

LFYO Programs and Learning Modules

(Partial List)



Full-Length Descriptions (Each Module is 60 Minutes in Length with Options for Accompanying Sessions to Build on Topics Learned)

Emotional Baggage: What's Holding You Back?

Hang-ups, hurts, and histories are not only holding so many people back emotionally, but they're often being held captive in the dungeon of bitterness as well, a dark place where resentment, loneliness, animosity, and self-sabotaging attitudes are willing companions. Sometimes we hold on too tight — to possessions, to pain, or to people — because someone we trusted let us go way too soon. Clingy people are clingy, stingy people are stingy, and difficult people are difficult because they were likely dropped or mishandled by a trusted caretaker — a parent, family member, ex-spouse, coach, or company — at a pivotal moment in life. A clingy, stingy, or difficult persona is the result of the pivot, the defense mechanism or directional shift away from the lingering inner turmoil and toward a place of perceived comfort. Doesn't matter if the cocoon is hazardous to his or her health. Transparency is the key to helping emotionally damaged people break free. One baby step at a time.

The Brand Called You: It's More Valuable Than You Think

Did you know that your future earnings could be impacted — good or bad — by the personal brand you display today? Young people know a lot about brand awareness, what products and services make a statement or fall into obscurity, never to be heard from again. They know what brands are cool (or not), but how many tweens and teens fully understand the importance of personal branding and the message it communicates? This power-packed activity will assist participants in identifying and creating a personal brand statement that can speak for itself without saying a word.

The Entrepreneur in You! Getting Started in Business

With adult supervision recommended, young people — tweens and teens, in fact — across America are making money as entrepreneurs ... from lawn care to pet and babysitting to online reselling, and so much more! In *The Entrepreneur in You!* learning experience, the basics of entrepreneurship are covered in an easy-to-understand format with key tips, tools, and traits to help participants get started making money operating their own business.

The College Planning Game: How Much Debt Will You Accumulate?

In this informative game, participants will connect the dots while getting a behind-the-scenes look into the next leg of their educational journey after high school. Whether they attend a trade school, technical school, community college, or university, they'll learn the key aspects of finding the right fit, identifying a major, and paying for their higher education experience. And this life-changing opportunity involves a great deal of prep work — regardless of their grade — right now.

The Art of Storytelling: How to Tell Unforgettable Stories That Gel with Your Listeners and Sell Your Future

Storytelling is more art than science. Effective storytellers are relatable, believable, and more importantly, marketable (as in being profitable). They have the gift of gab and the gifting of grab, the ability to get and keep an audience's attention while making a biochemical connection that will be unforgettable. In this self-reflection activity, participants will learn how to tell and sell an unforgettable story that sticks and clicks under the spotlight of public (or virtual) speaking and scrutiny.

The Marketing Plan of Your Personal Brand: Get It Right or Get Left Behind

You've come up with a working personal brand, but how will you market it? Who is paying attention to it? Why should they even care about your personal brand statement (PBS)? People will care about your PBS and organizations will respect, and hopefully, gravitate to it, when you have something of value to offer them. Of course, the messaging behind your marketing plan and unique value

proposition (UVP) must be consistent with who you are, where you're going in life and how you'll get there and when you'll arrive, and more importantly, what you have to offer the world that others do not. In this action-packed lesson, participants will come up with a holistic approach to personal branding that is marketable, manageable, and measurable. And yes, it should also be quite memorable.

Momentum Power Play: How to Create It When You've Never Had It and Keep It Going Once You've Got It

Momentum Power Play intersects sports vernacular with powerful life applications, how to bounce back from a setback or shift gears and move forward when you've been dropped emotionally or financially by a person, organization, or system of trust. As long as you have oxygen in your body, you have a shot in overcoming a difficult situation or traumatic experience. If you already have positive momentum in life, you'll gain insight on how to keep it going even when unexpected turbulence pops up on the radar screen or comes into the picture. Challenging moments happen. How we respond makes the difference, different. This motivational book (and workbook) will help readers put together a game plan that can power their life prospects and legacy outcomes.

Uncover, Discover, or Recover the Genius Inside of You

Your mind can be your biggest asset or your most punishing liability. It all depends on whether you leverage its potential or limit its progress. If you find your *genius zone* for life, you'll find your niche in life, and more importantly, you'll find your gift back to life — what you were born to do. Now, an individual can be proficient or well-rounded (and this should be the goal) in a particular genius zone, or even display expertise in several zones or designated brain intelligences. However, that person's embedded geniuses, gifts, and gravitational pulls are likely the result of his or her dominant cerebral lobe profile (CLP). As a result, the marketability (or leveraged capabilities), marksmanship (or life's purpose), and mark (or legacy footprint) will naturally flow and follow the developmental curve or trend line of a preprogrammed, cerebral lobe profile. Passionate, productive, and purposeful people are usually operating in their genius zone or fit mode. And they wouldn't have it any other way.

