

- EXECUTIVE SUMMARY -

Job Exposure, Talent & Training Institute

MISSION, VISION, & BUSINESS PLANS

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Our Vision: The Heart of The Matter¹:

For the better part of the last 5,000 years, educational strategies have been centered around avenues of communication and skill development related to agriculture, sports, and music. In recent times, the industrial revolution inspired by physics, electronics, and other contemporary fields of study has also entered the picture. However, regardless of the skills required to nurture success in any field of interest, the educational goals have all but remained the same. Unfortunately, these goals are sought with fear of survival being the primary motivation.

As a result of this fear based undercurrent of motivation, can we really be surprised that the outcomes are consistency dysfunctional in nature? Can fear really work in the face of freedom? Could this be the foundation reasoning that no matter what the dollars amounts invested per student, change is only, at best, incremental? Yes, we have changed the teachers, class sizes, racial mix, and levels of parental involvement – but why, we must ask, have we not discovered the seemingly elusive silver bullet? Why after billions in investment, care and attention, active studying, analysis and research made by millions of good hearts of the highest intentions, do we not get the desires we want?

Could it be that we have missed the simple facts in favor of justifying inadequacy? Could our analysis have created a paralysis and blinded mindset to the underlying truth? Has our social up bringing create a jaded incompetence that concludes that the bottom line is there are simply winners and losers in this world—when it comes to school work and education? Has this become the expectation of our educational leaders in face of their earnest desire to make change? Can we really believe deeply in ‘all our children’? Can we believe that everyone of them has great potential? Can we believe that each has a special talent(s) that when discovered and expression, makes a difference in our world? Can we see together that every child, regardless of their environment, roots, etc., has in-born talents that we only need help them discover?

If you believe this as we do, you will then see that our goal to demonstrate the superiority of present-moment, life-centered awareness over awareness clouded by fear—a work-to-survive mentality—as one that must be accomplished. For within this goal lies the essence of achieving our vision: to assist people to discover the heights of their potential—bringing to bear witness to the best of their talents.

*“Those who
rise to the
heights of
their
potential will
not be the
exception;
they will be
the rule.”*
—Marrienne
Williamson

¹ In this section, excerpts taken from Ken Carey’s book, [Star Seed Transmission](#) are used to best describe the difference between the old paradigm principles which humanity’s historically embraced educational process and the ones the JETTI process will adopt in order to be successful.



We will shift thinking away from defensive, survival-oriented lifestyles and toward the pursuit of excellence along the lines of one's inborn talents. Our motivation is purely the pursuit of individual excellence; challenging everyone involved to find and embrace *that which they already possess*.

We recognize education in its highest form is only able to influence and teach people in areas where their hearts are at least somewhat open and where a passionate interest is present. We are not interested in changing minds. Minds have always followed the passions of the heart. We are interested in opening the heart so that each individual's natural talent is discovered, embraced and honed in such a way that the student's educational and ultimate occupational success is a natural unfolding of their inborn talents.

Thus the JETTI education system of success through talent discovery is in its most expansive sense, is a holistic, love-based, exploration of the human spirit. When we create the means that allows this exploration to take place, we will have succeeded. The "means" will be an environment that encourages, motivates, and exposes excellence in the individual—recognizing every child has inborn talent. And this, we believe, is the only true way of leaving no child behind!

The JETTI Vision:

JETTI's vision is to create of a highly efficient, workforce development, community driven, multi-trade exposure, talent discovery, and life skills training institute that will successfully assist thousands of students each year to find their natural, heart centered, God-given talent(s). This in turn will afford each an opportunity to find work for which they are highly committed, challenged, and fulfilled in performing.

Vision Commentary: Regardless of one's past, be they've dropped out of high school, have a incomplete college degree, been imprisoned and re-entering society, been living below the poverty line, become a displaced worker, or are one of a host of transitional workers who simply have not found their working niche in life, JETTI's vision is to provide them an opportunity to start anew – offering gainful employment as an end result.

“The means will be an environment that encourages, motivates, and exposes excellence in the individual.”

This community job training institute also will serve as a critically needed talent discovery and development service for hundreds of investing member companies seeking to hire folks who not only have a proven interest and natural abilities in their respective trade – but too have demonstrated through one of the many 'live working' trade schools within the JETTI complex, that they know what work-ethic-excellence looks like and are capable of demonstrating it once gainfully employed. Having accomplished this, the system will provide a 100% job placement service process through the creation of a living, hands-on training, educational, and learning environment that conveniently furnishes the individual with the means of first discovering, and then training for, an occupation that compliments their Maximum Talent Capability (MTC).

The JETTI Mission:

JETTI's mission is to create a self-sustaining, networking system that operates within a mall-sized, multi-industry, maximum talent discovery and training complex containing 120-150 independently owned and operated trade schools that's built to provide individuals from all walks of life with the ability to explore, live, experience, and thus discover their working trade or career in life.

