How to Believe in Yourself, Accept Other Students & Stop Bullying in Your School!

Mojo Up! & Stop Bullying

MRMOJO
America's Anti-Bullying Coach™
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Travis J. Brown

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“Thanks for coming to Bosse High School. Since you came I’ve been makin’ a positive attitude towards my school and the community. So I just want to say thanks and I will always *MOJO UP*” Keyana Chambers

“I want to say thank you for coming to Central High School. Since you came to CHS our student body has changed, people reach out to kids they didn’t even know!! You gave a great speech! MOJO UP” Kortny Ferguson

“You’re changing the world, man.” Laura Rusk

“You’re truly a real man, no lie, and a hero not only to me but others too.” Jake Stillson

“When you were at North White I think it made a huge impact on some of the kids. Man, keep it up and you have swag.” Nicholas Pinn

“Mr. Mojo, you have changed my school A LOT!!! All I want to say in return is thank you!” Nikki Cook

“MOJO UP!! Mr. Mojo you inspired so many students and teachers.” Marissa Hillebert

“Hi, I go to North Judson Middle School and I know your speech definitely changed people from mojo haters to mojo makers. (: Everyone keeps sayin’ MOJO UP. :D haha.” Christine Brianne Fetrow

“Mr. Mojo, thanks for the talk at Coal City High School. It opened my eyes a lot. I really appreciate it. Mojo Up!!!!” Cody Jack Marks

“Awesome job getting the CCMS student body’s ‘Mojo Up!’ Thanks for the great message of love and tolerance.” CCMS Seventh Grade

“Amazing job. Thanks for coming to Elma High School to share your great message. You had listeners, and I believe they will step up…make that Mojo up!!” Julie Crawford

“Mr. Mojo, you are sooooooooooooooo awesome.” Samantha Cecil

“FCMS. I’m gonna make a difference!!! I’m gonna be a leader!! (: Mojo Up (:” Roxanna Joanne Losito

“Hey, Mr. Mojo! Just wanted to thank you for the speech today! It was amazing. :) You really did make a difference in my school today. Thanks for coming to CGMSN. I got my mojo swag on!!!!” Andrea Boksa

“GMS!! Mojo Swaggg!!!! You brought it and you taught it!! Now our school is gonna show it!!! Thanks, Mr. Mojo!!! You were/are a big help!!” Amy Michelle Ferguson

“Mojo up!! :) EHS, thank you for coming to our school! It meant so much to me and my peers!! You are a great inspiration. MOJO UP! :) ;)” Kaity Henry

“Good morning, Mr. Mojo! I can’t thank you enough for the bracelet! I wear it everyday! My
mom said it's awesome. Forever and for always MOJO UP!" Jeannie Annamarie Thomas

“I say MOJO, you say UP!!!!!! Haha, thanks, Mr. Mojo. You gave me hope to go on with life and I'll ALWAYS remember your advice for the rest of my life. In fact, you might’ve saved mine. A lot of people wouldn't know just by looking at me that I was ready to give up and just stop, but you helped me, so to that, I say thank you, Mr. Mojo. (: You really did make a difference. (:" Jenessa Paige Smedley

“Mr. Mojo, thank you so much for coming to our school today. Everyone enjoyed it. We all had so much fun today. You rock, Mr. Mojo!!! MOJO UP! MOJO UP! MOJO UP!”

Bellmont the BEST School EVER

“Hey, Mr. Mojo. I was so glad to see you again. A lot of what you say I can really relate to. Thank you for opening my eyes and showing me that I matter. MOJO UP!!!!!”

Alex Joelle Vanlandingham

“H-Town Mojo Up! Your speech was inspirational to the kids of our school! Also I’m pretty sure all of us peer helpers think you’re pretty awesome!!!”

Michael Norrick

“I saw you today in Lincoln! Thank you so much, you helped me look at things with a new perspective. I WAS a bystander. I DID watch bullying happen. If I could go back to the past and redo everything I did to not help stop it, I would. But unfortunately I can’t, so I’m going to help the person being bullied, and watch out for bullies, and turn my MOJO UP! And shrug off my haters. (: Thank you so much, again, Mr. Mojo. (:" Allannah Piatt

“You really taught us to stand up for what’s right. There is a LOT of drama. And now, thanks to you, I can cope with that. Thank you very much” EmaLee Copeland:)

“Mr. Mojo, you really helped me stand up to bullies. I have been bullied for over 6 years and I was tired of it. I came home every day crying and almost committing suicide, but then you came and changed my life…thanks, Mr. Mojo.” Jordan Dunn

“I really enjoyed your speech and everything you had to say! It really impacted me and many other students! Thanks!:)” Audrey Ferguson

“Thanks for coming to Mount Vernon Junior High School. I think you really changed a lot of people. We’re all Mojo’d up. (:" Dayton Laane

“MOJO UP!!! Thanks, Mr. Mojo. You’re awesome!!!! Best speaker EVER!!!!! :D today was totally a day full of surprises!!! MOJO MAKERS!!” Ellen May

“Thank you, Mr. Mojo, for teaching all of us kids how to prevent, handle, and stop bullying!” Kristen Rawlings

“Mr. Mojo is very cool, funny, awesome, and inspirational!.” Geoffrey McAdams

“You’re a hero! It was inspiring to others as well as myself! You made me think twice before saying something! You help both kids and adults understand the values in life, by doing it in a cool fashion! “ Dylan Hicks

“Mr. Mojo’s talk was, the most inspiring thing I’ve ever heard. Our school now has less bullying.” Caleb Seigel

“Thank you, Mr. Mojo, for changing my outlook on life and how I saw myself and others. vii
Preface
Josh Sparks
East Burke High School

Walking through the halls of my high school, paralyzed by lack of confidence, fear of failure, and having no faith in my ability to succeed, I felt like my life was going nowhere. That is, until Travis Brown, aka Mr. Mojo, knocked on my door one afternoon. Travis was my Made coach, and little did I know he would do much more than make me into a ladies man. With his help I would be seen as a proud, confident gentleman, not just a scared kid. Travis helped me believe in myself and in my potential for success.

Travis didn’t just walk into my life one day, tell me I was great, and things changed. He taught me step by step how to make positive improvements in my life. If I would have tried to do these things on my own, I am sure I would have failed miserably or not taken it seriously, but Travis led me through a series of tasks and encouraged me along the way. He showed me a different side of myself, someone I had been searching for, for a long time. I spent time creating positive affirmations that I read to myself each day. I also made a vision board, re-defined success and failure, and faced
some of my deepest fears. It was because Travis truly cared about me that I was able to open up to him and work on bettering myself.

I have come a long way since I first met Travis. I can now go up to anybody and carry on an intelligent conversation, when before I could barely keep talking. Travis helped me overcome my fear of failure, whether it was in talking with a young lady, or addressing some of the most hurtful moments in my life. Working with Travis was a life-changing experience because now I am so confident and proud of who I am. In less than thirty days my entire life took a turn for the better. Those closest to me, my friends, and even perfect strangers can see that I am a different person.

While not everyone will be lucky enough to have Travis as their Made coach, everyone can take advantage of his program. Mr. Mojo’s self-improvement program is designed to help anyone who has a desire to better his or her life. I highly recommend Travis’s book and CD program to anyone wanting to experience the positive life change that I have. Let Travis help you change your life too!

Josh Sparks High School Student
Introduction
The Mojo Up Movement

“When you feel great about who you are and what you do to impact the lives of other people, you know you have the Mojo.” Mr. Mojo

We all know people who are successful in life and we also know people who aren’t. There are some people we see, we like who they are and how they do things and we want to be around them. Then there are others we would rather hide from when we see them coming. So what’s the real difference? Mojo!

Before I started speaking to youth audiences I was a corporate speaker. So I helped out different companies all over the United States. My goal at that time was to figure out a way to explain the difference between those two types of people we mentioned earlier. You know, the ones we like and who are successful and the ones we don’t like and who aren’t successful. The best phrase I knew at the time was “it”. Some had it and some didn’t. I knew I had to come up with something better than “it” and I knew the word would have to be catchy so people would remember and it would play over and over again in their minds. That’s when I decided on the word Mojo. After I decided to use the word mojo, I then devel-
oped the ten most important principals it would take to get “it”, or the “mojo”, and called them the Mojo Factors. Once, I developed the factors, I got started sharing this with people all over the country.

On a trip home from one of my corporate speaking events, I sat on an airplane looking out the window and I realized that I really wanted to help teenagers and younger kids. I wanted to help the youth of America. That’s when my focus shifted. I have spent the last several years teaching youth the same Mojo Factors I was once teaching adults. Since working with youth is much different (and much more fun!), I knew I needed a little something extra. To take things up a level I created the best parts of my program Mojo Swag and Mojo Up!

Let me break these two phrases down for you so you can understand what it is, why you need it and exactly what you can accomplish with the Mojo. It all starts with the Mojo Swag. I believe Mojo Swag begins with a strong self worth—you know who you are as an individual and have the self-confidence to maintain a positive attitude even in tough situations. You see the good in yourself and in others. You respect yourself, hold yourself to a high standard of success and achievement while you maintain a special excitement, wearing a smile on your face to brighten up the room. You have a unique energy each day that sets the tone for achievement in life’s many opportunities. Mojo Swag is not only how you carry yourself, but also about how you make others feel around you. Mojo Swag is not arrogance, but confidence in your ability to be successful and positively influence the people around you.
Those with Mojo Swag work hard to make other people feel good about themselves. Mojo Swag is taking your positive attitude and energy to inspire others to live, learn and lead themselves to a better life.

Once you have mastered Mojo Swag, it becomes your responsibility to spread the message of Mojo Up. This is the battle cry for all people—administrators, teachers, parents, community members and students who have accepted the challenge to step in and step up to do what is necessary in their schools every day to make a positive impact on the lives of others. Mojo Up is not just about what we say, it’s also about what we do. In schools today bullying is a hot topic and, unfortunately, happens much too often. In order to stop the bullies, inspire the bystanders to help, and encourage the bullied to hang in there as things will get better, we must all Mojo Up. I believe that each of us, as individuals, can Mojo Up, and through our greatness help change the world one person, and one day at a time.

