



The Exhortation

"To Make You Think Deeply, Act Passionately, and Grow Steadily in Life and Business"

- ↳ Life Coaching
- ↳ Business Coaching
- ↳ Executive Coaching
- ↳ Keynote Delivery
- ↳ Corporate Training
- ↳ Seminar Facilitation

Saturday, September 20, 2008

Dear Friend,

Are you between the age of 13 and 29? Are you a parent or guardian of someone in that age group? Are you a relative to someone in that age group? Do you teach, coach, counsel, mentor or pastor someone within that age group? Are you involved in the making of policies that affect this age group, either from a governmental, educational, community, social or spiritual perspective? Are you one of those who target this age group either through the manufacturing of toys and clothes, PC and video games, or the production of movies, videos and music? Are you interested in knowing the challenges and every other thing that those in this age group naturally have in common?

Then our latest [Life Research](#) is a must-read for you. While leveraging extensive reputable researches and statistics, our latest [Life Research](#), titled, [Self-Leadership in Youths: The Fierce Urgency of Now](#), outlines the major risks that those in this age groups are exposed to, the way they think, and how they and their parents may successfully work individually and together to be equipped with the life skills and knowledge of how to select appropriate friends and cope with friendship challenges, how to mitigate the most common academic challenges, how to find their life purpose and choose a career path, what dating is all about, how to build and manage steady cash flow, how to avoid detrimental life choices, how to manage their time effectively, how to identify and curb your emerging insecurities, how to avoid the natural tendency of double personality, and what their future looks like. To learn how to raise or be a better youth, and how to attain the self-fulfillment that everyone strongly desires, read [The Fierce Urgency of Now](#).

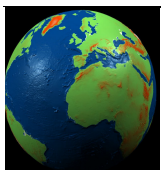
In his 1967 historical speech titled, 'Beyond Vietnam', Martin Luther King said, "We are now faced with the fact, my friends; that tomorrow is today. We are confronted with the fierce urgency of now. In this unfolding conundrum of life and history, there is such a thing as being too late. Procrastination is still the thief of time. Life often leaves us standing bare, naked, and dejected with a lost opportunity. The tide in the affairs of men does not remain at flood-it ebbs. We may cry out desperately for time to pause in her passage, but time is adamant to every plea and rushes on. Over the bleached bones and jumbled residues of numerous civilizations are written the pathetic words, "Too late." There is an invisible book of life that faithfully records our vigilance or our neglect."

For more about how to help secure the precious future of our youths, click [here](#). Don't miss this year's [Youth Motivational Day](#), scheduled for Saturday, November 1st, 2008. Spaces are limited, so send us an email to immediately register yourself and your youths. Many youths and parents will be coming together that day to make history, to take a stand, to advance themselves, their families and societies, and to solidify their futures.

[Sign-up](#) now, and then share this with every youth that you know and others who have anything to do with youths: Parents, Guardians, Teachers, Professors, Coaches, Youth and Social Workers, Spiritual Leaders, School Boards. Be part of history!

Cheers,
Alex Nosa Ihama
Life, Business & Executive Coach
www.TheExhortation.com

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Youth Motivational Day!

– Sustainable Self-Leadership Skills Today for Tomorrow

The Fierce Urgency of Now

Saturday, November 1st, 2008

11:00 A.M. to 4:00 P.M.

“Adolescence is a time of dramatic change. The journey from child to adult can be complex and challenging. Young people often feel tremendous pressure to succeed at school, at home and in social groups. At the same time, they may lack the life experience that lets them know that difficult situations will not last forever.

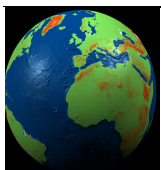
Mental health problems commonly associated with adults, such as depression, also affect young people. Any one of these factors, or a combination, may become such a source of pain that they seek relief in suicide. Suicide is the second leading cause of death among young people after motor vehicle accidents. Yet people are often reluctant to discuss it. This is partly due to the stigma, guilt or shame that surrounds suicide. People are often uncomfortable discussing it.

Unfortunately, this tradition of silence perpetuates harmful myths and attitudes. It can also prevent people from talking openly about the pain they feel or the help they need.”

