

Project OTY The Story

Exclusively prepared for the...

Oregon Senate Education Committee
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Project OTY

A unique & educational project.

A strategic and thought-provoking curriculum.

Empowers individuals to manage their lives in today's world.

The OTY stands for "Outstanding & Talented You".

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Hi, I'm Jeff Otis.

I'm a 52-year old dad, a business leader, an author, a coach, a mentor and a friend to many. Over the last 15-20 years, I've been building and testing a curriculum and a process that I believe is the foundation for teaching the coming generations how to play today's game of life in a world that transforms, evolves and changes at a faster pace than any time in history.

What we plan and continue to build has never been done before. We believe it's a game-changer.

We've shared, tested and refined the Project OTY curriculum across hundreds of working adults, thousands of high school students along with people of all ages. It's been a remarkable journey.

What we've Learned so far... is this curriculum and process:

- Increases Confidence and Builds Trust
- Reduces Anxiety and Fear
- Builds Awareness and Understanding
- Allows Individuals to Bridge Gaps and Connect
- Creates Focus and Builds Emotional Intelligence
- Motivates Individuals to Build Their World
- Creates Stronger Leaders
- Allows an Individual to See What's Possible
- Empowers Individuals to Embrace Ongoing Learning
- Creates a Culture of Personal Accountability

What People are Saying: (Here's a small sample.)

High-School Students:

- *"I learned what kind of a person I want to become."*
- *"It helped me see what I'm good at."*
- *"It helped me think about what I really need to do to succeed in my future."*
- *"This was definitely something I haven't done before."*
- *"It helped me think about my goals in life and how to achieve them."*
- *"It helped me realize what I need to do to work at a job I love."*
- *"It helped me focus in on my goals."*
- *"It made me really think about what I want to do."*
- *"It helped me see how to deal with disappointments in life."*
- *"It helped me organize my thoughts."*
- *"It helped me to see what is possible."*

Parents/Business Leaders:

- *"This allows us to build trust and to better lead our team."*
- *"This is a must for all children in today's world."*
- *"The power and energy this brought our team is contagious."*
- *"I love how easy the content is to absorb but still makes you think."*
- *"This is applicable for anyone at any age."*

Educators/Administrators:

- *"This allows us to better connect with students."*
- *"Project OTY helps teach kids the skills they are going to need for the rest of their life."*
- *"It helps our teachers have the type of conversations they want to have with students."*
- *"We're seeing students engaged in authentic and genuine learning."*
- *"I know it works. I've talked with students. I've talked with their parents."*
- *"We're seeing the impact throughout our entire community."*
- *"We've seen our **graduation rates soar by over 8 points in two years.**"*
- *"This could have a massive global impact."*
- *"This curriculum levels the playing field for all students. It doesn't matter who you are."*

Why Project OTY?

We're arguably living in the most transformative time in the history of this world. Our society, specifically our educational system, is currently at a cultural crossroad with two paths forward – the path of fear, control and isolation; or the path of self-awareness, accountability and connection.

Nowhere in our current educational system are we consistently teaching the coming generations how to position themselves as the leader in their life and empower them to positively play today's game of life.

The game has changed:

- EVERY Student now needs a plan for themselves that THEY believe is possible!
- EVERY student needs to be empowered to confidently Create Their World!

Today, we face **3 BIG Challenges** as students, teachers, parents and leaders.

Challenge 1: The Speed of Information: Today, we live in a world where information flows and our lives are impacted at a far greater pace than any point in history. The speed at which we need to navigate information, figure things out, and make choices and decisions is trending off the charts and it's never been more complex. Our visibility around the world has never been more transparent. Our emotions, feelings and thoughts have never been more tested.

Challenge 2: The Generation Gap: This is the only point in history where parents and grandparents literally did not grow up in the same world that our students and the coming generations are inheriting. The world is now full of conflicting messages and our students are navigating technologies that didn't exist 15-20 years ago. (The first iPhone was sold in 2007. That's just 12 years ago.)