The students who accept this call to action are called Mojo Makers. These are the real leaders who are taking a stand, doing the right things, the right way and making an impact on the lives of others every single day.

I realize these concepts may seem pretty easy to develop and carry out each day, however, I speak to students all over this country—from Alaska to New York to Miami and even throughout Canada—and you may be surprised to know that some students are just plain Mojo Haters. These are the students who are always negative. They like to complain about everything. These students choose not
to live as happy and healthy people or to make a positive impact on others. These haters choose not be excited around you because you want to help people and they don’t like that. Mojo Haters like to start rumors instead of stop rumors. Rather than accepting people who are different than they are, they like to figure out ways to make fun of them, tease them or simply exclude them. In fact, Mojo Haters are kind of like a computer virus. Once a virus gets into your system, it hacks your hard drive, which directly messes with the programing and all of a sudden your computer doesn’t seem to operate correctly. The virus messes with your computer so you can no longer use your applications. Microsoft Word doesn’t work, Facebook won’t open and then the virus hits your address book and begins to infect all the people connected with you, and before you realize it, your whole system has crashed, leaving you and your friends with broken down computers you can’t use.

If you are not careful, that is exactly what Mojo Haters will try to do to you as well. First, haters try to mess with your “heart drive”. They try to make you feel like you are not good enough or that past negative experiences in your life make you less of a person. They move on to your programing and try to mess with your head. Haters want you to think that treating people with respect and kindness isn’t cool. They try to get you to think that you shouldn’t help other people, or that you shouldn’t accept those who are different than you. They don’t stop there; they also try to use your address book, your connections, Facebook friends and Twitter followers to turn against you. You need to stay strong. Don’t let their words effect your heart drive, don’t let them talk you in to changing your programing to be a negative and judgmental person, and certainly
don’t let them infect the people around you with their virus, their negativity. Let them know you are a Mojo Maker and you can and will delete all haters from your life to make sure you stay positive and focus on being the positive person you want to be to achieve the goals you have for yourself.

It is time to be a Mojo Maker. It is time to step in, step up and be a leader inside your school and your community. Today is about speaking out against the things you already know aren’t right or helpful to others. It’s time to be a big baller, shot caller, impact player, a real game changer and Mojo Up today!

_The Mojo Up movement starts with YOU!_
Get Ready to
Mojo Up!
Chapter 1
The Truth About Bullying

“Bullying today is a lot different. Every kid’s life is now at stake.” Mr. Mojo

I am writing this book because I want to make sure that everyone reading it will understand the power we have to hurt people or to help people simply by the words we choose and the actions we take every single day. This is important because many people’s actions and words now come in the form of bullying, and bullying is not acceptable at any time, in any place, against anyone.

Before we go any further, I want to make sure we are clear on what bullying is and the many different roles that some of us play each day in the bullying process. You may be familiar with the basic definitions but I am going to share the meaning from my Mojo Dictionary.

**What is bullying?**

Anyone who repeatedly uses physical, verbal (including spoken and written language), and/or cyber forces in a negative manner toward or in regard to another person.
I want to point out a few important pieces of this definition. First, is that the act must be repeated. If someone uses, physical, verbal or cyber forces against someone once, it is wrong and unacceptable but, by definition, it is not bullying. The other important part of the definition is these acts are considered bullying whether they are used directly toward someone or just in regard to someone. This means that even if you are spreading a rumor or attacking their belongings when they are not around it can still be considered bullying.

In later chapters we will spend more time on each of the three types of bullying, but I first want to talk about the roles we all can play in this bullying process. There are four primary roles when it comes to bullying. It starts with the bully. When I talk about bullies, I am referring to anybody who uses physical, verbal and/or cyber forces to repeatedly intimidate people in a negative way. Bullies, however, are not the only people who play a negative role. There are also promoters. Promoters are the students who claim they never do anything wrong, however, they are always involved in some way, stirring up the pot and trying to convince other students to “say this” or “do that” or “throw this at them because it will be funny”. The promoters instigate many of the bullying acts being done to people each day. But these are not the only two groups responsible in bullying situations.

There is a group of students who are often overlooked, and it may be because this group includes so many students. These are not the bullies, nor are they promoting bullying, but they are also not stepping in to do anything about it. This group is the bystanders.
These students simply stand by and watch. They see bullying in the hallway but keep walking, or hear it in the cafeteria and act like nothing is happening. These students send a powerful message by not doing anything. Their lack of response tells the bullies that their actions are okay and tells the bullied that they are not worth helping. The bullied are the final group involved. These students are simply those who are on the receiving end of the physical attacks, verbal taunts and the crude cyber postings.

So how much does this really happen, you ask? Why is bullying such a big deal?

- 13 million students will be bullied this year. (Bully, 2012)
- 47% of students reported being involved at least once per week. (NBT 2011 survey)
- 91% of students said bullying has a negative effect on their self-esteem. (NBT 2011 survey)
- 160,000 students will skip school because of their fear of being bullied. (CDC)
- 83% of students admit it affects their emotional well-being. (NBT 2011 survey)
- 44% of students say it affects their school attendance. (NBT 2011 survey)
- 10% of students who drop out of school do so because of repeated bullying. (Weinhold & Weinhold, 1998)

Now let’s take a look at the most traditional means of bullying: physical.
**Physical Bullying**

The repeated use of force toward a person’s body or personal belongings. Examples may include: hitting, punching, shoving, kicking, tripping, spitting, elbowing, shoulder checking, pinching, flicking, throwing objects, hair pulling, restraining, inappropriate touching, and/or damaging physical property.

Let’s face it, when walking down the hallways in schools today, it often feels like they are just not big enough. It is hard to find an open pathway to escape bumping into people, tripping over someone else’s feet or getting sluggeds by the book bag of an unaware hall walker. It feels as if every other person is bumping in to someone or something as herds of students quickly attempt to get to their next class. The reality is that much of the bumping, tripping and backpack assaults are not happening by accident. Day after day, to and from the bus, from class to class there are very intentional shoulder checks, elbows to the back, and other physical attacks happening in schools. We have all seen the student whose books fly across the hall as he is tripped and lands in complete embarrassment in the middle of a group of classmates.

Students are punched, flicked, spit on, pushed and shoved all to the tune of “I was just messing with him”. Lockers are littered with graffiti, book bags are torn, notebooks are thrown in the trash and personal items are damaged or stolen. It is easy to just ignore these situations and chalk it up to joking around, but when the feeling of being someone’s punching bag just can’t escape the mind, and it becomes such a mental block that it is hard to focus on other things, it becomes more than just a joke, more than just messing
around. This is physical bullying and although it considered inappropriate behavior, it still happens in schools every day.

After surveying thousands of middle and high school students across the country I learned that physical bullying certainly happens in schools but verbal bullying is by far the worst. We have already drawn the conclusion that words do hurt. But how bad can it really be?

- 77% of students said that verbal/mental is the most damaging type of bullying. (NBT 2011 survey)
- 43% of high school boys and 37% of middle school boys believe it is okay to hit or threaten a person who makes them angry. 19% of the girls agree. (2000 Report Card: Report #1, The Ethics of American Youth)
- Over the course of a year, 25% of students across all grades reported that they had been harassed or bullied on school property because of their race, ethnicity, gender, religion, sexual orientation or disability. (Austin, et al., 2002)

**Verbal Bullying**

Repeatedly using negative and/or damaging words (including both spoken and written) toward or in regard to another person.

*Sticks and stones may break my bones, but words will never hurt me! True or false?*

When I ask my student audiences this question, some student will answer true, however, the overwhelming answer is false. If we
really thought about it we would all agree that the real answer is false. If you are still unsure then answer this question: Have you ever found yourself mad, hurt or frustrated because of what someone else has said to you or about you? Let’s take that one step further and ask ourselves this: Have you ever been upset because you thought people around you were talking about you? Most of us have experienced some kind of a rumor being spread about us and even though we know those words were false, it still hurt. Some of us have walked down the hall or sat at a lunch table and heard people near us laughing and wondered if it was about us. It happens to all of us at some point. So then let’s just keep it real. If you are willing to be honest with yourself as you are reading this book, then I think you could also admit that it’s very possible that some things you have said to someone or about someone have served as painful words that hurt their feelings, offended them or made them mad. I think we can all agree that unfortunately the answer is yes. Words do hurt! What I am not sure we understand is just how bad it affects us.

I asked students what kinds of things others say and do when verbally attacking their peers and many of the answers I got were so disturbing I can’t even mention them in this book.

Not only are the words beyond belief, but the verbal bullying is happening so often that many students cannot escape it. Verbal bullying has gone from simple name calling to personal attacks about who you are, what you do, how you live, mistakes you have made, and an endless list of things that are out of your control. The following list contains just a few of the reasons people are verbally
bullied. As you read the next few lines think about how many of these things people cannot change, but are still attacked for everyday. Age, color, creed, race, national origin, ancestry, religion, gender, sexual orientation, gender identity, physical attributes, physical or mental ability or disability, political beliefs, socioeconomic status, perceived reputation or family status.

Verbal bullying can easily be turned into cyber bullying, the last type of bullying we will cover in this chapter. Cyber bullying is a new phenomenon and is the most public form of bullying that exists.

**Cyber Bullying**

The repeated use of social media, electronic mail or electronic devices in a negative manner toward or in regard to another person.

If students use Facebook, MySpace, Twitter, blogs, YouTube, pictures, videos, cell phones, text messaging or instant messaging to hate on, spread hurtful or harmful things to or about other people this can be very damaging and it is cyber bullying. One of the worst things about cyber bullying is that it is public. The words are not just shared between two people, or even a group of people at lunch; it is being broadcast to hundreds, thousands, and in some cases, millions of other people. Most students don’t seem to realize the impact this public humiliation can have on others. As I talk about this in schools, many teens are really unsure of what kinds of things are really cyber bullying. Here are some basic examples: Posting negative comments, fake profiles, sexting, making fun of photos, tagging negative photos, Twitter fights, posting negative
videos, texting bad photos, negative status posts, hate blogs, hate pledges, texting rumors, hacking profiles, nasty emails, sending mean forwards… You get the idea.