Investing 101: Stock Market Basics

Did you know that the stock market has historically averaged a 10 percent return every year for many decades? Using the *Rule of 72* or how long it takes to double your money, a dollar invested in the stock market will typically double in value every 7.2 years. Of course, the stock market doesn't offer investors any guarantee. However, participants will learn in the heart-pounding *Investing 101: Stock Market Basics* game how to improve their chances of selecting winning company stocks. And some stocks pay investors quarterly dividends or income every three months whether the underlying stock goes up or down. Now that's a sweet deal worth the potential investment!

"Check Me Out! I Just Got Paid, Now What?"

Your hard work has paid off and a paycheck has been earned. Now how do you spend, save, donate, invest and protect it? In this riveting activity, participants will select an occupation and experience with a roll of the dice how real-life decisions have a favorable or unfavorable impact on their cash flow, balance sheet, and peace of mind. Get ready for a roller coaster ride with exhilarating highs and stomach-turning lows!

Cracking the Code of Character Leadership

Leadership is not a book that you read but a mandate that you live. And your first assignment is not to lead others; it's to lead yourself. The Motto of the Influence Road must be paved with this inscription: *Whatever path you're on, you must be the example before you can ever set the example.* In this real, raw, and relevant look at character leadership, participants will learn, master, and empower themselves with the tips, traits, and tools to stand out in this area. Why? Because everything they do in life will rise or fall in how they handle this responsibility. At home. In school. On the football field or basketball court. Out in public. And especially at work.

Checks and Balances — For Real!

Check writing may be an "old school" habit, but today's "new school" students need to learn this very beneficial skill nevertheless. Students will learn the anatomy on how to write a check, understand the importance of a checking account, and how to use the checkbook register to balance an account. Real-world examples will help them develop fiscal diligence when writing a check, or recording inflows and

outflows in the checkbook register, such as payments made for monthly expenses (rent payment, utility payment, etc.) and purchases (buying a pair of shoes, for example).

The Entrepreneur Connoisseur: Hire Yourself if No One is Hiring You!

How COVID (and other pandemics like it) have/will transform the employment landscape, perhaps permanently. This is where the monetization of personal branding comes into the picture. Young people — and even seasoned adults — will need to deploy a diverse set of skills that are profitable for business owners while meeting the needs of customers and clients in our ever-changing world.

Curriculum Vitae . . . Writing a Winning Resume

Students will learn and master the components of an effective resume, including the job/career description, summary of qualifications, educational and extracurricular accomplishments, and references. After completing their resume, students will work on their communication and presentation skills in front of the class while discussing their job or career aspirations. In light of the 2020 protests, building cultural capital in the marketplace that provide legitimate middle manager and C-suite positions for black, brown, and beige Americans will also be discussed. The corporate world should be reflective of the changing landscape demographically.

Let It Whip, Baby!

Buying a car is one of the most important decisions that a person will make. Affordability, reliability, and responsibility along with credit terms are just a few things to consider outside of the superficial “eye test.” Car insurance, fuel expenditures, and maintenance (or upkeep) are additional factors. Participants learn how much car they can afford based on rule of thumb averages and considerations.

Mr. Fundy's Real Estate Wealth Game

Real estate investing is exhilarating when cash flow is high, yet depressing when a key tenant leaves and a suitable replacement can't be found. Participants have the option of investing in these real estate choices: warehouse, office building, strip center, multi-family apartments, and single-family housing (duplex or triplex). They will learn the key variables to real estate investing success, as well as the common pitfalls of owning an ill-liquid property that is highly susceptible to the whims of economic challenges on the local and/or national level. Of course, they'll get paid hypothetically for their risk-taking efforts!

Monetize Your Skill-Set . . . Right Now!

Participants are shown how to get paid using their talents, abilities, and passions (T.A.P.). Students identify current income streams, including periodic, residual, and variable opportunities. They also must come up with the game plan for each of their income opportunities. Why wait to get paid as an adult; get paid RIGHT NOW as a tween or teen!

The Menu of Success: How to Create an Atmosphere of Privilege in an Underprivileged Environment

Certain groups in America are blessed with inherent privileges. Well-to-do Americans start off in life running in lanes 4 or 5 compared to the disenfranchised lanes of 1 or 8. However, disadvantaged communities can still create a privileged atmosphere while living under the weight of difficult circumstances. No doubt about it, but the room for error is really tight. In this eye-opening experience, participants will learn how to challenge conventional wisdom and break free from the box of biases, stereotypes, or assumptions that minorities and low socioeconomic groups are placed in, either by outsiders or themselves. How so? By ordering from the Menu of Success on a daily basis. Get your order ready!