Challenge 3: Defining Success: How do you define success today? The bar and the perception of what success looks like is getting set at a height that is feeling nearly impossible to reach for most people. This is stirring up a cocktail of emotions associated with disbelief, despair and demotivation. (aka "giving up")

We currently face **3 BIG Problems** as a result of these challenges listed above.

Problem 1: Anxiety and Fear: Anxiety and Fear are trending off the charts for students, teachers and adults of all ages. According to the Anxiety and Depression Association of America, Drugs to treat anxiety and depression are being prescribed to teens and adolescents at unprecedented rates and increasing about **800% year over year**. The US is spending about **\$42 billion dollars per year** treating anxiety and fear-based illnesses. And, according to JWT Intelligence, more than **70% of the world's countries** are reporting significant anxiety levels across their population. The list of statistics like this goes on and on.

Our instinctive needs to feel safe, secure, happy and peaceful are being tested more than ever.

Problem 2: Victim Behaviors: When transformative type moments occur in life, we either go down the path of fear, control and isolation (victim type behaviors) and we become a victim of that moment... or, we go down the path of awareness, connection and accountable type behaviors and reinvent our world as an individual.

The problem we face today is that there are billions of dollars being spent to lead us and the coming generations down one of these two paths daily. There are billions being spent measuring our data, actions, choices and behaviors along with messaging and marketing designed to capitalize on fears and lead individuals in one direction or another.

Nowhere, are we teaching students a process that allows them to manage the noise, quickly navigate information, and reinvent themselves as necessary, so they may continue down a personally accountable path.

Problem 3: Lack of Consistency: Across our educational system, we are not formally or consistently teaching students how to simply play today's game of life in a world that is changing constantly and dramatically. When we lack consistency, we're left to live and operate in a reactive mode. Look around, we're in a reactive mode. There's never been a bigger disconnect in terms of simply defining what success is.

These challenges and problems are currently affecting our communities, schools, businesses, government, healthcare, etc. Ultimately this is affecting our safety and well-being.

Our job as educators, parents, friends and leaders is to inspire ongoing learning and personal accountability in all of those around us.

It's only then that we can:

- Build inclusive communities in an equitable manner.
- Start to solve the world's biggest problems.
- Inspire and empower the coming generation to "Create their World".
- Empower our students to achieve the type of academic excellence we aspire to.

These challenges and problems are what we're addressing with Project OTY.

What is Project OTY?

Project OTY is a personal leadership development curriculum and process designed to create cultures of personal accountability. It is designed with ALL students in mind. It levels the playing field.

The foundation of Project OTY is a strategic and thought-provoking curriculum and process developed over 30 years. The curriculum is a mix of educational information coupled with practical exercises that helps an individual identify their unique strengths and create an authentic vision that they're passionate about pursuing. Students establish concrete goals and steps to accomplish that vision - empowering them with the confidence to connect and enroll others to make their vision a reality.

In the process, individuals learn how to manage their fears with increased confidence and reduce anxiety in the pursuit of their dreams. Students walk away with a tangible "roadmap" and a plan.

Curriculum Overview:

There are currently four books that support the Project OTY curriculum.

1. "[*Build YOUR Roadmap*](#)" is the curriculum we're directly sharing with students.
2. "[*Construye TU Hoja de Ruta*](#)" is the Spanish translated version.
3. "[*Transform with Confidence*](#)" is the book for parents/adults who want to take a deeper dive into understanding the psychologies and philosophies behind the curriculum and project.
4. The "[*Leaders Manual*](#)" is used by teachers. It's only available through ProjectOTY. It's an in-depth workbook that walks a teacher through discussion topics and key points to emphasize as they lead a class of students.

16 Modules – 7 Weeks (10 to 12 hours)

The curriculum is a process made up of 16 modules. We're learning that it's ideally rolled out over seven weeks and takes about 10-12 hours of classroom time. It's designed to be plug-n-play. Each module is designed to layer on top of the previous modules. There are two parts to the process.