Mission Commentary: Talent discovery is a three-step process. Its begins with the acknowledgement and understanding that talents are a natural part of our original package.. Second, it requires curiosity on the

part of the seeker to actually begin discovery. Similar to the cabinet-curiosity most parents easily relate to in a child, talent discovery for adults actually requires a like spirit. For most adults this in-born curiosity needs rekindling as it was discouraged and repressed during adolescence for most – even though it too is was natural part of our original package. Nevertheless, without curiosity the process most likely will fail.

Embracing these first two steps, the third is having an educational environment that believes in every student’s MTC potential. This is of critical importance. If JETTI’s leadership, teachers and instructors don’t believe in their students until they naturally believe it themselves, commitment to the mastery of a trade will not be maintained. “Commitment and competence are the two keys to success...,” as noted and exclaimed by Ken Blanchard, author of the *One Minute Manager* and the host of other books espousing the same truth simple, but profound reality. One without the other is like a great car devoid of wheels.

Lack of commitment steams from a lack of self-confidence. It is the cause of failure in most any new endeavor. Not because of lack in ability, but because if commitment isn’t maintained it almost certainly becomes disillusionment. It’s fundamental to any teacher/student learning situation. If supporting belief in the student’s talents aren’t presence, failure almost certainly will come – both for teacher and student equally.

Our Educational Goals

JETTI’s educational goals are first and foremost anchored in providing an educational environment that maximizes the means for discovering a student’s natural talents. For most people, determining what they want to do in life has been a long, unfruitful process of discovering what they *don’t* like to do. Many individuals can relate to this process, having taken one or more jobs in an effort to simply pay the bills. Jumping into a job for which there is little interest, let alone talent, is a costly trial-and-error discovery process resulting in disillusionment for many. At worst, such behavior contributes to overcrowded prisons and ever-rising rates of suicide in our young adult population. Short of this, these survival-based employment choices spawn hopelessness that accentuates disorders like alcoholism, drug addition, and prescription drug abuse as a life without purpose leads to a slow death. Our educational goals at JETTI then must offer hope in the form of alternative choices.

The key? Help every student find his or her true niche in life. It is the intent of JETTI that these educational processes offer hope for all, as well as guide each one in the discovery of their purpose in life while providing the means to fully embrace that uplifting experience. The JETTI environment will complement, support and speed the discovery process.

At JETTI, we begin with the knowledge that success is possible for everyone. Each individual has a natural talent or passion. We believe that with the right guidance and exposure, each student will find their niche. Because the students choose what they would like to learn, interest is assured. What is missing from most of the current career testing or interest discovery models is what JETTI plans to offer its students. JETTI will present the opportunity to see a multitude of careers “in action,” so students can experience potential careers for themselves. They will be able to explore their chosen fields thoroughly and gain confidence. As the education progresses, the students will learn to trust their abilities and talents and as a result, self-esteem and self-worth are enhanced. Exposure to “careers in

“By the right exposures, everyone can succeed if they are first reached by seeing it for themselves, then coming to trust it, and at last, coming to believe in their own natural talents.”

action” is the cornerstone of the talent discovery process and critical to both the student’s and the institute’s success.

While science and psychology have made great strides in the area of career and interest testing, most agree that these methodologies all too often fall short. This shortfall isn’t the result of the testing or the interest exploration process per se, but rather it is due to the fact that the process itself is limited. It stops where JETTI begins. For this reason, JETTI is an idea whose time has come. It will fill a very large void in the current educational process and meet an urgent need for committed, well-trained workers in our community.

Unlike most high schools today, all colleges nationwide make an effort to provide or encourage some hands-on training for interested students. This need is sometimes met through internships, fellowships, work-study programs and career mirroring. However, overall the process appears inefficient, taking months if not years, to accomplish. Furthermore, these programs don’t address the 50% of high school graduates who don’t go to college or the 19.6% of those who never finished high school, nor assist the estimated 70% of those graduating from college that don’t actually pursue a career along the lines of their degree. Each of these populations are those JETTI will provide great assistance and benefit to, helping each to discover their innate talent – then a trade by which it can be invested for economic gain.

Historical Methods

Historical methods have been only marginally successful. Let’s review the numbers as they further indicate the need for a process like JETTI.

1. The 2000 census reports that 19.6% of Americans dropped out of high school and don’t have an equivalency degree².
2. Fully 50% of high school graduates don’t go to college.
3. Of those who start college, only 25-30% complete the process.
4. Of the 30% who do complete their degrees, only 30% of those pursue a career that compliments their degree.
5. Using these numbers it is safe to surmise that those who actually discover their career path that dovetails with their true interests and talents is less than 10%.

Thus, the only conclusion to be drawn here is that traditional educational methods are only marginally successful in helping people find their true niche in life. These numbers indicate a need to change the basics of our educational process from one of survival-based motivation to one that targets MTD instead.