(Canadian Mental Health Association)

With all due respect to them, youths are the most challenging group of people to lead; and in most cases, we (parents in particular and the society in general) have ourselves to blame for giving up on them. Besides often being immature and inexperienced in self leadership, they are the most bombarded age group on earth, for there are more TV commercials targeted at youth than any other group; more music, more videos, more games, more clothing styles, more activities, more jokes, more of everything except morals and spirituality which are somehow left for the adults.

Often interchanged with "adolescent", "teenager", and "young person", dictionaries define youth as, "**The time of life when one is young; the period between childhood and maturity; the early period of existence, growth, or development; the period of life from puberty to the attainment of full growth; and a state of being immature or inexperienced.**" While the age group of youth differs around the world, the United Nations General Assembly and the



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World Bank qualifies youths as those who fall between the ages of 15 and 24 years inclusive, and the Commonwealth Youth Programme qualifies them as those who are between the ages of 15 to 29. At [The Exhortation Institute of Life and Business Skills](#), we define youth as **“the most formative period of life between 13 and 29 when young men and women absolutely need the knowledge, coaching, encouragement and support that is necessary for them to avoid detrimental choices and form the characters and habits that would enable them to better manage imminent life challenges for the rest of their lives.”** This is a very crucial time for you to be there for your children, to consistently teach, coach, encourage and support them.

But how do you lead a group of people who are the most distracted on earth? How do you even begin to get through to the often closed hearts of today’s youths? How do you teach someone something when she thinks she knows better than you do? These are just a few of the questions that has made parents and others to give up trying to reach out to the youths of today – an unfortunate approach that would eventually make our youths unprepared for even the least challenging situation in life. **When we leave our youths to themselves, basing our regrettable surrender on their nonchalant attitude, selfishness, pride and laziness, or the unwise notion that they need “space” to learn life strategies by themselves, we give up our rights to be their parents, to be their examples, to be the leaders. When we get tired of being parents, we become guilty of sacrificing our youths to chance that doesn’t exist.**

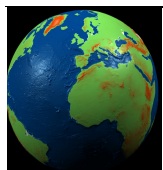


As a youth, I remember often thinking that my parents would never understand me; I remember thinking that my low grades were due to an uncooperative teacher, a teacher who just doesn’t like me. As a youth, all I wanted to do was fit in the crowd around me, be accepted even by other youths that I knew my parents would disapprove of. All I wanted to do was to hang out with friends all day long and be on the phone with them all night long (although, now is Facebook, MSN, and text). All I wanted to do was to get involved in everything “cool”, and would only eat crackers, cookies and candies when my stomach became too starved. I wanted to be present at every party in town and befriend every girl out there. I cared less about

tomorrow, about what my parents said, and what the Bible commands, and more about today, what my friends said and what the world suggests. I consistently looked forward to moving out of home so I am “finally” “free”!

I remember always feeling unheard even when I spoke; I remember pondering over many questions that I could not ask, and yet wished to be answered; I remember not telling my parents about some conflicts with school teachers and fellow students, and yet hoped to be understood; I remember struggling with personal identity, peer pressure and sexual urges that I would not dare to share, and yet desperately craved answers. And considering that I had parents that were caring, dedicated and involved in my academics and social activities, that did their best to help me make the right choices, choose good friends, and mitigate academic challenges, you can only imagine the confusion, insecurities and challenges that our youths must be immersed in, especially in these days that parents are more absent than present. Then we wonder why the number of teenage pregnancies, teen suicides, and youth violence are growing astronomically.

In a home where parents have decided to leave the development of their youths to chance that doesn’t exist, where positive reinforcements are nonexistent in schools, where societies often focus on everything youths do wrong and barely anything they do right, where it is subtly presumed that youths would learn “life skills” from computer and video games, “reality shows” and TV programs that promotes laziness, procrastination, selfishness, impatience, disrespect, anger and violence, you can only **imagine the intensity of their battles to cope with devious thoughts, raging hormones, and the bombardment of so much compelling things and activities, you can only imagine the deteriorating state of the world’s future.**