Part One: The Process

Module 1 – Defining Leadership
Module 2 – Transformative Moments
Module 3 – Unique Strengths
Module 4 – Constructing Your Vision
Module 5 – Understanding Ego, Fears
and Motivations
Module 6 – Crystallizing Your Vision
Module 7 – Enrolling Others
Module 8 – Goals
Module 9 – Steps

Part Two: Lessons for Leaders

Module 10 – Accountable or Victim
Module 11 – Choose Your Accident
Module 12 – Practice & Focus
Module 13 – Appreciating the Moment
Module 14 – Leadership & Confidence
Module 15 – Gratitude & Peace
Module 16 – Dream Big!

Ongoing – 20-Minute Check-In's

Brief History:

Jeff Background:

- Graduated Beaverton High School, 1985.
- Participated in athletics. Played on 21 Championship Teams.
- Played baseball for Oregon State – Graduated in Technical Journalism
- 15 Years as a leader in the employment staffing industry – VP of USA Operations
 - Interviewed 12,000 applicants. Over 20,000 employees reporting to me.
 - Lots of people time.
 - Thousands of hours of Training (Leadership, Self-Awareness, Emotional Intelligence, etc.)
- 14 Years leading two Inc Fastest Growing Internet Companies as a President and General Manager.
- 180,000 conversations with business leaders around the country.
- Led all 3 companies to being voted a “Best Company to Work For” in Oregon.
- Started Project OTY, LLC.

Project OTY:

- 2001 - Started piecing together the vision for Project OTY and the curriculum.
- 2005 - Shared parts of the curriculum with employees. Great results.
- Connected the curriculum with developing personal leadership skills.
- 2012 - First Student through the complete process. Betsy Reed. Great results.
- Connected the curriculum with solving issues like “QLC”, Quarter Life Crisis.
- 2014 - Walked Dr. Anne Erwin through the process. Re-imagined what BHS could be.
- 2015 - Shared with about **400 students at Rosemont Middle School in West Linn** – Great results.
- Shared with about **1,000 students at Beaverton High School**. Great results.
- 2017 - Launched Project OTY, LLC.
- Published “[*Transform with Confidence*](#)” – a book for parents/adults.
- Tested a pilot software to support the curriculum. Great feedback.
- Conducted workshops and beta tested with students and adults.
- 2018 - Published “[*Build YOUR Roadmap – Create YOUR World*](#)”. A standalone workbook.
- Continued beta testing with students and adults – Great feedback.
- Shared with about **800 students and adults**. – Great feedback.
- 2019 - Published the Spanish version, “[*Construye TU Hoja de Ruta*](#)”.
- Published the “Leaders Manual” – for teachers leading students through the workbook.
- Currently piloting with about **400 Freshman at Beaverton High School** and **25 teachers**.
- Close to launching around **400-800 students at Corvallis High School**
- Launched website – started phase one of Social/PR plan.
- Building out company infrastructure in preparation for scale.

There’s been well over **10,000 hours** of testing, learning and development put into Project OTY. The feedback’s been remarkable. It’s early, but we’ve already been blessed with **over a 1,000 quotes and testimonials**. We’re continuing to surround ourselves with a network of supporters.

Benefits:**Students** - The curriculum...

- Creates greater insights to who they are.
- Creates greater insights to where they want to go with their life.
- Provides a student a tangible roadmap of what success looks like for them.
- Empowers students with a process to manage the transformative moments in life.
- Empowers students to manage their fears and the noise around them.
- Empowers students to recognize and connect to opportunities.
- Builds confidence to articulate WHO they are, WHAT their vision and goals are, and HOW they define success.
- Creates visibility to see the steps they need to take to “Create Their World”.
- Builds Emotional Intelligence (EQ).
- Builds a Growth Mindset.
- Creates a Supportive environment.