The Job Exposure Talent and Training Institute (JETTI) is a non-profit, community-driven, organization developed to facilitate an individual’s Maximum Talent Discovery (MTD)³. Exploration and discovery of one’s MTD will be efficiently conducted through both assessment testing and direct exposure evaluation of JETTI’s 100-120 consortium of independently owned trade schools. These schools, being entrepreneurial driven and profit based, will ultimately be housed within JETTI’s mall-like, trade mastery complex. Once MTD is validated through exposure,

*“In God
We Trust
the
Discovery
of Our
Children’s
Talents”*

² United States Census Report 2000

³ Maximum Talent Discovery (MTD) is terminology introduced by author, Donald Seymour, in his book The Key To Your Unknown Talents. Seymour has spent the better part of his working life exploring the ways and means of MTD, objectively seeking ways people could efficiently find their true talents and embrace them in their lives. JETTI is a natural evolutionary unfoldment of his many years of work.

evaluation and trial analysis, it can then be cost effectively honed through a chosen occupational skill trade-mastery training program offered by one of the JETTI system qualified schools. The specific focus areas of JETTI functionality can be found in attachment “A”.

Key operational training principles required for trade school businesses to qualify for operating under the JETTI school umbrella are⁴: they’re members of JETTI and have agreed to abide to these operating educational principles; they are supported by the industry or trade they will train for in the form of paid, talent development investment membership – or businesses who wish to employ graduating students; they deploy an educational program that includes live-working, experiential based, hands-on training; they provide a 1-6 month *living* curriculum – depending on the trade – where a student can “gain experience and be educated” simultaneously; and finally, they provide a student with a natural talent discovery validation plus an ‘apprenticeship trade-mastery certification’ for any given profession selected.

These core operational principles provide a natural outcome of benefits to any JETTI system graduate, which includes; a “hiring-base” supporting membership that helps to ensure 100% job placement for any of the trade school’s graduating students. Additionally, state-of-the-art training equipment and supplies will be used in training as each industry vendor group must invest in membership, plus provide training equipment to be involved. And lastly, membership endorses school ownership – thus it will only support the best of the best trainers and teachers of any given trade; and each school being privately owned and operated further insures these champion caliber trainers and teachers will make incomes comparable to direct industry employment – again affording trained students with highly credible instructors and employment advocates.

In short, JETTI will provide many companies needing proven talent for their trade the means for which to get it. This in turn will naturally maximize their global competitiveness through the systematic approach for hiring personnel who have a proven, heart-felt interest and passion for what they do.

Creating A Fully Operational JETTI Complex:

In order to meet the vast organizational challenge of developing a fully functional JETTI complex, the following five-phase process was developed. Assuming successful completion of each of the following steps, a fully operational JETTI complex will open its doors by the year ending 2010.

Phase #1: Develop full community engagement in the process. Community service organizations, churches, high schools, colleges, universities, and the multitude of persons willing to make the JETTI project a success have to be involved in order for the process to work. Yet, unlike any other process introduced to date, such involvement will create numerous, measurable social benefits. This involvement will come in the form of paid, sponsored memberships, that affirms the community’s willingness to support the effort while encouraging consistent engagement as the process evolves. In essence Phase One is a feasibility study. Funding received in excess of operating budgets will be used to assist trade programs that choose to embrace the JETTI operating principles prior to opening its facility – thus pre-qualifying them to locate their trade school within the complex. Phase one membership funding will be approximately \$500,000,

*“I’m not any
more
intelligent
than anyone
else, just
fortunate to
have found an
area that
matches my
interest and
ability.”
- Albert
Einstein*

⁴ See Attachment “B” – JETTI Operation and Training Principles

of which one half will come from grants and the other through 250 members averaging \$1,000.00 each.

Phase #2: Develop the multitude of career training paths that industries will support through paid membership involvement. The JETTI system is geared to provide 100% job placement, so developing an Industry Needs Assessment for the future is critical to career path designs. This phase will be focused on determining the starting number of training schools, or centers, needed in the JETTI complex. It's believed this will be a minimum of 50 and possibly as many as 150. The Department of Labor currently has over 20,000 job classifications and it is believed these can be extended to approximately 40,000 potential areas of talent development⁵. These all have to be brought into career paths and talents based programs that can then be represented through JETTI in such a way provides maximum exposure of potential talent based career activities available throughout the economy. Having identified the top 100-plus career path development areas needed for various industries, this process of career path development would begin. The criteria for career paths would be focused toward those areas where corporations would actively support three-month training programs through annual membership fees, which would in turn provide them the right to open a trade school and/or recruit from a specific area of talent development. Phase two funding is expected to be approximately \$1,000,000 or having 500 members, averaging \$1,000.00 each, with grants making up the difference.