So let’s be clear, not only should you stay away from any negative participation in cyber bullying, but don’t allow yourself to be a bystander either. If you find yourself even “liking” these types of actions or just sitting behind your computer or cell phone screen doing nothing, you too are taking an active role in the bullying process.

Now is the time to stop hatin’ on other people and start helping. Now is the time to Mojo Up!

As students you have the biggest impact on your classmates. You have been learning about peer pressure for years. You know that everyday more and more students are getting pushed closer to their edge. For some students that edge is to drop out of school, maybe not physically because they still show up, but they have mentally checked out and are not focused on their schoolwork and are in jeopardy of not getting good enough grades to graduate or attend college. Other students turn to drugs and alcohol hoping to mask the hurt they are experiencing. Many teenagers have turned to self-harm, like cutting or burning parts of their own bodies. These actions are an attempt to control the pain that is happening in their lives. When they realize it doesn’t stop the hurt or the pain some students decide to pay the ultimate price, suicide.

Students like Megan Meier, Phoebe Prince, Billy Lucas or Jamar- cus Bell, along with 4,500 other teenagers each year, have decided
to take their own lives. That means that every two hours another teenage loses their life to suicide. Not all of these students made this choice because of bullying, but I believe it is because of the way they felt about themselves and when they looked down the road ahead they didn’t like the future they saw for themselves. I believe these students didn’t understand that suicide is a permanent solution to a temporary problem. It hurts me to think that these students didn’t see there was a way out, because the truth is, there is always a way out. Many students don’t believe that, and in the midst of everything going on they couldn’t see it. So if you find yourself being bullied, taunted, teased or tormented, realize that it won’t always be like this. Reach out to a parent, teacher, principal, counselor or someone like me so we can show you how things will get better. I know things are tough right now but things will get better. You will be able to enjoy your life and all that it has to offer, so just hang on, hang in there help is on the way!
Mojo Up & Stop Bulling
I recently had a conversation with a high-school counselor, and she shared with me a story about a transfer student at her school. The student’s name was Jessica. Jessica was new at the school and if any of you, like me, have ever been the new kid at school you know how tough this can be, but Jessica was happy. She walked down the halls with a big smile on her face and she was excited for change and a fresh start. About two weeks later a very different Jessica came back to her counselor’s office. She was in tears and was begging her counselor, “Please transfer me out of these two classes.” She told the counselor that each day the students were making fun of her. They were pointing and laughing at her. She said that most of the time they didn’t say it directly to her. They said it to each other just loud enough that everybody around them, including Jessica could hear it. They said things like, ”What kind of girl would cut her hair that short?” “Is she a boy or a girl?” “Is her name Jessica or Jeffery, because we can’t tell.” This was killing Jessica, yet for many of us it may seem like she might be overre-
acting since it was just her hair. I mean, who cares what they say about your hair, right? Although I do agree that we shouldn’t put a lot of stock in what haters say about us, but for Jessica her hair represented her “core”.

Our core is the one place inside of us that when people are just joking or giving us a hard time, it doesn’t quite feel like that to us. For us, it stings a little, hurts a little. On the outside we act cool like it doesn’t bother us, but once everybody else is gone and we are alone, we realize how much we feel attacked on the inside. We all have a core. We all have at least one spot that makes us a little insecure and we are more sensitive when people make fun of us, or even others, because of that specific thing.

You may be wondering, do I, Mr. Mojo, have a core? I am bald, so you could make fun of my hair all day long and although I wish I had hair and I don’t like to be teased about it, that doesn’t really effect me, because that’s not my core. You can talk about how you don’t like my clothes, my shoes, my car, my house or any of that stuff, but I will deal with that in a decent way because those things are not my core. Part of what I learned when I became a speaker was to always try to keep it real, and sometimes that means telling people some of my failures or insecurities; in this case, my core.

When I was growing up, I didn’t spend a lot of time with my father. And many days I thought he didn’t love me or really care about me that much. I thought that when I needed my dad he abandoned me. I felt that when I wanted him to be around or when I really needed him he chose other people over me. I will be honest, that hurt! It hurt me badly, and there were many days that I cried
and felt like I wasn’t good enough or I must have done something wrong for him to not be around that much. The good news is today my dad and I have a great relationship, but some of those challenges we went through still hurt me now and over the years have been painful to go through. Today I’m a father. I have a ten-year-old daughter named Jayla, and outside of my Christian faith, the most important thing to me in life is to be a great father. So, if you start talking about me not being a great father, if you say I am not a good dad or I don’t care about her, or that she thinks I am not there for her, that will really bother me. That will hit me in my core and it makes me feel like I am being attacked. The crazy thing is that I know my daughter knows how much I love her and that we have a great relationship, but it would still bother me if someone said those things.

What I want us to realize today is we all have a core. The person sitting in front of you, in your class, or the person whose locker is right next to you, all have a core. The challenge is we don’t always know what it is.

For some people their core might be their hair since they can’t afford to get it done as much as they would like, or it may be the clothes and shoes they have to wear because they don’t have the money to buy the most expensive things. For others it may be about how tall or short they are, or how much or how little they weigh. For some it’s the car they drive or the one their mom or dad picks them up in. Some students are bothered because of the kind of house they go home to because of who or what is at that house. For some students like me it was about who wasn’t at that house,
who didn’t show up, or the parent they wish they knew. You just never know what is going on with some students who look like everything is fine on the outside.

The interesting thing about Jessica is that her core wasn’t any of that; it was her health. What her classmates didn’t know was before she moved to this new school her parents had been driving her six hours round trip, three times a week to Indianapolis’s Riley Hospital because she was being treated for cancer. The treatments caused her to lose all of her hair. When her hair grew back it didn’t grow back perfectly. It was extremely short and had some missing spots, but she was smiling anyway. Just when she started to smile and feel good about her hair several of her classmates started to talk about her, make fun of her, causing all the pain and insecurity she had about this life-threatening process to come right back.

If I was sitting right there with Jessica, I would tell her to be strong, be happy with who she was, and not to let the ignorant comments of other people change how you feel about yourself. I would tell her that she is beautiful just the way she is. I would encourage her to be proud of the person she is and the many battles she has overcome in her life. I know some of you are probably thinking that if her new classmates had known they probably wouldn’t have said that to her. You might be right; they probably wouldn’t have said anything, but you never know what people are going through. You never know what core issues that the person sitting right next to you might be facing.

The more we treat people poorly without knowing their core, the
more students there will be who struggle to feel good about themselves. And for many they are close to a breaking point, close to their edge! I want everyone to realize you do have a core, but even if other people are attacking it, taunting and teasing you, remember that those people never determine your worth or your value. Those people don’t determine who you are or what you can do in this world. Sometimes we have to brush those haters off and keep working to achieve our goals in spite of other people. You are good enough just the way you are!
Mojo Up & Stop Bullying
Chapter 3
I’m Cool with You

“I’m different and I’m cool with that.” Mr. Mojo

I do a lot of media interviews and the question I get asked the most is “Why!?" Why are kids today so mean? Why do they treat their classmates like this? Why do they spread so many rumors and why are they so cliquish? Why has bullying become so bad? Why can’t students just accept people and get along?

At first I was looking for a really sophisticated and eloquent answer to this question, but then the light came on and I realized that it comes down to two simple but powerful words that are used every day.

The first word is normal. What is really normal these days? It is true that we all have our own perception of what we think normal is, based on how we grew up, where we grew up, the things our parents taught us, our religion, and our life experiences, and there is nothing wrong with that. What is important to understand is the things that may be normal to you may not be normal to me, and what’s normal to your friends may not be normal to your parents.
Let me ask you this: Is Lady Gaga normal? LOL, right? I think this depends on whom you ask. See, she may not be “normal” according to you, or even according to me, but according to her she was “born this way” and she is perfectly normal. (Okay, you have to admit that was funny.) I am not here to debate if she is normal or not, what I am here to challenge is how we treat people who we think don’t meet our standard of normal. What do we say to them?

**What do we say about them?**

A while back my daughter and I went to a gathering and all the kids went to play together as all the adults were meeting in another room. It seemed like everything went well that day. Several weeks later Jayla told me that she didn’t want to go back there. It didn’t make sense so I started to ask some questions about it and finally she told me what happened. When most of the adults left, the other girls in the room decided to move away from her. In fact, they moved all the way to the other end of the bench. When Jayla tried to talk to them, they ignored her. When she tried to play with them they acted like she wasn’t there. So I asked Jayla what they said to her. She told me they didn’t really say anything to her. This didn’t seem to make sense. Then she told me that she could hear them talking about her and laughing. The girls made fun of her because she had darker skin and her hair was thicker and poufy. They didn’t really want her in “their group”. Why? She wasn’t “normal” to them. What they were really saying was she’s different.

Here’s the thing. I think my little Jayla is a pretty normal ten-year-old kid. She watches Disney and Nickelodeon, she’s a Girl Scout, she likes to ride her bike and hang out with her friends. She seems
pretty normal, but the other girls that day thought she was different.

Yeah, the truth is she may be different than some people’s definition of normal. In fact, if we really take a deeper look at this, most of us are different in many ways. Think of all the things that make us different: hair, clothes, intelligence, athletic ability, or family situation. Some people are good with their hands, building stuff, and fixing cars (which I am not at all), and other people are great musicians or artists. Some people are great speakers and others are awesome writers. For some people math is easy and some people can speak different languages. Some people can dance (I got skills) and others are very book smart. We are all different.

So when I say different, different doesn’t mean wrong, different doesn’t mean weird and different certainly doesn’t mean not good enough. Different means different! I want you to realize that you are different and you should be cool with that!

See, the truth is all people are just different. In schools we have developed different groups too. As I went to different schools from the East coast to the West coast, Alaska to Miami, I started to realize how many groups each school has. Most schools have groups like this: athletic groups, rich kids, poor kids, skateboarders, EMO and straight goth groups. There are the performing arts; bands, choirs, guards and dance groups. There are FFA’s, FCA’s and church youth groups. You have geeks, gleeks, GLBT, Latino groups and African American groups. As I started speaking at schools I wanted to make sure I included as many groups I could
find and learn about.

