

With photo by Dennis Lee
Dennis Lee
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Jack Rolfe, president of the School of Life Foundation, is on a mission to teach, train, motivate and inspire youth to achieve straight A's in the school of life. He presented his program to the Exchange Club of Mesquite on Tuesday.

The School of Life Foundation was launched in 2007 and has donated more than 15,000 life skills curriculum and workbooks to young people, working with more than 100 schools, sport teams, and various youth organizations in 16 states and 11 countries.

The Straight A's in Life system is contained in the Rolfe's book, "Learn to School Your Toughest Opponent." Rolfe asked the members of the Exchange Club who is the toughest opponent that sport teams face.

"When I talk to various colleges, high schools, youth organizations, and sports teams, their answer usually is some other school or team. But after watching a clip from the movie, 'Facing The Giants,' it clicks that they are their own toughest opponent," said Rolfe.

"How much improvement do you think we would see in our country if all of our youth would not only realized that they are their toughest opponent, but had a simple plan to accomplish the goal of getting straight As in life?"

"That is the goal of the 'School of Life' foundation."

Rolfe said his workbook, "Learn to School Your Toughest Opponent," contains the formula that will accomplish this goal.

"It contains 10 steps and each step is an 'A' word," said Rolfe.

Step One – Appreciate: Teaching youth to have more gratitude.

Step Two – Assist: How serving others will improve their life.

Step Three – Attitude: It is choosing the right attitude, because attitude determines destiny.

Step Four – Aim: How to have focus and set goals.

Step Five – Associate: How to network with people in their lives.

Step Six – Align: How to have organizational skills.

Step Seven – Action: Teaching three types of people; people who make things happen, people who watch things happen, and people who wonder what happen.

Step Eight – Avoid: Talks about those things that are harmful that need to be avoided.

Step Nine – Adapt: Talks about challenges in life where choices have to be made as to whether it will be a problem or an opportunity.

Step Ten – Always: Always remember God.

"We are not a faith-based organization and we are not promoting any particular religion," said Rolfe. "We are just trying to get the young people to recognize a higher power in their life."

"In the School of Life, just like in academics, you have to do your homework to get straight A's. And in the workbook, there are simple assignments for the youth to take home and implement.

"We donate this to programs that are mentor-based, because kids need to be accountable to somebody.

"The world needs this right now, and that's probably why we've seen such a tremendous response in the last two years.

"Each of these A's have research behind them, and if the youth apply them to their lives it has been found that their happiness will increase. And what the studies show is that when you are a happier person, you're healthier, more productive in school, and less likely to get involved with drugs, alcohol, and crime."

Besides promoting this to youth (ages 8 and upward), they are also in the process of doing a series for children under the age of eight in an animated form.

"We are also in a pilot phase of presenting this program to businesses, and presently we have several businesses that are going through the program where employees not only impact the life of a child, but themselves as well," said Rolfe.

The book is written in both English and Spanish. To learn more about this program, contact Jack Rolfe at 1-435-632-2947 or visit www.schooloflifefoundation.org.