Phase #3: Development of Process Procedures and Administrative Protocols. Phases three through five will begin very closely together in timing. During phase three, the process of determining what each school's program director will be responsible for and what other schools may perform for them will be completed. For example, the mall-like complex will have an accounting trade school, one for sales training, and one for marketing. These schools, needing to run "live work as the foundation of the learning process," will then be accountable in servicing other trade school program directors in developing their program's success. This is the key to the overall success of the system and making the JETTI complex a "virtual economy" under one roof.

It is the vision of JETTI that each school be independently owned, profit-based and operated by the program director. The JETTI schools are set up this way so that innovation and speed of change can quickly be orchestrated as an industry's evolving needs call for it. The ability to change with conditions is critical to the JETTI process and as such, JETTI's staff and organization as a whole serves this group at a non-profit level; providing a student recruitment vehicle (the JETTI complex), providing talent/skill assessment, assisting with loans grant obtainment for charitable purposes, both direct and indirect, while providing operating consulting for each program director. This in turn will allow program directors to focus on doing what they do best – assisting in the career path exposure and honing the skills of those who have discovered a talent in the trade they serve. Phase three membership/funding is estimated to run at approximately \$1,000,000 or having 500 members averaging \$1,000.00 each / with the difference made up in grants.

"...job talent discovery will flourish by the educational process of finding one's inner passion, exploring it, and then developing strategies to pursue it."

⁵ Ref. Donald E. Seymour's book [The Key To Your Unknown Talent](#).

Phase #4: Determine Trade Program Leadership Champions. Once appropriate levels of operating clarity for the actual establishment of the JETTI complex are reached, the final selection of trade program directors will be the next order of business. It is anticipated that the process of choosing the various career paths will have naturally developed from recommendations of JETTI membership, providing a good, solid list of interested directors – with many already having adopted the JETTI operating principles of success. Thus, phase four is a final “checks and balances” process where we fill in the corners of perfection based on the protocols established in phase three, ensuring that the remaining trade school selections embrace highly qualified program directors, both for each career path and industries they serve. Phase four funding budget are estimated to run upwards to 1,400,000.00 for which we expect to have 500 members plus funding from grants.

Phase #5: Design and Build the JETTI complex of training and career development. The design of this facility will be similar to a fully enclosed shopping mall and zoned in such a way as to allow for a multi-trade operational environment, including the printing trades, metal working, banking, accounting, promotions, security, child care, health care and entertainment, to name just a few. In short, it will be a virtual economy under one roof. All trades selected will have their own living/training environment, providing a means for students to actually learn the trade by living it. This facility is key to the overall talent discovery process, plus it compliments the known need of providing middle and high school students with a village where they can explore potential careers. Besides the skill and interest testing to be provided as part of the JETTI process, the JETTI complex will provide for a wonderful observational, three dimensional, living review of those trades that may move the hearts of students seeking a career they can be successful at in the long run. Phase five funding budget will naturally have to be refined after much work, but is to include the complex building funds and expenses for three years. This is expected to come from 1000+ members, fundraising activities, plus grants from state, private and federal sources.

*"To teach a man
how he may
learn to grow
independently,
and for himself,
is perhaps the
greatest service
that one man
can do
another."
-Benjamin
Jowett*

Additional JETTI Complex Features:

- *Community Non-Profit Organizational Space:* The JETTI complex must support the many organizations that currently provide invaluable human resource and development services to the community. Employers often encourage charity work. In order to attract these volunteers and applicants, JETTI will provide an available outlet within the community for their many talents. Additionally, it is envisioned that these non-profits will assist in the various JETTI scholarship and recruiting programs to be made available on behalf of all the schools.
- *Talent Discovery Educational Exploration Space:* The community non-profits will also play a critical role in the talent discovery training process. Therefore, it is important the JETTI mall provide a multitude of community forum auditoriums and meeting rooms. Within these rooms, job talent discovery will flourish through the educational process of finding one’s inner passion, exploring it, and then developing strategies to pursue it. This process, like the many trade schools within the JETTI complex, has to be multi-dimensional if it is to reach everyone.
- *Continuously Running Job Fair Space:* A fully enclosed mall-like complex will provide the perfect atrium space and environment for businesses to host job fairs on a continuing basis.

Such fairs will provide additional awareness and advertising through direct community involvement. This will be a forum for many students, as well as companies, to connect for temporary employment while going to school.

- *Living Accommodations For Visitors From Out Of State:* The JETTI complex is also envisioned to have a “live training” hotel which will enable each school to provide convenient and cost-effective accommodations for visiting member industry personnel. These members will come to take a multitude of specialized seminars offered by the schools, conduct testing and research at a specific school, review equipment or process performance improvement offered by one of the many vendor members involved with the schools.

The JETTI Trade School Model Process Already Exists:

The Flexographic Trade School (FTS) located in Charlotte, NC, has begun its third year of training press operators for the flexographic printing trade. Remarkably, this school has 140 member companies paying \$750.00 or \$2500.00 yearly for the right to hire its students or to be a supplier member, respectfully. Both member parties then have a virtual in-house research and development department through the school’s highly advanced technology-training center. Plus, both groups commission live work to be run through the school – making available a “living environment” for student training; providing them with more than just an education, and perhaps even more important today – “experience!” This innovative training feature of the school has provided its graduating students with a whole different level of credibility in the industry community – providing its students with opportunities they would never have otherwise.