One day a young girl stopped me in my presentation and said “Mr. Mojo, you forgot my group.” So I asked her what her group was. I thought I had included them all. She said, “The invisible group.” I looked at her and said I was sorry but wasn’t familiar with that group. She explained that her group represents the students nobody notices or pays attention to and she even suggested that nobody would know if they were gone. She said the only time they got noticed was if other kids were doing hurtful or humiliating things to them! As I stood there shocked and shaking my head, I realized that we all have a place and we all have people we are more like than others and we should feel comfortable in our groups.

Embrace your group, your teams and clubs. You can have your close group of friends too, there is nothing wrong with that. The challenge is, how do you treat those students who don’t “fit” in your group? If they walk up to you in the hallway what do you say? If they sit close to your table at lunch, how do you act? Do you invite them over or do you begin to say mean or hurtful things to “put them in their place”?

We have all tried to figure out how to fit in at some point. We have tried to find out if we can get past our own insecurities and belong to a group. I remember when I grew up I struggled at times with this. I always had darker skin than most people around me, and sometimes it was tough to fit in. I had some rich friends who had really nice stuff and really nice houses and we didn’t have all of that. I just wanted to be good enough to fit in and be accepted. I mainly grew up living with just my mom, but my friends all had
moms and dads who lived together. I wondered if I was good enough, because my life was different. Today students are dealing with some of the same issues and many new ones. Learning to accept students with different sexual orientation has become very controversial in schools. Religion is and has always been the most controversial topic around. I am a Christian. I love Jesus. That is who I am, but I realize that not everyone thinks the way I think, or believes the way I believe, but when we Mojo Up we respect and accept other people the way they are. If you Mojo Up it sends the message of love and lets people know that we are all different but that is what makes us great. Be cool with who you are!
Chapter 4
I Believe In ME!

“When you believe in yourself, other people will believe in you too.” Mr. Mojo

Think about this. We spend our lives trying to be good enough. We try to be good enough to get good grades at school, good enough to play on the field or court, good enough to make the school musical, good enough for our boyfriend or girlfriend, good enough for friends, good enough for our parents, good enough to get into college or to get a job. We are always trying to be good enough. The truth is, you are good enough! Just like Pink said in her song “Perfect”, “Pretty, pretty please, don’t you ever feel like you’re less than, less than perfect… You are perfect...” Do you believe that you are perfectly and wonderfully made just the way you are? Do you think you are actually good enough?

For years I have closed my school assemblies using one of my pastor’s visual illustrations of the value of a one hundred dollar bill. I start by pulling a real one hundred dollar bill out of my pocket and asking my audiences if they like one hundred dollar bills. Of course they all yell “YEAH!” Next I ask, “How much is this hundred dollar bill worth?” We all agree, one hundred dollars.
But then I shock the audience as I take that real one hundred dollar bill and crumple it up in my hand into a little ball. Yes, I take a real, perfectly good one hundred dollar bill and crumple it up into a little ball! Then I ask the audience how many of them would still want it if I was giving it away, and amazingly, even though it’s now crumpled and crushed, everyone still raises their hands to let me know that they still want it, because it’s still worth one hundred dollars.

Then I take it another step further and drop it on the ground and begin to stomp on it and smash it in the floor with my tennis shoe. Once again I ask the audience how many would still want this crumpled, crushed and smashed up one hundred dollar bill, and everybody still raises their hands because they know it’s still worth one hundred dollars and hasn’t lost any of it’s value. Right now you could still take it to the store and they would still accept it even though it’s in the shape that it is.

At this point I ask is there anything else I could do to devalue this one hundred dollar bill? Well let me ask you this. I am from Indiana and we have farms everywhere. What if I stopped by one of those farms and got a few buckets of the stuff the pigs, cows and horses leave behind each day. Yes, I am talking about that stinky, nasty stuff. I am going to take it one step further. What if I took that stuff and dumped it on top of that one hundred dollar bill, and I cover it up, in fact I buried it about six feet deep in that stuff. I ask my audiences how many of them would dig through all that stuff to get that one hundred dollar bill. Now, I know it seems gross, but the truth is many of us would, right? We would because
we know we can shake it off, clean it up, and even though it’s been through some stuff it is still worth one hundred dollars. It never lost any value! I know you are thinking—Mr. Mojo what does this have to do with me? What I am trying to let you know is that in our lives sometimes people talk about us, make mean comments, maybe even attack our core, and even though we may feel crushed or crumpled, just like that one hundred dollar bill, it doesn’t change our value. In many cases, being a teenager is tough and whether you go through an emotional breakup with your boyfriend or girlfriend, or even if you and one of your close friends have a falling out and now you don’t even talk or, even worse, you have become enemies. It kind of feels like you have been dropped, stepped on, smashed, but even at that low spot in your life, that doesn’t change your worth or your value. You will still be able to develop new friends and will have better relationships in the future.

When you get to this point it is easy to question if you are good enough and sometimes you think a new friend, a new relationship can fix it, but the truth is even when your life is going well, and you feel like you are successful with all of the things in your life people will attack you. I promise they will. The reality is, the more successful you are in life the more Mojo haters you will likely have. They will want to post negative comments, Tweet awful things about you and find other ways to attack you, but in the end the key to happiness is realizing that you have value and nobody can take that away from you.

When I filmed the show MADE for MTV, I was working with a kid named Josh. He and I were having dinner one night at a restaurant and Josh was sharing with me many of the struggles of his
life. Josh shared things like how girls viewed him as a nerd, how he had been bullied, and how he struggled at sports. He also shared that when he looked at himself he didn’t see someone who was successful. He felt that his hair wasn’t cool enough. His round wiry glasses made him feel nerdy. His clothes selection was limited and he didn’t feel confident in what he had. He had big feet and often felt clumsy and he told me when he got around girls he couldn’t talk, he would just freeze up. Then it happened, he looked at me, dropped his head, and mumbled “I’m just not good enough.” That was a tough moment for me. I got very emotional. It hurts me to see students feel like this because I have been there. I could see it on Josh’s face, he didn’t feel good enough.

I have to be honest, when I was a teenager I struggled with this same question. I was a very good athlete so most people thought my life was all good, but on the inside I had some questions and some doubts about who I was and if I was good enough. I had some very rich friends who had really nice houses and cars and I didn’t have that. We lived several years in one of the local trailer parks, a couple of years in a run-down local motel, and I was embarrassed and felt ashamed because people would talk and make comments about me being trailer park trash. Even though we later moved from there it always affected me, especially when I realized how poor we were compared to other people. It made me question if I was good enough to fit in with many of the other athletes and students I was around.

I am a biracial child. I have a white mom and a black dad and I went to a high school that only had about five black people at
most, so people would make comments about my race. They would say, “How can your mom be white and your dad be black?” They would then insist I had to be adopted. This made me question if I was good enough to fit in because of what I looked like on the outside. My parents were divorced, and all of my close friends’ parents were still married and it made me question if I was okay because I wasn’t like them. I was different, and I wanted to be different in many ways just not in those ways. There are a lot of things that happen that make us question if we are good enough in life, but the truth is nothing anyone says or does to you can make you not good enough. I will tell you what I learned and what I told Josh at dinner that night, “You have to like you before other people will.” Of course, we all have things we are not proud of. We hold on to those things and it is causing the failures of our past to prevent us from having a successful future. It’s time to let go of all the negative things you think you are and decided today that you are valuable in many ways. It is time to change how you THINK about yourself so you will FEEL better about yourself.

Let’s do an activity to take the first step. This is what I want you to do: Take out a blank piece of paper. (You can use the page we have made for you in the Operation Mojo Tool Box in the back of the book.) First, draw a line all the way across the top of your paper. Then divide your paper into three columns. Title the first column “Things I Like about Me.” Next, title the second column “Things I Would Like to Change,” and the third column “Things I USED to be.” Next, I want you to come up with at least five different things in each of these three areas. Go ahead and take a few minutes to do this right now. (Don’t be a Mojo Hater do this activity NOW!)
Now, once you are done, it’s time to put our past in the past and LET IT GO! Go ahead and tear off the third section. Yes, you heard me correctly. I want you to completely tear off the paper. Next, I want you to take this list of “what you used to be” and I want you to tear it up into tiny little pieces. Now take all of those little pieces over to your trash can and throw away your past! Heck, if you want to have some fun with it feel free to throw it in your fireplace or flush it down the toilet! Remember this is what you used to be. Who you are now does not include those things. The purpose for doing this is to release the past and realize that it is GONE! Now, say this out loud. I have felt my past and today I LET IT GO! Today is a brand new day and I am looking forward to a new future!

Yes!!! Take a deep breath and start fresh! But how do you start over? This is the fun part! I know you can be awesome. I believe in YOU! I know God has already made you awesome, now it is time to uncover just how awesome you are. So if you trust me then let’s go!

Look at your list of “Things I want to change”. I know this next step will sound kind of weird but I need you to trust me; this will work. The person you listen to and believe more than anybody else in this world is the person who stares back at you in the mirror at you every day. It’s you! It’s time to change how you view yourself and it starts with your mouth.

For those of you that have watched my MTV MADE episode you will recognize this. When I asked Josh to do this he thought I was crazy! However, if you talked to him today he would tell you this
was probably the most important thing we did in the thirty days we worked together. We are going to create five positive affirmations that will be said out loud three times a day. Stand in front of our mirror and say them each out loud three times each day. For example, if you said you would like to change the fact you don’t have any friends (which I am sure you do), make a positive affirmation out of this. Let me give you a few tips. There are three rules for positive affirmations. They must be written in a way that they are POSITIVE, PERSONAL and written in PRESENT tense. So here are some examples of what these affirmations could look like:

• I have fun, great friends who love me!
• I am a person of integrity and character!
• I am a great student and athlete!
• I am honest and trustworthy!
• I have a positive attitude and actions!
• I am healthy and full of life!

