

**YOUNG
LEADERS
UNLIMITED**
STAND UP · STAND OUT



*America's Premiere Youth
Education Program for Teens*

**"THE DEVELOPMENT
OF A YOUNG MIND IS A GIFT
TO AN ENTIRE GENERATION."**

*Dr. Robert Watkins, Founder
Young Leaders Unlimited*

**A Partnership to Enhance Our World
And Future Generations**

Young Leaders Unlimited
An affiliate of Kings & Priests International



Schedule of Events

Entrepreneurship and Financial Literacy with LifeSkills and Character Development

About Young Leaders Unlimited

Young Leaders Unlimited (YLU) is an affiliate of Kings & Priests International based in Atlanta, Georgia. We are training and publishing company that specializes in entrepreneurship and financial literacy education in the faith-based community. YLU equips youths to make smart financial decisions and develop teenagers into thriving entrepreneurs through innovative educational tools and character-based training.

YLU has partnered with business leaders on its charge for 100,000 teens to “Stand Up, Stand Out”. YLU has answered the call of school, church, political and youth leaders along with parents who all agree they need help in effectively preventing and ending the apathetic attitude of teenagers and developing them into productive leaders.

Young Leaders Unlimited (YLU) have developed two progressive faith-based training programs for teens: 1) **Young CEO™**, an entrepreneurial program and 2) **Young Wealth-Builder™**, a financial literacy program. The turn-key programs are delivered on-site to local organizations through a variety of mediums. Outlined below is the range of options in which we can partner with organizations to deliver the turn-key programs:

YOUNG CEO™ - DEVELOP CHARACTER / LAUNCH NEW BUSINESSES / MAKE MONEY

- 2-hour “Ignite & Excite™” kick off session
- Half-day or 1-day workshop
- 12 - 30 hours Extended Curriculum (age 12-14)
- 15 - 35 hours Extended Curriculum (age 15-19)
- 1-, 2-, or 3-day Teacher Training Workshop for Curriculum (age 12-19)
- 3- or 5-day camp

YOUNG WEALTH-BUILDER™ - DEVELOP LIFESKILLS / MAKE SMART INVESTMENTS / CREATE WEALTH

- 2-hour “Ignite & Excite™” kick off session
- Half-day or 1-day workshop
- 12 - 30 hours Extended Curriculum (age 12-14)
- 15 - 35 hours Extended Curriculum (age 15-19)
- 1-, 2-, or 3-day Teacher Training Workshop for Curriculum (age 12-19)

We train leaders and youth leaders, publish curriculum, teach workshops and maintain resources for parents, teachers and youths. Our master trainers have over 10 years of experience working with teenagers, parents, and teachers in churches and in the public and private sectors.



About Kings & Priests Unlimited

Our History

In the fall of 2000, Dr. Robert Watkins and a team of eight Christian business men gathered together in a small club house to pray in west Georgia. The objective of the gathering was to hear from God regarding how to finance the Kingdom of God and local churches. Six year later, the vision of Kings & Priests International minister to business, ministry and youth leaders in many nations including Israel, South Africa, Nigeria and Singapore to name a few.

The foundation of Kings & Priests is education through such vehicles as the Kings & Priests Business Academy, monthly discipleship meetings, Women of Influence ministry and the Kings & Priests Private Wealth Institute, and its latest affiliate, Young Leaders Unlimited.

Our Story

In the Old Testament, the Kings (entrepreneurs) were anointed to gather large amounts of resources while the Priests (God's ministers) were privileged to spend time with God and speak for God. We must understand that the Kings and Priests worked together to fulfill the perfect will of God. The results of this God-ordained relationship eliminated lack in the King's business and in the Priest's ministry.

Our Vision

To see effective Christian leaders impact the marketplace and leave a lasting legacy for our children in every nation.

Our Mission

To equip international Christian leaders with relationships, resources and revelation so they may in turn serve God's people throughout the world.

Our Process

To provide strategic leadership, business and financial training through conferences, resources, partnerships and technology.

Our Invitation

We invite you to invest your prayers, talents and financial resources with Kings & Priests International to develop effective Christian leaders who will fulfill God's perfect will and reach the nations for Christ.

About Dr. Robert Watkins, Founder

Author, Entrepreneur, Speaker

Founder of Young Leaders Unlimited and Kings & Priests International, Dr. Robert Watkins grew up impoverished, but with sincere passion has dedicated his life to helping individuals, corporations and ministries maximize their leadership and financial potential.

Through his compassion to educate, Robert founded the leadership and financial empowerment organization, Kings & Priests International. Under his leadership, Kings & Priests International has evolved into a global, multi-faceted network of influential business and ministry leaders. He has coached thousands of leaders through his Kings & Priests Business Academy, an extended course designed to equip individuals to fulfill their purpose.