The Flexographic Trade School actually operates as a live label printing company – with real life work being commissioned by its members – simply designed for high student turnover. Thus for three hard working months the student learns the trade through comprehensive instruction, actually learning the job with fully engaged hands-on training. Is it for everyone? No. The school seeks only those students who have a keen interest and are willing to commit two years to the trade – and can score a 85+ on a mechanical reasoning talent exploration, basic math skill, and ruler test. For those who are interested, it’s a great working career, full of opportunity. Do all their students have job opportunities? Yes – as they always have 10 - 20% of the FTS members hiring, reflecting the natural attrition rates of most any business with those who are growing.

The result, the students win with job placement as trained, entry level, master apprentice, press operators – placing on their resumes – “3 months experience and 3 months hands-on training education.” In fact, many students get 3-5 job offers. The hiring companies win as they now have a new employee who has worked to gain the opportunity of employment – having demonstrated an interest and natural talent for their trade. The school wins, as it’s owners, program director and instructors make a good living in the process; earning comparable compensation as if working directly in the industry.

Also, this educational business system has produced the financial means to provide FTS student scholarships totaling in excess of \$100,000.00 since the school opened its doors. Additionally, it has allowed the school to fully finance talented students of the trade - that remarkably requires repayment only ‘once they have gained employment!’ So when anyone, regardless of financial means, proves to show interest for the trade, talent discovery is pursued and if affirmed, the training begins! They win! The member companies of FTS win!

“Our goal is to demonstrate the superiority of present-moment, life-centered awareness over awareness clouded by fear – a work-to-survive mentality.”

The Societal Benefits of JETTI:

JETTI will provide a single location where 85-95% of a community’s workforce population can explore and find their working niche in life – regardless of their past experiences, formal education, or living experiences. Having up to 150 trade schools, training, or skill development processes under one roof offers the convenience and power of team to any local community. Trade schools that teach childcare, culinary training, complementing mechanical trades, hotel, basic health care trades, and entertainment training, all can thrive under this one roof, providing a virtual self-sustaining economy at one location!

All schools involved with the mall would be required to offer some free services to other JETTI members...as part of the fundamental ‘life values’ teaching process. These free services provide the mall the ability to get those at or below the poverty line trained to engage life at a new level. With a JETTI training process in any community, welfare ultimately wouldn’t be needed. These free services during the training process would be key to them getting a new start. Whether it’s childcare or just a good meal, other student training programs can be organized to provide the complementary services that allow other fellow students the personal assistance needed to get a new start in life.

“Building character, a good work ethic, and strong self-reliance living skills is the key to assisting many to get back on their feet.”

Each school providing training must have job opportunities available at the end of training, so getting people off of welfare, unemployment, off the streets, and out of the jails, would be a natural process and criteria of each school or training center involved. Each of the schools in the JETTI complex must have an “industry membership program” where their trade pays them an annual membership/sponsoring fee for training new employees for their industry. While these fees may vary, it is the fundamental foundation of each school’s commitment toward staying engaged in their industry. If there is no membership, there are no jobs, so each school would flourish or fold as its industry mirrors the same. This ‘membership criteria’ then becomes the natural evolutionary process where training mirrors the changing economy.

Additionally, JETTI will open its doors to providing as much as possible self-improvement training and life skill development forums to help many disillusioned folks positively connect with the process and re-engage their lives, thus fostering a positive attitude embracement of their life. Helping others solve their own living problems before they’re at a crisis level is a key feature to the JETTI process. Building character, a good work ethic, and strong self-reliance living skills is the key to assisting many to get back on their feet. The JETTI complex, open to engagement for all self-help charities, governmental employment related departments, and faith-based organizations throughout the community, will provide a multitude of free learning opportunities and mentoring programs in these areas. Space in the JETTI complex would be provided for free training and mentoring programs, coming from JETTI or community outreach programs, or by a small fee for those charging for their services. The objective here would be to make ‘life-living, self improvement skills training’ available to all.

Summary:

According to the Department of Labor, 20.5% of jobs in 2006 will require a bachelor’s degree or higher education, while 75% of the nation’s jobs will require training by community or technical colleges⁶. This does not take into account the need of re-training as some industries fade while others flourish.

⁶ July 2002 issue of Greater Charlotte biz, article titled “Struggling to Keep the Gateway to Opportunity Open”



Additionally, company attrition rates caused by disillusioned workers taking jobs because of “survival issues” verses “talent and interest,” cost companies and our economy billions of dollars yearly, considering lost productivity and the losses from just the job search advertising investments that end up wasted.