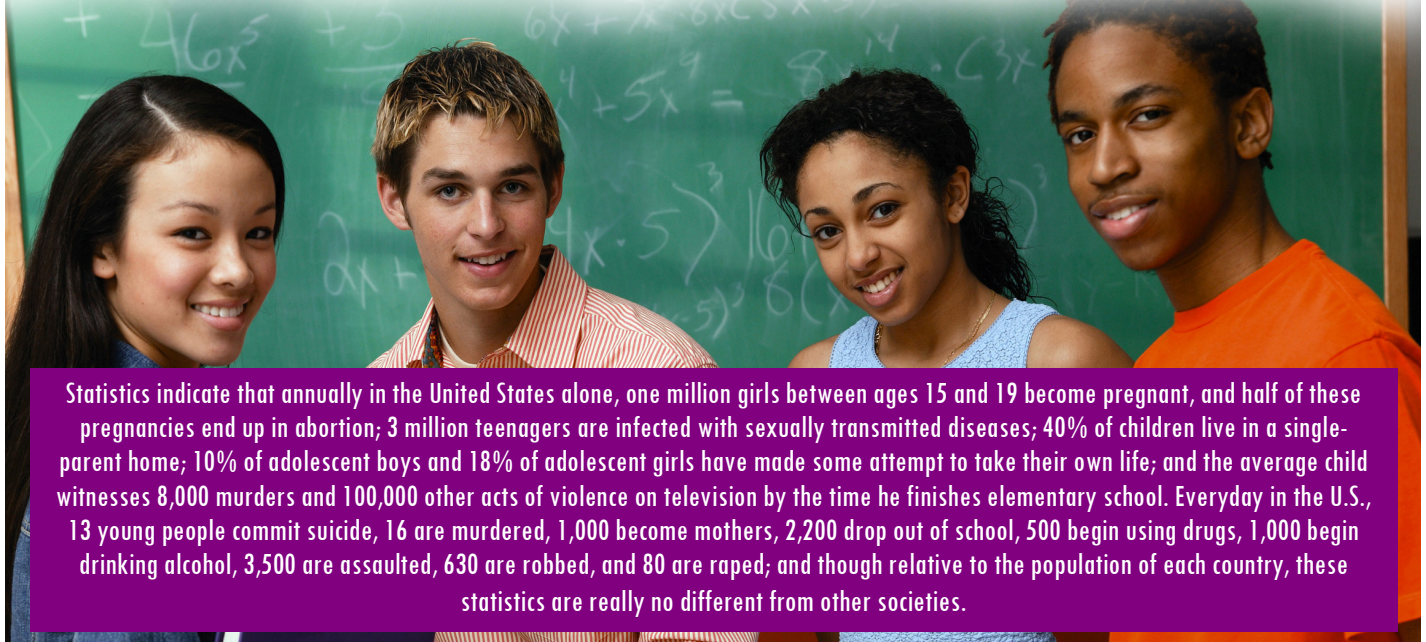


If there was ever a time for parents to realize their parenting inadequacies, it is now! If there was ever a time that parents should come together and stand beside their youths no matter what, it is now! If there was ever a time for every adult to step up and offer youths the leadership that they desperately need, it is now! If there was ever a time to lend a helping hand to a youth, counsel a youth, encourage a youth, and participate in a Youth Conference, it is now! The Youth Motivational Day that is coming up on Saturday, November 1st, is designed to make youths become more productive in life, especially at school, work and home, and also to help them build a sustainable foundation for a fulfilling future. To give you and your youths hope!

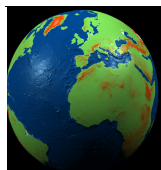
If you are between the ages of 13 and 29, male and female, come and learn how to select and cope with friends, how to mitigate the most common academic challenges, how to determine your life purpose and choose a career path, what dating is all about, how to build and manage steady cash flow, how to avoid detrimental choices, how to manage your time effectively, how to identify and curb your emerging insecurities, how to avoid the natural tendency of double personality, and what your future looks like. This event will be packed with fun activities, thought-provoking exercises, debates between youths and parents, questions and answers, a consistent flow of refreshments, guest speakers, and a keynote titled, **“Self-Leadership in Youths: The Fierce Urgency of Now”**. Also, lunch and workbook will be provided, and parents, guardians, teachers, coaches, youth and social workers, spiritual leaders, and members of school boards are exhorted to attend.