Now, all you have to do is take ANYTHING you want to change about yourself and start with a positive affirmation card! I know some of you are thinking, “Mr. Mojo this is weird,” and some of you just think these affirmations won’t change your life. You are right. It will feel a little weird and this by itself won’t change it all, but when you say these positive things out loud and you hear it, and the more your hear it from yourself the more you begin to believe it. The more you believe it, the more you feel it. Once you feel it, you will also start doing things differently so you can get the results you need! I do this all the time. I wanted to be on CNN,
so I wrote an affirmation about it. This is what I wrote: All major news networks including CNN, MSNBC and FOX will have me on their shows as their youth expert. It didn’t happen right away but guess what finally happened? Yep, I was on CNN and FOX and I had some of my quotes picked up by MSNBC. I did a lot of things to help get myself on these shows, but I already believed I was good enough and that I was working hard enough and in due time these things did happen! So, I challenge you to try it. Take the challenge to change how you think about yourself, how you feel about yourself and the things you will do for yourself to be successful. I believe in YOU! Now, it’s time to believe in yourself!
Many students send me email and Facebook messages telling me their stories and asking for advice. I love to do everything I can to help. (I make sure they know that if they send me anything thing that makes me feel like they are in danger or someone else is in danger I will have to share the information with others to keep them safe.) Students send me messages about relationships, past hurts and failures, domestic violence, and even thoughts about harming themselves. Sometimes people need a quick word of encouragement, some students need some direction and others need help from someone other than me. When students need the help of others I do my best to connect them to the best resources available. It may be a school counselor, therapist, the local authorizes, or sometimes it’s the people sitting right down stairs—*their parents*.

I have learned there are a lot of students hurting and that sometimes my encouragement to hang on or keep fighting to overcome their situation can make a big difference. The toughest story I have had to deal with was about a young girl named Terrie. Terrie shared
with me that her core issue was her weight, her shape and physical size. Other students teased Terrie about these things, and in order to deal with it she accepted the teasing and sometimes even laughed with them. It was easier for Terrie to join the crowd even when it caused her pain, but one day, she wasn’t prepared for a life-changing, cruel taunt.

Terrie climbed up the steps of the school bus as normal, and as she walked to her seat she looked down the aisle and noticed that several of the students in the back of the bus brought cowbells along for the bus ride that day. As she walked toward them they began to “have some fun” with her. They began to ring the bells at her, making “mooing” sounds at her and calling her names to make fun of her weight and size. It wasn’t just those students who brought the cowbells; many of the other students around her started laughing as well. As Terrie told me this story I asked her how she handled it. She told me she did the only thing she knew how to do and that was laugh. It seemed easier to laugh with them versus feeling like you are being laughed at.

Let me take a quick time out from this story to make this very clear to everyone, when you see people getting teased and made fun of and they are laughing, that doesn’t mean they think it is funny and they are okay with it.

The truth is, Terrie told me that she learned to hold it together all day long until she got home and then, each day she would go to her room and let all of the hurt and pain out by crying for hours. She began to feel like nobody liked her, she didn’t have any friends,
and that she wasn’t good enough. How awful would it be to feel like that every day? The thought of students dogging people out like this just has me shaking my head in disbelief.

I want you to understand that this story is personal for me. Terrie is actually my mother, and when I started talking to schools about bullying my mom sat me down and told me how bullies affected her life. All I could think about was that students had done this to my mom. My own mother was teased, tormented and bullied almost every single day the same way that thousands of kids across this country are today. I know that we all hear and see stories like this all the time, but when it happens to someone you love or care about it’s a game changer. Don’t believe me? Let it happen to your boyfriend or girlfriend, your little brother or sister, or someone you really care about and I promise then you will understand it on a whole different level. Then it will change how you feel when others begin to treat people this way.

I want to be very clear about this. The reason I told you this story is not because I want you to remember the fact it was about my mom. I told you this story because I want you to understand that there were many students who had the opportunity to make an impact, to step in and step up, but they chose not to.

First, there was a bully. I know there are a lot of reasons why some people bully. Typically people bully because someone has done something to hurt or wrong them. They may have pain and hurt from the way their classmates, parents, teachers or friends have treated them. So bullies think that if they can just take out their
hurt or frustration on someone else it would help their own pain go away. Many people think that if they can make someone else feel the same amount of pain that they feel, it will make them feel better. Unfortunately, it doesn’t quite work that way.

When the bully goes home at night and has nobody else to make fun of or there is nobody else to laugh at the jokes, they realize the pain is still there and in some cases the pain is even worse when they look back and think about what they did to hurt others.

Let me help those of you who want to feel better, who would like to get rid of the empty feeling on the inside or who just want the pain to go away. Healing comes from helping people, not hurting people! Find someone to help. Find someone you can mentor. Find someone who you can step in for, who you can reach out to and let know they have someone who cares for them. This can be hard if you feel that no one ever cared for you, but I promise that when you help to make someone else’s life better it will not only help their pain go away, but yours will start to go away too.

Terrie shared with me that the toughest part of growing up was feeling like she never fit in, that she was never accepted. When those students attacked her core it hurt her deep on the inside and she felt like she just wasn’t good enough. Terrie has always been self-conscious of her weight and size and she let what other people said to her and about her affect her self-worth. The worst part is, she has spent the last forty years trying to overcome those same thoughts and feelings about herself. So, if you are the one getting attacked and you are hurting and starting to believe what people
say, don’t! Don’t even think about it! Listen to Pop/R&B singer Bruno Mars’s song “Amazing”. He said, “Girl, you’re amazing, just the way you are!”

I wish I could have been there to tell my mom she was amazing, to let her know that she was awesome. I wish I could have told her to not worry about those haters and be happy with who she was. I wish I could have been there to encourage her to believe in herself that these things would change, but I wasn’t there, and I know that everyday at your school or on your bus or even at your home I am not there either. You are there, and you have the ability to step in for someone and help, to speak up for those who may not feel confident to speak up, and you can change someone’s life in just one day!

I wasn’t the only person who could have taken a stand for my mom back then. There was a bystander involved who could have defended her too. Her name was Bobbi. Today I call her Aunt Bobbi. My aunt is a great person, a wonderful mom, and someone who helps a lot of people everyday in her life, but back then she did the same thing that a lot of us do when we see this kind of bullying: NOTHING. Bobbi stood by and she watched. At first, I didn’t understand this. Why would she not step in and help out her own sister? This really bothered me. It was frustrating and so I started to search for answers. Then I realized she was doing the same thing that a lot of other students do to their friends and that even more people watch happen to their enemies everyday. I realized that Bobbie, along with many of Terrie’s classmates, didn’t do anything to stop the bullying because of FEAR!
Mojo
yes
fear?
never!
Chapter 6

NO FEAR

“Don’t let FEAR stop you from doing something incredible.” Mr. Mojo

My pastor once said that FEAR stands for False Evidence Appearing Real. That means fear is something we think might happen in the future that we are scared about today. Every day you walk down the hallways at school and see things happen, and on the inside you would like to help, but fear sets in and you get scared so you do nothing. Think about it like this. When you are walking away from your locker headed to class, and you see a person who is saying some awful and hurtful things to someone else, you could just walk by and do nothing. I mean you might be late to class if you get involved, right? Wrong! Instead of walking past and being a bystander, just say something simple like, “Man, stop talking to them like that. You know that ain’t right.” It’s that simple. That is all you have to say. Don’t let the fear stop you from stepping in.

When you are at lunch and you see a whole table of students laughing and making fun of somebody sitting by themselves or another group of students that doesn’t seem to fit in with the popular crowd, can you just walk by the table and say, “C’mon stop laugh-
ing at them, that isn’t cool.” See, you don’t have to yell or scream with a mega phone, you don’t have to make a huge scene, but you can let them know that you don’t agree with them and the way they are treating other people.

Now, some students tell me that doing those things is just too tough for them to do and I understand you may not be ready for that, but you could at least tell a teacher, counselor or principal. All you need to say to them is, “Every day after Period 3, there are several student really bullying people in the hallway. Can you check it out, please?” It’s not a big deal to say that to someone. It does not make you the playground tattle-tell. You are helping a classmate and you could be saving a life!

I have other students tell me they feel uncomfortable telling adults too. So I have one more solution that might make the biggest impact of them all. After you have seen a student get bullied or even if you have heard about it, I challenge you to just go up to them and let them know that you saw the situation when they were treated badly and you don’t agree with those students who are picking on them. Also, it is okay to let them know that maybe it has happened to you and that you have been there. Sometimes students just need to know that someone understands them or, better yet, that there is someone who is willing to help them and be there for them.

I heard a story about a freshman student named Kyle who one day completely cleaned out his locker and decided to take all of things home that day after school. Kyle felt pretty invisible to most
other students and so on the way home from school that day a few students ran up to him, “bumping” him, sending his glasses flying and his books everywhere. Of course, the kids who “bumped” him started laughing and kept on running.

Frustrated and somewhat embarrassed Kyle began to pick up his things. Another one of his classmates who was walking home saw him and decided to help him pick up his books. Kyle looked at him full of sadness, yet kind of surprised he was getting some help. After he got back on his feet and put his glasses on, Kyle’s classmate offered to help him carry his books home. That day the two started a friendship that lasted through their senior year. Kyle, who was the nerdier of the two, went on to become the school’s valedictorian and was headed to Georgetown to be a doctor. His friend received a college scholarship to play football and study business at Duke. During Kyle’s valedictorian speech, he started off by telling the audience that graduation is a time to reflect on family and friends and the accomplishments of their high school lives. Then he shocked the audience by retelling the story of the day he cleaned out his locker and met his friend. That was the day he had decided to commit suicide. It was all planned out. He only cleaned out his locker so his parents wouldn’t have to come to school to do it. Unexpectedly that day, someone decided to step in and help him by picking up his books, show some genuine interest, and become a lifelong friend who saved his life!

So many times we think we can’t make a difference, but the truth is we can. Since I have been speaking at schools I can’t even begin to tell you how many students have sent me a message to tell me
that before I came to their school they were ready to take their own life. However, after hearing my message of self-worth, developing self-confidence, and realizing they have reasons to live, they changed their minds. I know some of you think that only a speaker or someone famous like me can do these kinds of things. The truth is you have an opportunity every single day to put your fear behind you, to step in and help save the life of one of your classmates. You can do this by helping people every single day! All it takes is for you to MOJO UP!
Chapter 7
Operation Mojo; Your Vision

“You can change the world one student at a time.” Mr. Mojo

Rule number one of leadership is “lead you first”. That means, always start with YOU. It is important for you to really turn your Mojo Swag up so you can make a difference. To truly be a successful leader you are going to need to be the most positive, upbeat person even when other people get negative and talk about you and your friends. You will need to have positive energy so that people want to be around you and follow your lead. The haters will come out and tell you that your plan won’t work, but as a good leader you must stay focused on the goal. The goal is to make your school, and your community, a bully-free environment. It’s time for you to step in, be a leader and Mojo Up!