With all of Dr. Watkins' success, his heart and passion is to help teenagers to fulfill their dreams. As a young boy, Robert lacked the mentorship and discipleship that he desperately needed. Many of his friends died young, addicted to drugs or dropped out of school. He sincerely desire to prevent misfortune in the lives of other teens. Henceforth, he founded [Young Leaders Unlimited](#), the financial and entrepreneurial training firm for teenagers. His personal mandate is to impact the lives of 1,000,000 teens over the next ten years.

A popular speaker and best-selling author, Robert's practical and proven valued-based teaching has established him as a well sought-after authority on personal and business success. He speaks to many students at higher learning institutions including Harvard School of Business, Emory University School of Business and State University of West Georgia to name a few. He travels extensively both nationally and internationally to promote successful living for thousands of people that have become victims of debt and a lack of purpose.

He is the author of several books, including the best selling book, *How To Hear From God, Never Chase A Paycheck Again* and the powerful entrepreneurial and leadership program *Be Your Own Boss*. Dr. Watkins' books, tapes and other material are distributed throughout the world including Malaysia, Nigeria, Singapore and Israel.

Robert has trained hundreds of CEOs, senior pastors, business owners and professionals through his Kings & Priests Business Academy. In 2005, Robert Watkins received a doctorate degree in business and ministry from Ministry Institute International.

Dr. Robert Watkins resides in the Atlanta area with his wife, Evelyn, of 17 years, and two beautiful daughters. His personal mission is to see people win in life.



About Michael Daniel, Master Trainer

Michael Daniel serves as Master Trainer of Young Leaders Unlimited. He has over 15 years of experience in management, operations, sales, accounting and finance. His corporate experiences include employment with Delta Air Lines, The Olive Garden Italian Restaurant, and Coca-Cola.

Since growing up in his native island of St. Croix, US Virgin Islands, he dreamed of being a business owner. Michael co-founded Exceptional by Choice (EBC), a professional training firm, to help organizations and individuals maximize their effectiveness and achieve exceptional results. Michael has provided professional training to thousands throughout Georgia, the Northwest, the Midwest and Hawaii. Michael has recently placed EBC's business emphasis on implementing Service Excellence Programs at corporate and Christian organizations.

Michael has been a professional training consultant focused on human effectiveness in the areas of, customer service, leadership, and diversity and inclusion. Michael has personally delivered over 130 training sessions. Most recently, he delivered training sessions to well over 1,400 participants in Georgia, and throughout the Northwest, Midwest and Hawaii. His goal is to shape mindsets, change attitudes, while sharpening essential business and life skills so that participants discover and take ownership of the strategies and solutions necessary to achieve the desired sustainable results.

Michael is a certified Dale Carnegie® Trainer, licensed Maximum Impact® Leadership Trainer, and a certified IMPAC® Communication Strategy Trainer/Consultant. He is also a member of the American Society of Training & Development (ASTD) and the local Chamber of Commerce. Michael has been an active leader in his church's Marriage Ministry Department over the past eight years.

Michael resides in the Atlanta Area with Lisa, his wife and business partner, and their son Jonathan.

Young CEO Overview

Curriculum Overview

Young Leaders Unlimited presents a dynamic scripturally-based entrepreneurial training program. Teenagers will know how to relate the Word of God with business and financial concepts. Bottom line, teenagers will understand that living a life that is pleasing to God and shaped in the character of Jesus Christ leads to success, significance and legacy.

Young CEO: Let's Do Business (for Ages 12-14)

Young CEO: Let's Do Business is a 12- to 30-hour curriculum that introduces the concepts of business and entrepreneurship to students age 12 to 14. It is also appropriate for younger children age 10 to 12 who may be in gifted and talented programs or for older students age 14 to 16 who have limited academic skills.

The purpose of *Young CEO: Let's Do Business* is to get students involved in the real world of business as rapidly as possible, so the natural rewards of earning money become a built-in incentive for a more in-depth study of business and entrepreneurship. Recognize money-making opportunity

Young CEO: Growing Your Business (for Ages 15-18)

Young CEO: Growing Your Business is a 15- to 35-hour curriculum that introduces the concepts of business and entrepreneurship to students age 15 to 19. It is also appropriate for younger students age 13 to 14 with advanced academic skills. This curriculum can be expanded by adding guest speakers, field trips, and additional class time for research and/or developing more professional marketing materials.

The purpose of *Young CEO: Growing Your Business* is to help teenagers learn to recognize business opportunities, test feasibility of business ideas, write a business plan, prepare marketing materials, and start a real business of their own.

Both age categories prepare students to:

- Recognize money-making opportunity
- Estimate start-up costs, costs of goods, and operating expenses
- Write a 3-page or 10-page business plan
- Set up a record-keeping system
- Design marketing materials and create a sales presentation
- Figure return on investment (ROI)
- Prepare for a trade show
- Start and operate a youth-owned business
- Prepare for a trade show and / or business plan competition
- Start bringing in income from their own business ventures

Schedule of Events

Exact times could be adjusted without notice

9:00 am **Welcome and Introductions**

- Overview and objectives
- Game: What's In a Name?