If you are the parent of a male and/or female youth between the ages of 13 and 29, it is extremely beneficial for you to attend this Youth Motivational Day. Besides getting this unique opportunity to relive your youth in thoughts with other likeminded parents, you get the opportunity to hear from other youths and parents about the struggles that your youths are likely experiencing as well, about how to provide the teaching, coaching, encouragement and support that your youths desperately need, about some eye-opening situations that you have likely never thought of, about the challenges that your youth may be facing without having had the courage to tell you. Moreover, you will get to hear directly from a Life Coach and father of four children about what it means to listen to the hearts of your youths, to hear what they struggle with voicing out, what they truly desire from you, their innermost struggle, and their unexpressed appreciation for all you do. **Signup and come stand beside your youths and other parents and their youths to show support for each other, make a statement of purpose, instill hope in one another and have fun together!**

“Attend the Youth Motivational Day to learn more about the pain we feel, the help we need, and our appreciation for you.”



Statistics indicate that annually in the United States alone, one million girls between ages 15 and 19 become pregnant, and half of these pregnancies end up in abortion; 3 million teenagers are infected with sexually transmitted diseases; 40% of children live in a single-parent home; 10% of adolescent boys and 18% of adolescent girls have made some attempt to take their own life; and the average child witnesses 8,000 murders and 100,000 other acts of violence on television by the time he finishes elementary school. Everyday in the U.S., 13 young people commit suicide, 16 are murdered, 1,000 become mothers, 2,200 drop out of school, 500 begin using drugs, 1,000 begin drinking alcohol, 3,500 are assaulted, 630 are robbed, and 80 are raped; and though relative to the population of each country, these statistics are really no different from other societies.



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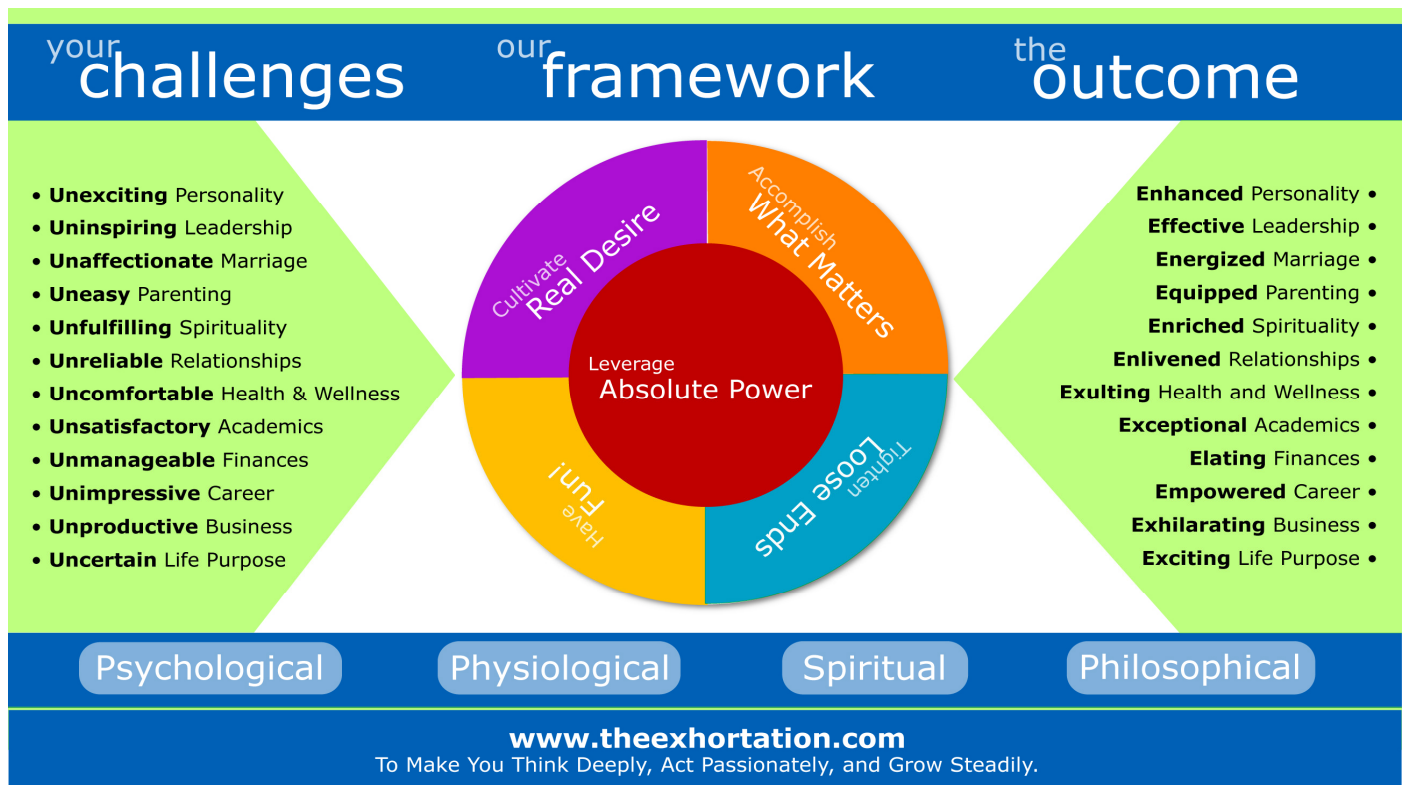
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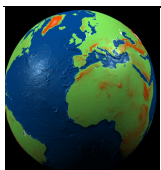
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In the words of Lyndon Johnson, **“The family is the corner stone of our society. More than any other force it shapes the attitude, the hopes, the ambitions, and the values of the child. And when the family collapses, it is the children that are usually damaged. When it happens on a massive scale the community itself is crippled. So, unless we work to strengthen the family, to create conditions under which most parents will stay together, all the rest — schools, playgrounds, and public assistance, and private concern — will never be enough.”**