The JETTI system of education is capable of transforming the lives of individuals as well as whole communities – as its goal is nothing short of creating gainful, career oriented employment for everyone. Its process is built on an excellent educational model that already exists and has demonstrated success.

Once the JETTI complex is built, we will have created a thriving process for individual enrichment. We will have provided a door of opportunity for everyone to walk through, giving people from all walks of life the keys to unlocking the door to real inner freedom. This inner freedom is discovered through finding that passion for living that is within everyone’s heart.

The return on investment could easily reach levels we have little dreamed, from prison population reduction (costing \$20,000 per year for each bed) to increased tax revenues. If JETTI schools trained a total of 1000 people who made an average of 30,000.00 yearly, we would have an additional taxable income base of \$30 million yearly. This doesn’t take into account the savings gained by not having to pay welfare, long-term unemployment and the host of other social services provided because of people’s disillusionment in their working lives.

“Inner freedom is discovered through finding that passion for living that is within everyone’s heart.”

Participating In JETTI Unfoldment:

The JETTI’s vision will unfold in major cities throughout the world as individuals such as yourself join us in believing in our fellow brothers and sisters, making available to them the means of finding their highest path in life. We welcome all of you who feel their talents can contribute to the process of achieving the goals JETTI seeks to fulfill...it all starts in your local communities. It all starts with you.

If you are so inspired to exercise your talents, inspiration, or insights into the JETTI project, please let us know. If you would like to contribute to the efforts through volunteering efforts of any kind, please let us know.

Again, any level of willingness to participate is appreciated as it moves our vision forward. We are most grateful for your interest.

Thank you for your time and interest!

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Organizational & Operation Focus of JETTI

JETTI's core focus as an organization is to operate as an administrative, instructive, leadership and research facilitators of an individual's Maximum Talent Discovery process. As such, JETTI's focus is to provide the multitude of ways and means for an individual to discover their talent(s) and then engage in the skill development where gainful employment can be easily accessed. We will do this beginning in the following ways, but remain flexible to adopt new methodology as they are developed:

- 1. Talent Discovery Education:** JETTI will work to educate people throughout society of the fact that everyone has natural, God given talents that when discovered and developed, the resulting rewards benefit every aspect of any community.
- 2. Workforce Development:** JETTI will work to provide the means for discovering a participant's talent(s) and then facilitate their development and use in a trade that will provide economic self-reliance. Target population will begin with those most in need, extending quickly to those that benefit greatly from the same. We will do this through providing of state-of-the-art educational aids available today, testing, assessment, etc...; through providing an environment that assists in the exposing individuals to job or career related activities that provide 'clues of comfort'* to their talent discovery process; and finally, provide participants the means of honing their talents into working skills – that then can be promoted to business owners that are seeking these same 'talented' people as employees.
- 3. Short Term Training / Employment Development:** JETTI will develop a talent discovery complex that provides short term trade and career development training (1-6 month training courses), housing 50-120 trade schools, serving as both a trade/talent exposure environment and training center. This in turn will provide talented, trained students, and businesses seeking same, an easy, highly efficient, cost effective way of connecting with each other. It will provide an employment path where talent is discovered, developed within a chosen trade, and then invested through gainful employment. Additionally, the complex will provide weekly job fairs – so everyone can quickly connect with businesses needing help – both short term employment (while attending school) or where talent is already discovered and just employment is being sought. Within this complex – everybody wins!
- 4. Talent Discovery Research:** JETTI will develop funding programs to further evaluate and develop the talent discovery process, measuring success of current methods and working to improve on these successes.
- 5. Making Talent Discovery Easily Available To Everyone:** JETTI will facilitate student financing through the development of a loan program that students can repay once gainful employment is embraced.

Having developed this system of talent discovery and development, JETTI will work to assist others in setting up like programs within their communities.

*Clues of comfort refers to those activities that an individual feels comfortable about performing, or where their senses (site, touch, taste, smell, hearing), aren't repulsed by their physical genetic makeup.

The Operating Principles of JETTI

Job Exposure Talent & Training Institute

Operating & Educational Principles for JETTI Trade Schools

Principle of Individual Maximum Talent Discovery (MTD):

1. **Everyone Has A Natural Inborn Talents:** First and foremost, all JETTI activities, efforts, and actions are grounded in the belief that everyone, regardless of race, education, background, faith, age, sex, have a natural inborn, God given talent – for which JETTI was created to help discover.
2. **Talent Discovery Begins with the Pursuit of Excellence:** JETTI founders and members believe that MTD begins with a heart centered, intuitive exploration process that starts with an individual's 'natural desire' to pursue excellence in their life. This process begins by mastering fundamental success principles that are the foundation of anyone's process of MTD. To embody this MTD foundation principle, JETTI training will provide a multitude of required curriculum that focuses on such topics as; WHAT COMMITMENT TO EXCELLENCE LOOKS LIKE; MASTERING WORK ETHIC EXCELLENCE; POSITIVE ATTITUDE TRAINING, MINDFULNESS TRAINING - *THE ART OF MAKING HEALTHY CHOICES*; DECISION DISCERNMENT; THE ART OF SELF RELIANCE, etc...
3. **Experience Affirms Talent Discovery:** JETTI's members know Maximum Talent Discovery is ultimately affirmed in the three dimensional environment of 'doing live work' in the vocation chosen. All trade / job training programs will provide the JETTI student with both the theoretical foundation training and the 'living experience' of the trade, to ensure the discovery process is complete.

