region can expect:

- Retention rates in schools will increase;
- Youth engagement in & commitment to the project will increase;
- Youth performance will increase compared to those who did not take curriculum;
- Participants will have keener interest in ‘common-cause’;
- Participants will have increased efficacy, or “causative power”, which will enable the potential success of team-driven projects, collaborative events, etc. around common-causes. Efficacy is also the most notable characteristic of someone who is “entrepreneurial”; thus PX2 is regarded as an effective foundation to entrepreneurship programs.

## PROCESS OF FUND DISPERSION

A checklist is attached as *Appendix C*

1. ER/Member notifies SEDA that they (or community partner) plan to deliver PX2 training (dates/location). SEDA will advance a maximum of \$1000 to compensate marketing expenses as determined by submission of copies of invoices/receipts for marketing expenses (i.e. printing, online ads, radio ads, print ads, etc.);
2. At least Within Three-weeks (22 days) of the PX2 session, ES must place the order for the exact number of PX2 workbooks and materials from The Pacific Institute. They use the number of workbooks as the billing amount, so make sure this is accurate (If too many are ordered, they can be shipped back without penalty; however, shipping costs apply);
3. ER/Member to contact Daniel Leiva (306.778.8200 or [Daniel.leiva@enterprisesask.ca](mailto:Daniel.leiva@enterprisesask.ca) ) who will place order and have materials sent to the conference/training location (contact person, phone number, and physical address is needed for this, not P.O. Box).

---

<sup>1</sup> A multi-year study by Stanford University has documented results of TPI curriculum across a number of applications, most notably in formal education settings. Results are consistently positive.

4. We strongly encourage PX2 sessions to have a minimum of 15 participants and a maximum of 25 to assist the facilitators and maximize participant interaction.
5. Once PX2 session is complete, facilitator submits a participant attendance list (includes names, mailing addresses, email addresses of attendees) to ER/Member. ER/Member remits payment of \$500.00 to each facilitator (most PX2 sessions will be co-facilitated) **Note:** if facilitators are ER or ES staff, they cannot accept reimbursement for facilitation and the ER would retain the \$500.00 as general revenue.
6. ER/Member notifies SEDA (in writing, email preferred) that PX2 training was completed, submits participant attendance list (includes names, mailing addresses, email addresses) and SEDA provides \$1000.00 (\$500.00 per facilitator) to ER/Member. SEDA provides reimbursement form for facilitator's mileage and accommodation. If facilitator is an ER staff member, the ER retains facilitation fee (unless other arrangements have been made); however, facilitator expenses will still be reimbursed.
7. This process is repeated for a second PX2 session with the exception of marketing assistance, which caps at \$1000 per year. If certain regions elect not to pursue PX2 as an avenue of youth leadership development, the fund will be disbursed to other regions on a first-demand basis.

## COMMUNICATION

- Marketing materials have been developed by Enterprise Saskatchewan for use by ER/members at their discretion.
- Facebook Page has been set up for both "PX2 Saskatchewan" and "PX2 Global" to continue dialogue and connect participants with daily thoughts on continuing their personal/professional development (participants can be added to this);
- PX2 Global News – TPI issues a monthly newsletter to share PX2 happenings and applications from all over the world (this is a sign-up newsletter distributed through Constant Contact); the information is also hosted at <http://px2globalnews.wordpress.com/>
- A PX2 Saskatchewan webpage containing information on previous and upcoming PX2 sessions in the province is under discussion and should be available soon.
- Saskatoon's "Urban Playground" project went through the process to engage 1000 young people in generating ideas to make Saskatoon a better place to live, work, and play for young people. Many young people also led and are leading their own ideas and are being connected to established leaders to support them. The process can apply to any region; however, the exact approach can be tailored to fit the needs of each unique region; in February 2011 the Southwest Enterprise Region lead a Youth Engagement Project (YEP) to network and engage the youth in Southwest. Many Saskatchewan Young Professional's and Entrepreneurs offered PX2 last year with excellent feedback and results.

## APPENDIX A

### **ABOUT THE PACIFIC INSTITUTE AND PX2 CURRICULUM**

Over the last 40 years, Lou Tice and The Pacific Institute® (TPI) have assisted individuals, organizations, and communities to unleash their potential. TPI programs are solidly grounded on the latest research results in Cognitive Psychology & Social Learning Theory from prestigious universities and authorities such as Stanford University, the University of Pennsylvania, and the University of Toronto. TPI's programs have been received by over 10 million individuals in over 60 countries world-wide, including implementation in over 300 higher education institutions.

TPI has worked with 62% of Fortune 1,000 Companies, all the branches of the U.S. Military, Education and Social Service Agencies, professional athletes and Olympic and professional sports teams, numerous non-profits and communities, as well as governments at all levels. TPI was instrumental in uncovering the root cause of conflicts in Northern Ireland, South Africa, and Guatemala, so that positive change and co-existence could emerge. This reinforces the power and long-term sustainable impact of how teaching individuals that meaningful and lasting change starts first on the inside and works its way out—change individual beliefs first.

TPI has reinforced time and time again the importance for young people to learn how their mind works. For decades, TPI has worked in conflict regions throughout the world (i.e. Northern Ireland, South Africa, and Guatemala, Mexico, etc.) and have experienced mass paradigm-shifts within cultures due to teaching young people how internal beliefs, habits, attitudes, and expectations will determine their future. By learning about the way they think, young people gain the ability to set-goals with confidence, as well as how to go forth and implement actions that positively affect their environments.