The Real Deal on Your Health

One of the best ways to save money is to invest in a healthy lifestyle without delay. A lot of people don't take this into consideration until ... The state of America's health, youth and adults alike, is grim. Juvenile diabetes, inflammatory disorders, “popularity stressors,” and other chronic health conditions are wreaking havoc physically and mentally on our nation's children. Topics include: following the 60/30/10 rule (nutrition is 60%, exercise is 30%, and forgiveness is 10%), being properly and adequately hydrated, understanding the benefits of superfoods, overcoming bad habits and self-sabotaging mindsets around food, and making wise decisions when grocery shopping on a limited

family income. Think about this. Every time we sit down to eat, we are making life or death decisions. Our children deserve to hear this uncomfortable truth.

Program Recap and the Mr. Fundy's Presents Certification Ceremony

Review of the lessons learned, concepts absorbed, and empowerment-principles gleaned over the course of the learning engagement. Each participant will receive a certificate for completing the first leg of the Mr. Fundy's Life Skills journey. (Participants will be encouraged to continue their learning with Mr. Fundy if the opportunity presents itself. The first leg is the introductory level of the Mr. Fundy's Life Skills Program.)

Goals and Objectives

- Equip youth with the necessary skills to make wise choices, execute good judgment, and weigh the consequences of difficult (or competing) decisions (Personal Responsibility and Brain Development)
- Supply participants with the blueprint to create a winning personal and professional brand statement with a verifiable and marketable value proposition (Holistic Success and Professional Development)
- Improve the financial acumen of participants through real-world scenarios, interactive games, and cutting-edge programs (Personal Finance and Economic Empowerment)
- Assist dozens of participants (and their families) in establishing a working relationship with a bank or credit union by opening and maintaining a savings account (Personal Finance and Economic Empowerment)
- Guide youth through the healing process of reciprocal forgiveness, personal brokenness, and disappointments in life (Social and Emotional Learning)
- Identify and pursue income-stream opportunities that align with their value proposition, including their qualities, traits, and skills (Personal Finance and Economic Empowerment)
- Offer participants an innovative approach to discovering their skill-sets, genius(es), and preferred cerebral learning style for personal, professional, and financial success (Brain Development and Momentum Support)
- Encourage youth to be leaders in their communities, role models to younger brothers and sisters, and productive citizens in society (Mentoring Guidance and Momentum Support)
- Help participants develop a career exploration, navigation, and destination plan for professional success (Career Readiness and Professional Development)
- Provide youth with networking opportunities and beneficial connections with reputable professionals and (Professional Development and Career Coaching)
- Empower participants with the practical knowledge to make better decisions in regard to nutritional wholeness and physical fitness (Nutritional Wellness and Better Health Outcomes)
- Enhance the public (or virtual) speaking skills of participants while empowering them to communicate and market their unique selling proposition (USP) to a potential employer, university, or networking connection (Public Speaking and Interpersonal Development)
- Revisit previous material covered as well as recognize and reward students for completing the first leg of the Mr. Fundy's Life Skills Program (Momentum Booster and Affirmation Kicker)w
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Bio

Lawrence Funderburke (aka Mr. Fundy) is perhaps best known for his exploits on the basketball court. After the NBA, his life's purpose became much richer, clearer, and more meaningful: helping people build legacy assets from a holistic perspective.

A prolific writer and thought leader, Lawrence has written several books. His most recent book, *Momentum Play: How to Create It When You've Never Had It and Keep It Going Once You've Got It* intersects sports with life, how to bounce back or move forward when your situation appears hopeless. "As long as you have oxygen in your body," he says, "you have a shot in overcoming a painfully difficult or traumatic life."

As a highly sought after and seasoned public speaker on a variety of compelling topics, his inspirational story is a testament to his Christian faith and never-give-up mentality in the face of a difficult and dysfunctional, single-parent impoverished upbringing.

He is well-versed in addressing the issues that confront for-profit and non-profit organizations alike, and can make a heart-to-heart connection with any demographic across the social class spectrum. He loves motivating and empowering people.

Lawrence and his wife Monya operate the Funderburke Institute of Financial Empowerment (F-I-F-E) and their non-profit arm, the Lawrence Funderburke Youth Organization (LFYO). They have two teenage children.

Visit www.MomentumPowerPlay.com, www.TheStewardshipPlaybook.com, and www.MrFundy.com for more information on Lawrence's outreach efforts, speaking opportunities, and book orders.



Lawrence Funderburke, MBA and CFP