Educational Process Principles for JETTI Trade School(s):

1. **The Educational Process Must Assist In Talent Discovery.** The educational process of JETTI school first must provide a fully experiential 'exposure environment,' where students can fully understand the complete breath of any given trade. This must be done where 'actual live work' is being performed so that mind (the theory is seen), body (the pressures, practices, smells, sounds, and feel is experienced) and spirit (full intuitive stimulation) are provided for maximum trade / talent discovery.
2. **Education Must Be In A Live Working Environment.** The key to this process is educating in a "live" environment where each student's learning faculties are at 'peak alertness' levels. Each training process within the JETTI complex must aim to educate each student to a qualification level of 'Master Apprentice' (MA).
3. **Practice Makes Perfect / Self-Mastery In Action.** The practice of consistency causes less and less of a separation between what one believes or thinks and how they act. When the two (body and mind) are in sync or alignment, they act as one, the way they were meant to function, thus the JETTI process of education is literally 'self-mastery in action.'

Trade Schools Involvement Criteria for the JETTI System:

1. **Trade School Must Have Industry Paid Membership Support:** Each JETTI system trade school must have paid membership support that is comprised of the trade's companies (the vendors to the trade and the companies wishing to hire the trade-educated graduating students). These member join any school(s) in an effort to develop and hire the students who 'discover their talent' related to their trade needs and wish to pursue employment. In this way, each school who has members too has job opportunities for its graduates.
2. **Trade School Seeks Only Talented Students:** All trade schools within the JETTI system or complex must recruit students through the JETTI process of talent discovery – seeking only those students that have affirmed their interest – and have chosen to work toward mastery of the trade.
3. **Less Than Six Months Training:** Training in each JETTI school must have at least one of their training programs that are less than six months, preferably one to three months, so students can quickly engage the trade and continue their 'trade mastery process' through gainful employment.
4. **Real World Learning Of The Trade:** Each JETTI system school must be set up in such a way that affords students the ability to experience the real world learning of the trade, insuring that there are no surprises once a student enters the trade. More than 70% of the educational process must be hands on, real world, live trade training, where the student is actually being fully exposed to the work that they will be performing once gainful employment begins in the trade. This both speeds the learning process and ensures complete exposure to any given trade activity.

JETTI Project

Recommended Phase One Rollout Plans

JETTI phase one rollout plans include 3 key operating activities, summarized as follows:

1. Membership Development

- A. Launch a promotional campaign aimed at developing membership to JETTI's Talent Society. The goal for the year is to have 250 members averaging \$1000.00 per contribution. Membership fee schedules for organizations is a minimum of \$350.00 + \$10.00 per employee per year.
 1. Develop PR campaign to produce news articles, radio talk show interviews and general community awareness.
 - Expected Outcome: Develops 50 Members
 2. Implement a focused direct selling, membership development effort, directly contacting business via telephone and visitation.
 - Expected Outcome: Develops 150 Members
- B. Offer training programs for businesses that guide management in how to maximize their employee's talent development on the job, providing leadership techniques that successfully create an environment for greater workforce talent productivity.
 - Expected Outcome: Assist 20 + businesses to improve their overall employee productivity through the better management / leadership techniques offered in this program.
 - Expected Outcome: Provides a JETTI membership incentive by offering discounts to this type program whereby complimenting the membership development efforts.
- C. Develop a fundraising gala called the "Talent Discovery Ball" where high school students, under a curriculum program sponsor by JETTI called "Exploring Our Talents" share the outcomes of their exploration with the Ball attendees. Planning will push to achieve this in late spring 2004, provided support funding comes in as expect; however, is needed, program will begin involving schools in the spring of 2005.
 - Expected Outcomes: Develops 50 new members and provides other members an exciting benefit in which they can attend.
 - Aids in establishing community awareness of the JETTI Project.
 - Provides school leadership and students with the awareness or orientation to the Talent Discovery Process – nurturing student curiosity and commitment to exploring their workplace talents.

2. Conduct Talent Discovery Training Programs

- A. Offer Monthly Talent Discovery Training Programs for the benefit of job seekers, high school students and folks re-entering the work place and located in Mecklenburg and surrounding counties. Our aim is to build their job or educational self-confidence through the reinforcement of the fact that they have talents they can capitalize on in order to obtain employment.
 - Expected Outcome: Provide seminars for an average of 50 people monthly or over 500 people for the year. Expected Outcome: Through the seminar program promotional materials, it's

believed we'll begin changing the tide of educational emphasis from that of simply surviving to that of talent discovery.