Your success in life will be determined by your ability to influence people. If you want to change the climate and the culture of your school there are several steps involved. The concept is pretty simple, but I promise you it won’t be an easy task. That doesn’t mean you can’t accomplish it. In fact, if you follow these simple steps, I know you can! Take a look at the plan I have put together for you.
Changing your school and community starts with a vision. One of my favorite stories about vision is that of Ron Hunter, the former men’s basketball coach at a college in Indianapolis, Indiana. Coach Hunter went on a mission trip and on that trip a vision was sparked. In order to take action on his vision that season, Coach Hunter decided to show up to coach one of his games, in his full business suit, but with no shoes. Yes, you read that correctly. A college basketball coach took the floor barefoot, and coached the entire game that way.

Coach Hunter went without shoes because he wanted to step in and take a stand for those children in the United States and around the world who don’t have shoes. When Ron Hunter went on his mission trip he learned there are children who do not have shoes to wear on a daily basis. You see, most of us have a selection of shoes to choose from each day. We coordinate them with our outfits or based on the type of activities we have planned, but for millions of kids around the world, they have no shoes.

Coach Hunter decided to use his influence to fight for his vision: to put shoes on the feet of all the shoeless children around the globe. He created awareness and he promoted it, but most importantly it started with him. He led himself first. Several years later his mission has raised millions of shoes and millions of dollars for the kids without shoes all over the world. It all began with a dream that became a vision.

Not only did Coach Hunter have a vision, but he set a goal, created an action plan, made some sacrifices to make his vision a reality.
Ask yourself these questions: What vision do I have for my life? How do I want my life to unfold? What things in my life do I want to be different? If things go perfectly, what would my life look like?

The first step to answering these questions is coming up with a goal. Now, not just any goal will work. The most successful people take it one step further and they come up with a SMART goal. That means your goal meets all five requirements of the SMART goal system. Let’s look at what it takes to create an effective goal.

1. Your goal must be **Specific**. It needs to be as specific and detailed as possible. When you achieve this goal you want to be happy because you accomplished exactly what you set out to accomplish. Specific means that you say you would like to lose fifteen pounds on your diet not just saying you would like to lose weight. See the difference?

2. Your goal should be **Measurable**. This is very important. You want to be able to know for sure that you have reached your goal. To do this you must be able to measure your goal. First, you create a starting point. This allows you to go back and see where you started and compare it with where you are now so you can see the exact progress you have made. When I decided I wanted to lose some weight, I started by getting on the scale to see exactly where I was starting. You will need to do the same thing with your goal. Don’t forget to measure as you go and of course, at the end take a final measurement so you can see how much you have accomplished.
3. Your goal should be **Attainable.** Set your sights high, but make sure you haven’t set unrealistic expectations that could never be met. Thinking that you would lose one hundred pounds in ten days is not realistic. It would take more time to achieve something like that.

4. Your goal must be **Recorded or written down.** The Harvard Business School did a study years ago that proved that students who write their goals down achieve their goals 80% more often than those who do not write them down. You can write your goal in the front of a school notebook, on a sticky note that hangs in your locker, or make it the screen saver for your computer.

5. Your goal needs to be **Time specific.** A goal without a deadline is simply a wish. So set a timeline. The timeline could be a few weeks, a few months or even a few years. If you want to be valedictorian of your class, that will take four years to accomplish. If you are going to start an anti-bullying club it will take some time, but make sure you set a limit for yourself so you don’t keep putting it off. This is a very important part of the goal setting process.

Let’s put this to the test. It’s time to create a goal for you and your school.

I am going to challenge you to set a few goals right now. I want these goals to be personal. They can be about anything. Think
about all the things you want to accomplish in your life, and let’s take one of them and put it to the SMART test. I have created a list of ideas for personal goals. Take a look at them if you are having trouble getting started. You can also use the goal setting worksheet page in the back of the book to keep you on track.

*(Operation Mojo Tool Kit)*

**Personal Goal Suggestions:**

- Sports
- Performing Arts
- Clubs/Activities
- Volunteer work
- Family
- Friendships
- Relationships
- Personal Discipline
- Spiritual growth
- Attitude
- Health/Wellness
- Grades (GPA)
- Class Rank
• Testing (ACT/AP)
• Attendance
• College
• Current Job
• Future Career
• Finances

Now, take a second to check it and make sure your goal(s) meets the five requirements of a SMART goal. If it does, you are off to a good start. If not, look at your goal and see what changes you need to make so that it is SMART. I know you can do this. In fact, here is my challenge to you: What goal would you set for yourself if you knew you couldn’t fail? How big would your goal be then? Would it change? I want you to write one more personal goal, this time make it a big, I mean HUGE. It still needs to follow the SMART goal requirements, but we are going to do something a little different with this one. Write it down, put in a sealed envelope, and put it somewhere to remind yourself that you are working toward this goal! When you achieve this big goal, I challenge you to send me a message to let me know your success story!
Chapter 8
Operation Mojo; Take A Stand

“I will...Mojo Up! I will...Mojo Up I will...Mojo Up!” Mr. Mojo

Now that you have created some strong personal goals, it’s time to turn your focus on how you can make a difference in your school. How can you take the Mojo Swag you have developed and turn it in to something bigger? You need Operation Mojo. This is the step-by-step strategic plan that you need to implement within your school and your community. For all the schools I speak at I provide a copy of my Bullying Prevention Tool Kit. This kit has many of the things you will need to make this process much easier. Ask your principal or counselor how you can access the resources in the kit. If you don’t have the kit, I will lay out many of the things you need and the things you will want to use to implement the Operation MOJO Bullying Prevention Program.

You may be thinking to yourself, “I am just a kid, I am just one person.” Don’t be discouraged by that. Many of the most influential movements in the history of the world began with just one person, their ideas and their passion. Follow these steps and you will have what it takes to make that kind of an impact on your school.
Step 1: Mojo Swag Team/Task Force

The first thing you want to do is develop a Mojo Swag Team. This will be your anti-bullying student led task force. This group of students will be the group planning events, anti-bullying weeks, and working with the students and adults to make some changes that can really impact your school. The structure of this team is critical. This must be a diverse group of students that truly represent the population of your entire school.

Task force – Made up of a diverse group of students in your building (Rich kids, poor kids, athletes, skate boarders, EMO, and straight Goth kids. Kids in performing arts, bands, choir, dance, guard, FFA, FCA, church youth groups, geeks, gleeks, GLBT, Latinos, Asian and African American groups. The list can be endless, just make sure to include ALL types of people that are represented at your school.)

Once you have had a callout meeting, or your school’s faculty have nominated student members, you will need to elect officers. I strongly recommend every group to have a CMO. Chief Mojo Officer. This is like the president. This could be you if you are starting the group.

Step 2: Create a Vision

This will be a tough part because you will need to come up with a clear vision by developing a common goal. This process could take some time. In the previous chapter you learned how important a goal was and how to set it, now you will need to get every
member on board to establish a clear vision for this group. The best way to start this is to have everyone come up with the two main things they would like to see the team accomplish. Write these ideas on the board. (Make sure to include all ideas, unless they are not school-appropriate.) After all the ideas are written down, you can erase all of the things that overlap. This should leave you with some very important things you would like to accomplish. Use all of this information to create the unified group vision that can be expressed through a SMART goal.

**Step 3: Strategic Planning**

Now that you have the goal it’s time to create a very detailed plan of what kinds of things you and the team will have to do to accomplish this goal. In the back of the book I have given you a list of things you can do throughout the school year. When you look at all of these things, begin to plan out what things you can do using a school calendar to cover the entire school year. Remember, you can come up with ideas of your own too. The list is just a starting point.

**Step 4: Action**

A lot of people set goals and make plans but never take action. This is essential if you want to make a big impact on your school! The Mojo Swag task force cannot be a group of students that just talks a good game; you have to play the game and play it well if you are going to win this battle on bullying. You need to answer some questions and do some organizing. Who is going to do what? What are the deadlines? When is the first activity going to be?
Don’t wait too long!

Let me give you an easy tip on taking action. Make the first thing you do a simple task. For example, I would start with having everyone in the group take the Mojo Up - No Bullying Pledge at your first meeting. You can also then print one or two of the school Mojo Up pledge banners and organize a lunch signing immediately! It’s that easy! By starting with something simple are off and running!

**Step 5: Recruit & Retain**

You will want to continue to gain new support for your team. Find ways to get people to join the team so you can grow your group and it becomes easier to reach more students at your school and to put on events. Don’t forget to make sure everybody on the team is involved. Make sure you are keeping the people who have been on the team from day one excited and energized about the mission. Keep the Mojo flowing!

**Step 6: Feedback**

This can be tough in the beginning but you need to know how people feel about the steps you are taking to put an end to bullying. Let me prepare you that it may not all be positive. Just like anything else, you will have some Mojo Haters who are negative. The challenge is to find out what things your classmates think are working and what things may need to be changed. Also, involve teachers, administrators and other school workers as well. Once you get the feedback, take a hard look at it and ask yourself these
questions: What are we doing well? What can we do better? Then, make take some action and make some changes.

**Step 7: Celebrate**

During all of this hard work, don’t forget to celebrate your victories. This process can be difficult and time consuming. Make sure you and your team come together to reflect on the progress and positive impact you are making in the lives of your classmates! Celebrate the accomplishments of your team and don’t be afraid to let other people know about the great things you have done.

This will take some commitment, dedication and a lot of hard work, but if you pull your classmates together, and implement these principles in your school, I think you will be proud of the accomplishments as you see the positive impact it will have on your school and your community!

It’s time to be a leader, take a stand and Mojo Up!
TO-DO LIST:

1. Mojo Up!
2. Up!
3. !
Operation Mojo
Tools

• Core - Worksheet
• Good Enough Activity
• Affirmation Card
• Personal goal setting worksheet
• School goal setting worksheet
• Task force implantation guide
IMPORTANT: Use this worksheet and write out different things that effect your core!
I AM GOOD ENOUGH!