Despite what statistics indicates, or how we may often feel by the challenging and discouraging attitudes of our youths, by our own incompetence as parents, and by the busyness of our careers, businesses, relationships, the truth is that parents and their children mean well for each other. Despite statistics indicating that the rate of broken families in the world is now over 50%, we strongly believe that deep down in the hearts of both parents, they desire unity in marriage and parenting; and that deep down in the hearts of our youths, they wish to be respectful, appreciative and supportive towards their parents, their teachers, their coaches and the authorities over them. **At this Youth Motivational Day, you will learn how to tactfully offer your youths the appropriate knowledge, coaching, support and encouragement, while being conscious of their situations, challenges and state of body, mind and spirit.**



At [The Exhortation Institute of Life and Business Skills](#), our [Coaching Programs](#), which includes [Life Coaching](#), [Business Coaching](#), [Executive Coaching](#), [Family Coaching](#), [Marriage Enrichment Forum](#), [Parenting Enrichment Forum](#), [Mighty Men Convention](#), and **this Youth Motivational Day** are based on deep **Psychological, Physiological, Spiritual and Philosophical** researches, which transcends religious, cultural, racial and socio-economic backgrounds. They are carefully designed to provoke your thoughts enough to become intimately aware of your current situation in determined areas of your life as well as the impact of your current way of being on those around you. Through this awareness, and using our [Coaching Framework](#), you will start shifting your automatic, habitual way of seeing and behaving in these areas, and start seeing growth in your [Personality](#), [Leadership](#), [Marriage](#), [Parenting](#), [Spirituality](#), [Relationships](#), [Health and Wellness](#), [Academics](#), [Career](#), [Finances](#) and [Business](#).



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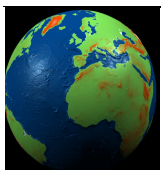
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Our Youth Coaching Program is carefully designed to coach your youth on how to select friends and cope with friendship challenges, mitigate the most common academic challenges, practice purposeful dating if appropriate, build and manage steady cash flow, avoid detrimental choices, manage their time effectively, identify and curb their emerging insecurities, avoid the natural tendency of double personality, identify their Life Purpose and career path, and take regular peaks at their future. To sign up for our programs, send an email to Programs@TheExhortation.com.

As Robert Kennedy once said, **“This world demands the qualities of youth: not a time of life but a state of mind, a temper of the will, a quality of imagination, a predominance of courage over timidity, of the appetite for adventure over the love of ease.”**

Don't miss this opportunity to help your youths develop sustainable skills of self-awareness, self-motivation, selflessness, self-control, self-esteem, self-protection, self-actualization and self-leadership!
To signup (youth and/or parents) for this year's Youth Motivational Day, send an email to Events@TheExhortation.com, and come join us to exhort and encourage our youths together!