- B. Create a Short-term Training Availability Program Guide that lists the Charlotte area short-term training programs that offer career opportunities. Distribution of such guide would be made through Work First Programs, Prison system, and the host of other employment servicing charities/ non-profits throughout Mecklenburg via the Employment Networking Roundtable.
- Outcome Expected: Provides a one-stop, single locations guide that efficiently provides job-seekers and job-councilors a communication tools of what's available along the continuing education lines – that offer job opportunity skill development.
 - Outcome Expected: Offers a way to reinforce the principles of talent discovery in written form. Job hunting can be a very frustrating and disillusioning process. This booklet will provides us a means of nurturing an open mind so that folks are more open to perhaps pursuing work they may not have ever considered.
 - Outcome Expected: For the first time, we'll have 50 plus short term training programs listing and outlined in one location.
- C. Explore Development of a mini-village exposure program for workplace exploration. Using the successful grade school programs as a basic model, we seek to develop a similar model for adults, yet incorporating a job fair program location and a job video previewing center (video currently available through the Dept. of Labor) where folks can explore opportunities they may like to pursue. Here we aim to build a program that will expose workplace opportunities for adults that is actually similar to the economic villages now being run for grade-school students.
- Expected Outcome: This project seeks to change the disillusioned job-seeker's attitude from one of being a victim of the system to one of hope and opportunity by fueling their curiosity about finding that something meant for them to accomplish. Through this mini-village exposure program we expect to provide an ideal environment for our ongoing monthly programs of exposure, continuous opportunities of exploration for anyone visiting, and a bimonthly job fair program.
- D. Provide Special Seminars to the troubled, at risk students in middle and high schools. Currently the school system has specialists working with troubled students in the Mecklenburg county area – we look to supplement this effort through a highly focused talent discovery program.
- Expected Outcome: Assist 100 plus students re-focus their educational efforts from that of just needing to survive to that of talent discovery, providing at least 25% with the encouragement needed to stay in school.
- E. Develop and Implement Job Exposure Program. Working with JETTI membership, begin a process of job exposure program that allows interested parties to spend 1-3 days working side by side people performing various jobs. This program would require hands on activity by the participant so that they get full exposure of what is involved with the actual work.
- Expected Outcome: Our aim with the job exposure program is to have 100 folks participate in the program over a course of 12 months, providing a process that give them a real feel for the actual job(s).
 - Expected Outcome: Provide us a program that we can build into a process of assisting folks to explore a variety of careers in weeks and months verses years.

3. Trade School Networking Program

- A. Begin developing relationships with area trade school / training center programs by creating a networking efforts and educating existing trade schools on the JETTI principle and ultimate benefits in being involved.
 1. Provide bimonthly orientation forums where current schools, instructors and /or consultants now working in the market can learn more about the JETTI program and how they can win by joining our efforts and adopting our operating principles.
 - Expected Outcome: We look to establish a clear message that the JETTI project isn't competitive with other efforts, but complimentary.
 - Expected Outcome: To have 20 schools become interested in starting up a new JETTI program or become a JETTI educational trade program.
 2. Print and distribute the "Short Term Training Programs Charlotte Area Guide" as noted under 2-B.
 - Expected Outcome: Demonstrates that we are not looking to compete with anyone with any local trade school related programs.
 - Expected Outcome: Thousands of unemployed, under-employed and displaced workers will have a convenience guide of places where they can pursue talent development and/or job-related training. Additionally, it will provide them with facts about their maximum talent capacity – and the discovery process for finding them.
- B. Assist interested schools and/or individuals who wish to start a JETTI school. We'll assist them in adopting the JETTI principles and help them to develop a member community in order to qualify its existence.
 1. Provide monthly training program that covers opening and running a JETTI school.
 - Expected Outcome: Train 5-10 program directors on new school start-ups and how to make the JETTI process successful.
 2. Develop a granting program that acts as an incentive for schools to become JETTI based educational/training programs.
 - Expected Outcome: Have 5-10 granting programs active by end of 2004.

The following executive summary outlines the creation of an innovative talent discovery, workforce development, and job training process that will place people in career-based employment in a matter of weeks or months verses years. Though ambitious in nature, the plan's fulfillment will be accomplished through the facilitation of a highly talented and passionate team of professionals willing to make a difference in the world. Populations served will encompass high school and college dropouts, those living below the poverty line, parolees or inmates re-entering society, displaced workers, transitional workers, and the host of folks who simply have not found their working niche in life – or need a new one.

This first project will be built as a working model for other communities. Called the JETTI Project, our aim is to perfect the vision's unfoldment in such a way that provides a blueprint for duplication. With this intent in mind, a video documentary will be produced along with accompanying written documentation so that others can easily learn from this first pioneering experience.