Things I USED to Be!

Things I Would Like to Change!

Things I Like About Me!
Affirmations: Positive, Personal & Present

There are three rules for positive affirmations. They must be written in a way that they are POSITIVE, PERSONAL and written in PRESENT tense.

I Am...

I Am...

I Am...

I Have...

I Have...

I Have...

I Have...

I...
Task Force
Implementation Guide

Step 1: Mojo Swag Team/Task Force
(Who is on Your Team)

Step 2: Create a Vision
(What are you going to do?)

Step 3: Strategic Planning
(What is your step by step plan)
From Mr. Mojo
Booking Info, Books & Swag
WHO IS MR. MOJO?

Travis Brown grew up in the small Midwestern town of Lafayette, Indiana, raised by a hard-working single mother and factory-working father. A three-sport varsity athlete in high school, Travis went on to pursue his dream of playing college football and studying communications.

As a top motivational speaker, Travis acquired the name “Mr. Mojo” for his high energy, intense content and captivating speaking style. He has delivered over 1,000 hours of motivational presentations to companies and youth nationwide.

On his anti-bullying tours, Travis has impacted the lives of nearly 300,000 students in the United States and abroad. He is also called on to bring motivation and inspiration to professional athletes and sports teams, including the Pittsburgh Steelers, Chicago Bears, and Cleveland Browns.

Currently, Travis is recognized as America’s Anti-bullying Coach for his tireless work to fight the social epidemic of bullying and change the lives of today’s youth. The Operation Mojo No Bullying Tour (www.nobullyingtour.com) has created a unique way for Travis to connect to students with his life-changing anti-bullying message: Mojo Up—Students Taking a Stand Against Bullying!

In addition to speaking to thousands of students across the country and beyond, Travis is also the accomplished author of Teen Leaders are Mojo Makers, Mojo Up & Stop Bullying, and the creator of the Mojo Up 21 Day Challenge. Travis has been seen on FOX, NBC, CBS, CNN, MSNBC, and was an inspiring Made Coach for MTV!!

Mr. Mojo In The Media

Mr. Mojo Inspired Millions of Teens on MTV’s #1 Hit Positive Youth Show, MADE
Mojo Up & Stop Bulling

It's time to get every student to believe in themselves, accept other students & stand to stop bullying in schools!

- Learn the truth about bullying
- How to be cool with being different
- To believe in yourself for success
- Create a Anti-Bullying Task force
- Stop bullying In your school

$15.99
School Bulk
Orders ONLY!
$10

For Bulk Orders go to:
Website: www.NoBullyingTour.com
Email: Orders@NoBullyingTour.com
“In Less than 30 days, Travis changed my life forever!”
- Josh Sparks
MTV MADE

What is the difference for today’s youth between happiness and sadness or success and failure, It’s MOJOSWAG! Mr Mojo will walk you through simple daily steps to create real Mojo Swag!

In this 30 day journey you will:
• Give yourself permission to succeed
• Overcome the fear of failure
• Develop a positive self image & worth
• Build a personal mission statement
• Learn to control your thoughts, feelings & emotions
• Gain self confidence to achieve your goals
• Begin to communicate with people like never before
• Find your passion and purpose

“All it takes is one positive decision to change your life forever” - Mr. MOJO

To learn more about this life changing program go to:
www.NoBullyingTour.com
SEE MR. MOJO AMERICA’S ANTI-BULLYING COACH

3 AWESOME PROGRAMS

MOJO UP: TAKING A STAND AGAINST BULLYING!

MR. MOJO PERFORMS:
- STUDENT ANTI-BULLYING ASSEMBLY
- EDUCATORS CALL TO ACTION SESSION
- PARENTS STOPPING BULLYING SESSION

ONLY $49.99

PLACE YOUR ORDERS AT:
WEBSITE: WWW.NOBULLYINGTOUR.COM
EMAIL: ORDERS@NOBULLYINGTOUR.COM
Appendix

• Mojo Factors
• Mojo Definitions page
• Bullying Facts
• National Suicide Prevention Info
• Free Parent tips
MOJO Factors

The Foundation Factor

Build your life on solid ground – Your character is the foundation!

Many people have built a life on the quick sands of instant gratification. Lifelong success starts with honesty, integrity and being a trustworthy person in ALL areas of your life.

The Ownership Factor

Take 100% responsibility for your life and give yourself permission to succeed!

The power of ownership is in realizing the real truth in life: that YOU are responsible for where you are! Your life is directly affected by the choices you’ve made, or the ones you didn’t take! Either way YOU are responsible.
The Vision Factor

*Take control of the wheel and drive yourself to the destinations of your dreams!*

Creating a vision for your life is a simple formula that begins with some simple planning of … Your Spiritual Life- Your Family Life - Your Career… & Your Finances! Failure to plan is really planning to fail. Take control of your life today and begin with a plan to get you there!

The Magnet Factor

*If you don’t like the things you are surrounded by in your life; the things you have attracted, it’s time to change the magnet... And the Magnet is YOU!*

This is simple. Positive people attract positive things. Make sure a room lights up when you walk into the room (not when you walk out). Good or bad, the energy you have is contagious. Make a positive choice to attract the right energy and attitude.

The Heart Factor

*Where the heart goes, the mind and body will follow.*

Take some personal time to discover what you are passionate about in life. This passion will often lead you to a more purposeful life, inspiring you to make your impact on the world. By choosing to follow your passion, you open a new attitude on your life, career and family. Yes YOU Can!
The Bridge Factor

*Your daily communication with people is in building bridges or burning bridges!*

Everyone has their own way of communicating, but very few people have learned how to be an effective communicator! Learning what, when, and how to say things is so important. Learning to adjust your message to the person you are speaking to is priceless! Learning to bridge your communication gaps to your peers will open new paths to your future, and build new relationships you never knew you could have.

The Drive Factor

*If first you don’t succeed, you must dust yourself off and try again. And again, and again, and again.*

Your willingness to fight for your goal by failing forward enough times helps you to discover the way to your success! It is the persistence it takes take to win!

The Explosion Factor

*Don’t get left behind, Upgrade your mind and your skills from the old 8 track to an iPod!*

Times are changing and so must you! Explosive growth comes from pushing yourself outside your comfort zone to improve your primary weaknesses into your greatest strengths. Create a personal growth and development plan to lead yourself, then others to suc-
cess you never thought possible!

**The Influence Factor**

No matter what you do in life, your ability to influence people is directly tied to the amount of success you will have.

The formula is simple. C + R = I That means your Communication skills + Relationships success = your ability to influence people!

**The Success Factor**

Lifelong success is a combination of the dedication to achieve success along with your ability to survive success!

You deserve success by acquiring the right knowledge, personalizing that knowledge to fit your situation, and taking action! You survive success by staying committed to those same factors.. Know it -Own it - Live it!
MOJO SWAG

I believe Mojo Swag begins with a strong self worth—you know who you are as an individual and have the self-confidence to maintain a positive attitude even in tough situations. You see the good in yourself and in others. You respect yourself; hold yourself to a high standard of success and achievement while you maintain a special excitement, wearing a smile on your face to brighten up the room. You have a unique energy each day that sets the tone for achievement in life’s many opportunities. Mojo Swag is not only how you carry yourself, but also about how you make others feel around you. Mojo Swag is not arrogance, but confidence in your ability to be successful and positively influence the people around you. Those with Mojo Swag work hard to make other people feel good about them. Mojo Swag is taking your positive attitude and energy to inspire others to live, learn and lead them to a better life.

MOJO UP

This is the battle cry for all people—administrators, teachers, parents, community members and students who have accepted the challenge to step in and step up to do what is necessary in their schools every day to make a positive impact on the lives of others. Mojo Up is not just about what we say, it’s also about what we do. In schools today bullying is a hot topic and, unfortunately, happens much too often. In order to stop the bullies, inspire the bystanders to help, and encourage the bullied to hang in there as things will
get better, we must all Mojo Up. I believe that each of us, as individuals, can Mojo Up, and through our greatness help change the world one person, and one day at a time.
Bullying Facts

General

• Why is bullying so prevalent?

Bullying has been around for decades, but not to the extremes we see today. Interactions between children no longer stop after they get off the school bus or walk home from school. Bullying now exists via Facebook, Twitter, cell phones, computers and other means of electronic communication. This also allows the actions to be seen by hundreds, thousands, and in some cases even millions of other people.

• Is the term bullying over-used?

Yes, the term bullying is used too often. Many people use the word bullying synonymously with violence, gang issues, single-incident harassment, or just not liking the color of someone’s shirt. It is important to know and understand the definition of bullying and to use it appropriately.

• Is bullying really that different then it used to be?

Bullying has transformed in recent years. It is no longer like the scene in “A Christmas Story” when Ralphie and his brother were followed down the alley by the “town bullies.” In many cases bullying today is less direct. Students find false courage as they sit
behind computers, laugh and point from across the lunchroom, and write nasty phrases on bathroom walls or lockers. These situations are witnessed by many others and spread like wildfire through schools, homes and electronic devices.

- **How does cyber bullying affect students?**

Cyber bullying, while not physically painful, may have the most daunting effects. As stated earlier, many people find false courage when they can hide behind an electronic device and bully others. It is this false courage that drives more crude and crass comments that contain extreme language, photos and videos. Unfortunately, many children do not understand the permanency and magnitude of cyber bullying. Once a single post catches on, it can be seen by millions in literally seconds. Events like this can change someone’s life forever.

- **How do we stop bullying?**

Mojo Up and take a stand! The responsibility to stop bullying falls on all of us. We must all be willing to step in and step up, setting a standard that bullying is not going to be tolerated in our homes, schools or communities. This all starts with education. We all need to be educated on what exactly bullying is, what role we each play, and what steps we can take to stop it.

- **What are the long-term effects of bullying?**

The Centers for Disease Control (CDC) considers bullying a public health issue. Bullying can have immediate and long-term effects
on those involved. Students who are bullied suffer from poor self-esteem, anxiety, depression, poor attendance, and in some cases suicidal ideation. Many of these issues continue into adulthood, some developing into medically treatable issues. Students who are bullied are also more likely to retaliate violently. The bullies themselves are more likely to commit a violent crime in early adulthood, and bully others as adults.