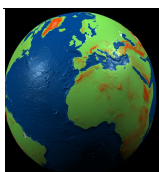
We are looking for sponsors and volunteers for this historical event!
Please email Donations@TheExhortation.com to offer your talents, time, effort and money towards the success of youths in our communities.
If you would like to bring this event to your school, organization, church or community, either in the form of a workshop or keynote, and regardless of your country of residence, email Events@TheExhortation.com.
50% of the proceeds from this conference will be donated to Liberty for Youth Organization, towards the purchase of a group home where previously incarcerated youths will be learning the skills and confidence necessary to thrive in life upon release from prisons and juvenile facilities.
Whether you attend this conference or not, kindly make a donation directly to this impacting, non-profit organization, Liberty For Youth, through their website, www.LibertyForYouth.org.





Youth Motivational Day!
 – Sustainable Self-Leadership Skills Today for Tomorrow
The Fierce Urgency of Now

Date	Saturday, November 1 st , 2008
Time	11:00 A.M. to 4:00 P.M. (Lunch and steady flow of refreshments are included)
Location	Best Western Hotel, Toronto West, 5825 Dixie Rd by Hwy 401 West, Mississauga, Ontario, Canada
Who Should Attend	Youths, Parents, Guardians, Teachers, Professors, Coaches, Youth and Social Workers, Spiritual Leaders, School Boards
Subsidized Fee	<ul style="list-style-type: none"> • \$20 for Youths (Ages 13 to 29) • \$30 for Parents and Others • For group rates (school, church) and family or single parent discounts, email Billing@TheExhortation.com
Engaging Activities at the Conference	<ul style="list-style-type: none"> • Debate between Parents and Youths • Thought-Provoking Exercises on Youth Matters • Presentations by Youths • Presentations by Adults • Raffle Draw for Prizes • Games • Drama • Quizzes • Guest Speakers and Keynote Address • Video Clips
Learning Outcome of the Conference	<p>Besides the sustainable motivation to be injected into every participants, you would learn how to:</p> <ul style="list-style-type: none"> • Select friends & cope with friendship challenges • Mitigate the most common academic challenges • Practice purposeful dating if appropriate • Build and manage steady cash flow • Avoid detrimental choices • Manage time effectively • Identify and curb emerging insecurities • Avoid the natural tendency of double personality • Identify Life Purpose and Career Path • Take regular peaks at their future
Prizes and Incentives	<ul style="list-style-type: none"> • The first 10 youths to signup will each receive a coupon for a free one-on-one Life Coaching Session • The first 20 youths to sign up will be entered into a draw to win a seasonal pass for Canada Wonderland. • Other raffle draw and door prizes include seasonal pass to Wild Water Kingdom, Cineplex Movie Passes, iTunes Cards for Music Downloads, and Gift Cards for Yorkdale and Square One Malls.
Registration & RSVP	Email Events@TheExhortation.com with names and ages. While payments may be made by cash and checks or by any of the major Credit Card through our website, advance payment is required to secure your spots . For more info, call +1 (416) 902-6672.



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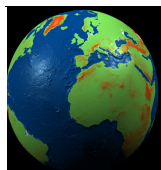


Youth Motivational Day
— Developing Sustainable Self-Leadership Skills in Youths
The Fierce Urgency of Now
Saturday, November 1st, 2008
11:00 A.M. to 4:00 P.M.



Alex Nosa Ihama is a Life, Business and Executive Coach, who has been facilitating seminars on Personal Growth, Leadership, Marriage, Parenting and Career for years. Either face-to-face, or through the phone and email, he has personally coached hundreds of people worldwide, and tens of thousands more through his website. This is in addition to his countless motivating and inspirational articles and newsletters that are now received in over 70 countries. Alex strongly believes that the key to success, which he defines as contentment, is in the hands of each individual regardless of his or her situation and circumstance. This is the fundamental statement upon which he founded the three organizations: The Exhortation Institute of Life and Business Skills, The Exhortation Life and Business Coaching Services and the Exhortation World Outreach. For more information, visit his website, www.TheExhortation.com or call him directly on +1 (416) 902-6672.

To share your much-appreciated feedback, request Youth Coaching or the personal delivery of this message as a workshop, seminar or keynote, send an email to alex.ihama@TheExhortation.com.



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