Teachers Benefits: - The curriculum...

- Is plug & play saving them time and energy.
- Allows teachers to connect and build relationships with more students on a 1-to-1 basis.
- Allows for consistency in communication to flow between teachers and students.
- Enhances teacher collaboration and strengthens personal leadership skills.
- Helps teachers reinforce the habits of lifetime learning, emotional intelligence, stronger decision making, and personally accountable behaviors.
- Reduces student behaviors associated with anxiety, fear and uncertainty.
- Builds lifelong skills for the real world that are relevant.
- Supports the value of current core curriculums.
- Builds trust between teachers and students.

Serving the Underserved:

- Tested with students representing 35 countries of origin.
- Tested with students with varying economic backgrounds.
- The curriculum levels the playing field. Everyone is starting from where they are.
- Opens the door for individualized learning, instruction and support to occur.
- There is no right or wrong to the curriculum (other than to do the work).
- A framework for future productive communication is established.
- Fosters a culture of hope and belief. It builds confidence.
- Creates a safe environment and acknowledges each individual.

Eric Dazey, a Dean of Students at Corvallis High School probably said it best. *“ This curriculum levels the playing field. It doesn’t matter who you are. This curriculum starts with where you’re at currently and walks you through a process of defining where you want to go.”* This curriculum helps a student define the steps they need to take, and it creates a culture of hope and belief. It builds confidence.

All of this leads to greater attendance, engagement and graduation rates.

Why Now?

We're living in Transformative Times and Project OTY is uniquely qualified to succeed.

There is currently nothing else like this curriculum. It is unique and in demand and has been consistently well received by leaders, educational professionals, and students alike. What we plan to continue to build has never been done. We believe it's a game-changer and internationally scalable.

Our team's internet marketing and sales experience is award winning. The history of the team's leadership in terms of growing teams and companies is award winning. The collective experience and knowledge of the strategic advisors is exceptionally unique, talented and capable of making this dream a successful reality.

We're focused on achieving the vision.

We'd welcome the State of Oregon's support in helping us turn this vision into reality.

Next Steps – An Invitation:

1. I invite you to check out the curriculum. I respectfully challenge you to go through the exercises in the curriculum yourself. You'll understand what a student and teacher will go through. Once done, I guarantee you will walk away a stronger leader and I believe you'll find yourself on the path to quickly achieving more than you ever imagined as possible.
2. I invite you to consider this curriculum for universal adoption across the high schools in the State of Oregon and help us learn quickly what we need to learn to make this a reality.

Let's Build Leaders! – Let's Be Leaders!

Thank You!

Jeff Otis
Executive Director, Founder
Project OTY

"Life isn't about finding yourself. Life is about creating yourself."

~George Bernard Shaw, Nobel Prize winner

Useful Links and Resources

Website:

- ProjectOTY.com

Webinar:

- ProjectOTY.com/webinar (This is the message we're starting to share with educators and parents.)

Videos:

- [Teacher Testimonial – Katy Robinson](#)
- [Principal Testimonial – Dr. Anne Erwin](#)
- [Impact on Schools](#)
- [Let's Build Leaders – Jeff Otis](#)
- [Build Confidence with Project OTY – What Individuals are Saying](#)
- [Manage Life's Transformative Moments](#)
- [Welcome to Project OTY](#)

Blog Articles:

- [So... What is Project OTY?](#)
- [3 Challenges – 3 Problems](#)
- [The Game Changed – Let's Build Leaders](#)
- [College Grad Confessions: What Happens when You Solve the Puzzle](#)

Books/Curriculum:

- [Transform with Confidence](#)
- [Build YOUR Roadmap](#)
- [Construye TU Hoja de Ruta](#)
- [Leaders Manual](#) (contact us – Project OTY)

Social Sites:

- [Facebpok](#)
- [Instagram](#)
- [Twitter](#)
- [LinkedIn](#)

Jeff Otis:

- [LinkedIn](#)