• Do all kids get bullied?

After surveying over a thousand students across the country, the answer we came up with is, no. Not all students feel they are bullied, however, the overwhelming majority of students witness bullying activity on a daily basis.

• Why is bullying such a big deal?

Bullying has a number of negative effects including poor attendance, anxiety, depression, stomachaches, headaches, low self-esteem, violent retaliation, increased dropout rates, and links to suicide.

Students

• What should I do if I am being bullied?

Start by asking the person to stop. In some cases this is all it takes. If asking does not work, or you feel uncomfortable doing it, then
go to an adult. Find an adult you trust and ask them to help you address the situation.

• **How can I protect myself?**

First and foremost, love yourself and be confident in who you are. Wearing emotional armor will shield you from immature verbal and cyber attacks by others. Next, always report the situation to an adult. Find an adult that you trust and ask them to help you address the situation. This may be your parents, a pastor or a school official.

• **How many times should I tell if I am being bullied?**

If at first you don’t succeed, try, try again! Follow this old adage when it comes to reporting bullying. If you tell an adult and they address the situation they will not know it is continuing unless you tell them again. Reporting bullying each time it occurs is necessary.

• **Who should I tell?**

There are a number of people you can go to for help if you are being bullied. Start by telling your parents. Your parents can help you talk to your teacher, principal or other school official. You can also seek help from a coach, mentor, pastor, older sibling or responsible friend.
Parents

• How can I protect my child if they are being bullied?

First of all, keep lines of communication open between your child and yourself. Often times, the truth about what is happening at school or on Facebook can come up during a casual conversation at the dinner table. Once you are aware of any potential bullying situations, make sure to address the appropriate authorities (school, local police, coaches, etc.). Follow up to make sure the situation has been addressed and ask your child if the bullying has stopped. If it has not stopped, report it again.

• How do I monitor cyber bullying?

Don’t be afraid to look! If your child is a minor, make sure you have all of their login information for the social networking sites they are accessing. Also, periodically check their cell phones for any issues with text or picture messaging. In addition, there are many software options available to monitor your child’s use of the Internet.

• What is the school’s procedure?

Every school can create their own anti-bullying policy. Many states now have legislation that requires schools to implement certain policies and procedures. Become familiar with your school’s policy. If anything is unclear ask questions. Know who handles reporting and what steps they will take to protect your child. Work with
the school, not against them, and more will be accomplished. Don’t assume that the school knows about the situation. If it has not been reported they may not be aware of what is taking place.

- **Are there any resources to help my child?**

One of the most important things is to help your child develop a strong sense of self. Promoting self-worth, strong self-esteem, and your child’s value is essential. Mr. Mojo offers three great resources to help develop your child into a strong leader, learn to love themselves and accept others. The resources include: Teen Leaders are Mojo Makers, Mojo Up! And Stop Bullying, Mojo Swag: 30 Days to Transform Your Life

- **What do I do if the school won’t help?**

First of all, make sure you have reviewed the school’s policy and both you and your child have followed the appropriate procedures. Once the situation has been reported, follow up to see if it has been addressed. Remember, for confidentiality reasons the school will not be able to tell you what has happened in conversation, or in regard to the discipline of another student. If the situation has been addressed and it is continuing, report it again. If you have already reported a situation and you feel that nothing has occurred, put your report in writing via email. Send the email to the appropriate person and CC the building principal if not already included. Again, follow up to make sure action has been taken. If no action has been taken at this point, email and call the school to request a meeting with the administrator. Document all attempts and, in
extreme circumstances, you may appeal to the superintendent for help. If necessary, you may choose to seek legal council after several failed attempts at action.

- *Is it okay to tell my kid to fight back?*

If your child chooses to engage in a physical fight they are likely to suffer serious disciplinary action at school. Encouraging your child to fight back only sets them up to look just as guilty as the bully. Resorting to violence is not the answer. Help your child defend him or herself by building their confidence and leadership skills. Report any situations that arise and follow the tips above if nothing is being done.

**Educators**

- *What should I do when a kid says he/she is being bullied and it’s not bullying?*

Review the school’s definition and policy with the student. Explain to them why their situation is not bullying. Their situation may still require some kind of action by the school, but it is imperative that they know the difference. Bullying is a trigger word and many students use it to get the attention of the school. Continue to educate them on what really qualifies as bullying.

- *When do I break confidentiality?*

The confidentiality rule is the same in this situation as it is in any
other. When a student gives you information that is indicative of him/her being in danger or that another person may potentially be in danger, the confidentiality rules are no longer in effect.

- **At what point do we call the parent?**

Maintaining communication with parents is imperative. Call parents early and often. If a child comes to you to report a problem, call the parent. If a child is part of the problem, call the parent. If a child makes a false claim, call the parent. If someone else reports an incident involving a child, call the parent. By communicating with the parents you remove room for speculation. Give facts and maintain the confidentiality of other students. Explain to the parents the same thing you explained to the child. In some cases, allowing the child to do the explaining with you present can be even more beneficial. (If you are unable to reach the parent, document any and all attempts made.)

- **What should the school do to help?**

All schools should have a comprehensive anti-bullying policy and procedure in place. School personnel should follow specific steps in reporting and investigating bullying incidents. All levels should also have a plan of intervention for both the bully and the bullied. Beyond policy and procedure, schools need to be proactive in educating, students, parents and the community about their policy as well as how to take steps to stop bullying. The Operation Mojo No Bullying Tour delivers educational school assemblies, leadership sessions, and parent sessions to help accomplish this goal.
National Suicide Prevention Information

According to the Centers for Disease Control (CDC), suicide is the third leading cause of death in those from ages 10 to 24. Annually, in the United States, approximately 4,400 students take their own lives. More frightening is the statistic that indicates nearly 150,000 adolescents are seen in emergency rooms each year for self-inflicted injury (http://www.cdc.gov/violenceprevention/pub/youth_suicide.html). There are a number of contributing factors to consider when dealing with suicidal ideation among adolescents. Experts suggest that it is not one reason, but usually a compilation of events that lead to suicide attempts and completion. In recent years many adolescent suicides have been linked to bullying. While bullying may have added to the stress, depression or anxiety, it is not in any situation the sole reason for an attempted or completed suicide. In addition to bullying, we must also work together in an effort to prevent suicide among our youth. Please read the risk factors and take advantage of the resources below, so that you too can be a part of the effort to end this public health issue.

Possible warning signs and risk factors for suicide

(please note that the following situations do not guarantee that someone is suicidal, but should be taken seriously and
addressed if experienced)

- Prior suicide attempts
- Family history of suicide
- Depression/Hopelessness/Anxiety
- Alcohol or drug abuse
- Preoccupation with death
- Giving away prized possessions
- Stressful life circumstances/event
- Talking about suicide, making a plan
- Incarceration
- Exposure to the suicide of others

Steps you can take to help prevent suicide

- Talk openly with individuals whom you think may be at risk for suicide. Talking about it will not prompt them to do it, however it may allow you to aid them in seeking help.
- Ask the person directly, “Are you thinking about committing suicide?”
- Safely remove all means of committing suicide, especially what was part of their plan.
- Reassure the person that you care about them and want them to live.
• Ask the person if you can help them to contact someone who may be able to help.

**Ways to seek help:**

• Talk with a teacher, coach or friend.

• Contact a school counselor or outside therapist for help.

• Call a helpline: 1-800-273-TALK, or LGBTQ Focus 1-866-4-U-Trevor

• Speak to a clergy or religious leader.

• Go to the Emergency Room.
Free Tips

**Tips for educators**

- Know your school’s anti-bullying policy and procedure.

- Create a healthy climate in your classroom. Ensure that all students know bullying will not be tolerated.

- Lead by example. Be accepting and encourage all students.

- Be aware of potential problem situations and have conversations with both students.

- Keep lines of communication open. Always make parent contact when bullying occurs, even when you have handled it. Document all parent contact.

- When a situation escalates, take it to an administrator, keeping documentation of what you have done. You should still call the parent. Don’t assume someone else will handle it.

**Tips for students**

- Believe in yourself, embrace your differences, and be proud of who you are.

- Find the good in others. Everyone has something to offer—discover and embrace it.

- Don’t just stand there. When you see bullying occur, Mojo Up and take a stand!
• If you see a problem and cannot help solve it, go to an adult and tell them what is going on.

• Know your school’s anti-bullying policy and procedure, and follow the guidelines for behavior, reporting and responsibility.

• Always report bullying as soon as possible. Don’t assume that an adult saw or heard it.

• Be specific when you make a report. Give details of what exactly happened, when, where and who as involved. Make sure to have names or clear descriptions of those who were involved. Do not expect results from reports such as, “they were talking about me.”

**Tips for parents**

• Bandage the emotional wounds first. When your child is the victim of bullying remember to help heal their pain before moving forward to handle the rest of the situation. They need to know they are loved more than anything else.

• Work to develop a strong sense of value and self-worth in your child. Reinforce the positive choices they make and the things that make them special.

• Lead by example. Show your children through your actions what is expected of them. Do not pass judgment on others just because they are different. Teach your children to be kind and accepting of others.

• Know the anti-bullying policy at your child’s school. Follow the specific procedures put in place when reporting a bullying incident to the school.
• Work with the school, not against them, in order to accomplish a positive end result.

• Monitor your child’s social networking sites and cell phone use. Know all login information and periodically check for suspicious posts, Tweets, texts, photos and videos.

• Take the extra step to help develop your child in to a confident student leader. Check out Mr. Mojo’s books and audio programs to further the healthy growth of your student.
Testimonial Opportunity

If you have read this book and it has made positive impact on your life, we would love to hear your comments. Please email your thoughts to BookMrMojo@NoBullyingTour.com.

Your feedback may be shared to help other students so please answer one or more of the questions below and please list your full name, grade and school name.

Thanks and Mojo Up

• Mr. Mojo’s book was...
• In the book Stop Bullying & Mojo Up I learned that...
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• Our School is now...
• Or feel free to come up with your own :)
Mojo Up, Inc.
Email address Booking@MojoUp.com
1650 Olio Rd Ste 1000-295 Fishers In, 46037
Phone: 888-908-6656
Website www.MojoUp.com