9:20 am **Are You Ready for Business?**

- We do business every day of our lives
- Activity: Fast Food Survey
- As a consumer, what do you already know about business?
- What is an entrepreneur?
- Who can become an entrepreneur?
- Entrepreneurs you know
- Vital characteristics of successful entrepreneurs
- Activity: The E-trait Debate
- Rate Yourself: Am I ready for entrepreneurship?
- Game: Marketing Yourself to Others

10:30 am **Break & Snack**

10:50 am **Finding Money-Making Opportunity**

Game: It's Not a Slinky
Entrepreneurs are opportunity seekers
Find a need and fill it! OR Create a need and fill it!
Team activity: 5 Clues to finding money-making opportunities

11:45 am **What's an Idea Worth?**

Team activity: One-page business concepts
Business concept presentations
Activity: Hands Up!

12:30 pm **Lunch**

1:30 – 3:00 **Create Partnerships and Launch New Projects**

3:00 – 4:30 **Launch Newly Created Business**

5:00 **Workshop Adjourns**

Thursday –

8:30 Workshop begins
10:00 Tour of local business facilities (TBD)
12:30 Lunch
1:30 Guest speaker
2:30 Students continue to work on partnerships and businesses
5:00 Workshop Adjourns

Friday -

8:30 – Workshop begins
11:30 Teen Exposition begins with Local business owners and investors
12:30 Teen presentations to parents, government officials and investors
1:30 Final remarks, Workshop ends

Media Fact Sheet

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About Kings & Priests Unlimited

Kings & Priests is a network of entrepreneurs and ministers who have vision to impact our cities, the nation and the world, with emphasis on community outreach, leadership development and education. Our purpose is to connect individuals with relationships, resources and revelation to people who have vision for business, personal empowerment and ministry success. For more information go to www.kings-priests.org.

Media Interviews/Photos

Dr. Robert Watkins, Chairman and Founder of Kings & Priests and Young Leaders Unlimited is available for national, regional and local print, radio, television and on-line interviews. Professional photos, executive bios and video footage are also available upon request.

Media Contact Information

Kimberly Smith, Director of Public Relations and Sponsorship, ksmith@kings-priests.org

Volunteers Welcomed!

If you would like to volunteer and invest your time at one of our Young CEO Camps, please contact us at info@KPUnlimited.com or call us at 770.920.4760 ext. 435.

We'll give you all the tools you need to be an effective Young CEO Camp Leader!

Host A Young CEO Camp Near You

If you would like to host a Young CEO Camp at your Church, School or Business, please contact us. Our Trainer the Trainer program is the best in the industry.



FOR IMMEDIATE RELEASE

KINGS & PRIESTS LAUNCHES FINANCIAL LITERACY PROGRAM FOR TEENS

Local Communities and Parents Endorse Proven Youth Literacy Curriculum With Relevant Experiences

Atlanta, GA, March 10, 2010 - America's teenagers are mesmerized by the wealth and "bling" of celebrities and professional athletes heavily displayed in music videos, TV and movies. While their personal desires to obtain wealth and success is on the rise, they unfortunately don't understand the need to have practical financial literacy and entrepreneurship education not always taught in high schools or at home. President Dr. Robert Watkins, Young Leaders Unlimited, has destined his organization to aggressively reach over 100,000 teens through partnerships with community organizations that reach youth where they live, work, shop and play.

According to research, 43% of parents believe that schools should be doing more to teach kids about money, almost half of all parents say they don't set a good example when it comes to handling their own money and are not capable of properly teaching their children and 70% of high school students want to launch their own business, yet the same 70% said they lack knowledge about entrepreneurship. This demonstrates ongoing success and qualified need for Young Leaders Unlimited's "Young CEO," "Young Wealth Builder," and "Train The Trainer" whose mentoring solutions educates students, parents and educators.

"Each year, millions of teens will graduate high school without knowing how to balance a check book, review credit card management skills or understand how to successfully start their own business. YLU's goal is to change those statistics, establish new youth empowerment partnerships with local organizations, reach more disadvantaged teens and their parents, while cultivating community leadership and corporate support.

Parents, youth leaders, community organizations and Mayors of major cities have all expressed 100% interest in partnering with YLU on its charge to "Stand Up, Stand Out" initiative. YLU workshops will focus on four core competencies to include life skills, character development, financial literacy and entrepreneurship. The YLU program will be offered nationwide to churches and conferences in 2010. In July 2010, YLU will begin introducing its program with the options to either provide on-site training of programs or secondly to nurture the organizations' own leadership with a turn-key youth financial and entrepreneurial literacy solution.

For media interviews with Dr. Robert Watkins, please contact Kimberly Smith at ksmith@kings-priests.org or call 770.920.4760 ext. 435.