



Inspiring Youth

➔ The SUCCESS Foundation Creates Future Achievers

by Sandra Bienkowski



Eight months after its official launch, the SUCCESS Foundation™ has distributed more than 900,000 copies of *SUCCESS for Teens*™ in book and audio formats, and will soon be offering the program online. With newly formed partnerships with other charitable organizations, the foundation is poised to surpass its goal of getting the life-changing material into the hands of 1 million youths this year.

Within days of the first books going out, foundation officials started hearing stories about how *SUCCESS for Teens* was making a positive difference in the lives of young people.

A mother from Buena Park, Calif., wrote to say she's sharing the book with her four sons to help keep them away from gang violence and to keep her streets peaceful.

A Cincinnati teacher requested a book after a student expressed interest in joining a gang to gain respect. "Needless to say, this scared me and I hope *SUCCESS for Teens* will help guide him to a successful future," she wrote. "He's got so much talent."

Chicago-based student Riley Stone, 16, said *SUCCESS for Teens* encouraged him to write down his goals and identify steps he could take to reach them. He met one of his goals soon after reading the book—winning a 500-meter freestyle swimming event on his varsity

team. "I thought *SUCCESS for Teens* was inspirational. I loved the interactive questions after each chapter, and I felt like the book was designed just for me," says Riley, who aspires to become an Olympic swimmer and a lawyer.

As word spread, educators and leaders of youth organizations increasingly requested copies of *SUCCESS for Teens*, which is available at no cost to schools, churches and nonprofit youth organizations. Some, like the founders of Bookmark in the Park, a reading initiative in St. Louis Park, Minn., asked for enough books for the high school's freshman class. Don Green, the executive director of The Napoleon Hill Foundation, requested 35,000 books to distribute at public schools throughout Tennessee.

"*SUCCESS for Teens* is about how to live life and grow positively."

Some parents and young readers also became advocates. "The information that is in *SUCCESS for Teens* is not stuff they teach you in school," says Lauren Campbell, 17. "I really wish they did, though, because that's how you live life and how you grow positively."

Campbell is now charting her future. "I have set goals and I am working on them.

I hope to accomplish a lot in my life and to become independent. I'm glad the books fell into the hands of my grandparents to give to my brother and me. I will spread the word."

Donald Kirby ordered one copy of *SUCCESS for Teens*, gave it to his two teenage sons and made it his personal mission to spread the word about the personal-development material. "I felt the book was off the charts and it's a book anyone of any age can learn from, which I did."

Principles from *SUCCESS for Teens*

LESSON PLAN FOR LIFE

- Whatever you accomplish—big or small—is made up of small steps.
- Your habits run your life.
- Accept the fundamental truth that you are the cause of what happens in your life.
- Your attitude shows itself in everything you do.
- Create a picture of your dream so vividly that it feels real.

Kirby, a home-builder, ordered 2,000 copies of the book to distribute to teens in an area on the Arizona-California border near a residential community being developed by his company, Americap Development Partners. He approached the local chamber of commerce and school district to help distribute the book. Now, he's doing the same in his hometown of Chicago. "I live, breathe and spread the word about the book and CD," he says.

His sons were equally enthusiastic about *SUCCESS for Teens*. "The book has shown me what it takes to reach my goals and has given me confidence to achieve success," says Nick Kirby, 19. His brother Ryan, 16, agrees. "I really enjoyed reading this book; the 'Slight Edge' philosophy will definitely help me."

Based on the book *The Slight Edge* by Jeff Olson, *SUCCESS for Teens* shows young people how little steps they take every day, compounded over time, can make a big difference in their success in school and in life.

SUCCESS for Teens was commissioned by the SUCCESS Foundation as part of its mission to bring personal-development material to as many young people as possible. The foundation's goal is to distribute 10 million copies of *SUCCESS for Teens* free to nonprofit youth-development organizations, schools and church groups.

"We aim to inspire teens to reach new levels of achievement and become tomorrow's leaders," says Stuart Johnson, founder of the SUCCESS Foundation and owner of VideoPlus L.P. and SUCCESS Media, which publishes *SUCCESS* magazine.

Foundation Executive Director John Fleming says the book motivates teens to live up to their true potential. With anecdotes from other young people, the book inspires readers to dream big, set goals and take the steps to reach those goals. *SUCCESS for Teens* shows readers they are accountable for making their own dreams come true.

"We are filling a void by providing material not traditionally found in the school curriculum," Fleming says.

Rob Metz, principal of St. Louis Park Senior High School, hopes providing his 350 freshman students with a copy of *SUCCESS for Teens*

will help them make the transition from middle school to high school. Metz says getting freshmen off to the right start is vital to having a successful high-school experience.

The American Academy, an online high-school diploma initiative, also is providing *SUCCESS for Teens* through an accredited online high-school course. "*SUCCESS for Teens* is the perfect 'first course' for every high-school student because it teaches them how they can achieve all of their goals," says Paul Zane Pilzer, an economist, entrepreneur and one of the founders of The American Academy. Pilzer is also on the SUCCESS Foundation's advisory board.

The SUCCESS Foundation has enlisted support from other business and thought leaders, including Donald Trump, Stedman Graham and Robert Kiyosaki, who are also on its advisory board.

The foundation has formed partnerships with organizations to help distribute *SUCCESS for Teens*, including America's Promise Alliance, founded by Colin Powell to improve the lives of young people by encouraging them to graduate high school and to set goals for their future. Other partnerships include those with The Big Brothers Big Sisters of North Texas, which serves 10,000 teenagers, and the Boys & Girls Clubs of Greater Dallas. The foundation also has provided facilitator training for Dallas teachers who are part of the Network for Teaching Entrepreneurship.

Stuart Johnson says reading personal-development books since he was a teen helped change his life. "*SUCCESS for Teens* opens up possibilities to teens by providing skills and tools and showing them the importance of having mentors,"

he says. "It's the power of encouraging someone to achieve their potential, start a business and improve their life."

Individuals can purchase a single book for \$6, including ground freight. Books are \$1 each for a case of 50. To find out how you can help make a difference, visit SUCCESSFoundation.org. **S**

Game Time

Donald Kirby, right, has made it his mission to distribute *SUCCESS for Teens*. He first provided the book to his sons, from left, Ryan and Nick, then to aspiring Olympic swimmer Riley Stone.