The PX2 curriculum was developed with this goal in mind: to teach young people how their mind works so that they can create the future they desire. PX2 is taught by world-renowned leadership expert Lou Tice (co-founder of TPI), who teaches the concepts on DVD video illustrating with stories and parables. Singer/Songwriter and former NFL football player Antowaine Richardson illustrates with music and reinforces the messages with effective paraphrasing. The learning is also assured and stimulated by a certified facilitator and quality working materials, which provide further local capacity building.

The PX2 curriculum is comprised of the following learning units:

- Step 1- My Mind is Made Up (responsibility for one's life)
- Step 2- Who do I Listen to? (our influencers)
- Step 3- How my Mind Works (conscious, subconscious)
- Step 4- Opening up the Power House (my current beliefs affect my current performance)
- Step 5- Changing My Attitudes and Beliefs (understanding my behavior and attitudes)
- Step 6- How my Beliefs are Formed (self-image and self-talk)
- Step 7- I'm Worth it (self-esteem)
- Step 8- Stretching My Comfort Zones (managing stress)
- Step 9- Moving Up and Out (establishing goals)
- Step 10- Ready to Create My Future (affirmation process)
- Step 11- Taking Charge of my Life (the power of visualization, we think in 3D)

Step 12- Motivating Myself (responsibility, eliminating fear, taking action)

## APPENDIX B Certified Facilitators in Saskatchewan

Name	Location	Email	
<b>Gregg Cochlan</b>	Saskatoon	cochlan@sasktel.net	Managing Director (CANADA) - The Pacific Institute
<b>Katelyn Cochlan</b>	Saskatoon	k.cochlan@gmail.com	
<b>Daniel Leiva</b>	Swift Current	<a href="mailto:Daniel.leiva@enterprisesask.ca">Daniel.leiva@enterprisesask.ca</a>	306.778.82.00 ; Project Lead
<b>Kristen Leigh</b>	Regina/Maple Creek	kristen.leigh@hotmail.com	306.540.4534
<b>Ashley Charles</b>	La Ronge	ashleydcharles@hotmail.com;	306.425.4703; YEEC Member
<b>Colin Haggart</b>	Abbey	colin_haggart@hotmail.com	306.689.2585
<b>Amanda Humenny</b>	North Battleford	amanda@nwer.ca	306.445.4499
<b>Alison Anderson</b>	Moose Jaw	aanderson5@sasktel.net	306.630.6167
<b>Jeanine Holowatuik</b>	Hudson Bay	neer.holowatuik@sasktel.net	306.865.9442
<b>Natasha M. Katchuk</b>	Saskatoon/Yorkton	<a href="mailto:natashakatchuk@gmail.com">natashakatchuk@gmail.com</a>	306.280.9073
<b>Janet Regan</b>	Meadow Lake	Janet70Regan@gmail.com	
<b>Sharon Bouvier</b>	sbouvier77@hotmail.com	Black Lake	306.284.4851
<b>Charlene Bosiak</b>	charlene.bosiak@hotmail.com	La Ronge	306.425.4334
<b>Kenley Ratt</b>	kenleyratt@hotmail.com	Pinehouse/Saskatoon	306.371.0085



## APPENDIX B

### PX2™ Youth Leadership Fund Checklist

#### ***PX2 Scenario Checklist***

For Enterprise Regions and Other SEDA Members in the Lead. ER/Members can find another organization to lead the project. This could be a youth organization (e.g. SYPE, youth groups), churches, high schools, Community Futures, Chambers of Commerce, non-profit groups, etc. We encourage the SEDA member to work with SEDA or Enterprise Saskatchewan (ES) to understand the terms of reference. The lead organization can search for local sponsors, look for in-kind and monetary donations, support the program themselves, or search for other sources of funding as well.

Step	Task	Person/Org Responsible	Completion Date	Check
1.	Determine roles and duties for each partner and a plan of action.			<input type="checkbox"/>
2.	Seek out local/regional sponsors (not required but recommended to lower costs)			<input type="checkbox"/>
3.	Contact a facilitator in or near the region and discuss potential dates.			<input type="checkbox"/>
4.	Contact Daniel at 306.778.8200 or <a href="mailto:daniel.leiva@enterprisesask.ca">daniel.leiva@enterprisesask.ca</a> to coordinate possible dates and reserve PX2 DVDs, provide support documentation of organizations involved.			<input type="checkbox"/>
5.	Finalize dates & determine the training venue			<input type="checkbox"/>
6.	Work with the facilitator and other partners to promote the program. e.g. posters, advertising, facebook, schools/youth groups, SYPE/ Ecdev organizations, target businesses, hold information sessions, etc. Contact SEDA for Marketing Assistance. ES has provided marketing materials that can be used.			<input type="checkbox"/>
7.	Register participants and accept payment. Cheques can be made out to the lead organization.			<input type="checkbox"/>
8.	Organization places the order for PX2 learning materials from The Pacific Institute (\$87 per participant) Contact Daniel Leiva at to order (at least 3 weeks in advance).			<input type="checkbox"/>
9.	Host the training session and collect the participants' information including names, email and mailing addresses. (attendance list)			<input type="checkbox"/>
10.	ER/Member must send an email to SEDA explaining that PX2 training was completed and include the attendance list. This triggers the facilitator funding from SEDA.			<input type="checkbox"/>
11.	Organization remits payment of \$500 to each facilitator. Note: If the facilitators are ES/ER staff, they can not accept reimbursement			<input type="checkbox"/>
12.	Repeat process for second PX2 session with the exception of marketing funding (Caps at \$1000).			<input type="checkbox"/>

**Note:** Partner organizations can access a copy of the Youth Leadership Fund Terms of Reference from the ER or the RO to help them with this process.