



THE THR!VAL CAMPAIGN

SCHOOL CLIMATE RESET

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THR!VAL IN SCHOOLS

HOW SURVIVAL MODE IS SABOTAGING OUR SCHOOLS

WHAT WE'RE SEEING IN SCHOOLS:

Across the country, schools are facing a crisis of connection. Students are withdrawn and unfocused, lashing out or numbing out—while educators carry the weight of burnout, systemic pressure, and increasing inability to connect with their students.



40% of students report lower engagement in school activities.



1 in 3 students struggle with feelings of isolation or disconnection.



Schools seeing higher dropout rates and disciplinary incidents.

The Problem? These are not signs of laziness or lack of discipline—they are *nervous system responses indicative of people stuck in survival mode.*

WHAT IS SURVIVAL MODE IN A SCHOOL CONTEXT?

Survival mode is a psychological and physiological state where the brain and body operate in fight, flight, freeze, or fawn patterns—constantly scanning for threat rather than opportunities for growth.

SURVIVAL MODE IN STUDENTS:

- Shutting down or avoiding certain classes
- Numbing out on screens
- Difficulty focusing or remembering things



SURVIVAL MODE IN TEACHERS:

- Avoiding conflict, disengaging
- Taking on too much, or pulling away
- Reacting from frustration instead of with intention



THR!VAL IN SCHOOLS



A FIELD-TESTED FRAMEWORK TO RESET SCHOOL CLIMATE

THE THR!VAL METHOD:

A FIELD-TESTED FRAMEWORK TO RESET SCHOOL CLIMATE

The THR!VAL Method is a five-part framework designed to move school communities out of survival mode and into a culture of purpose, belonging, and empowered leadership.

Rooted in neuroscience, emotional literacy, and culturally grounded practices, it helps students and staff shift from reaction to intention- creating safer, more connected, and more inspired learning environments.

By focusing on Authenticity, Purpose, Mindset, Belonging, and Transformation, the method provides practical tools that restore connection, reduce burnout, and unlock leadership potential in every individual.

WHAT WE'LL DELIVER



LIVE: IN-PERSON OR VIRTUAL ASSEMBLY

Hasira “H.Soul” Ashemu, National Speaker & Student Engagement Specialist shares the THR!VAL method- designed for assemblies, PD days, or schoolwide events.



ON-DEMAND: DAILY MICRO-LESSONS

Short, high-energy videos, prompts and gamified learning that bring belonging and leadership into everyday classroom moments.



THE THR!VAL GUIDE: A PLAYBOOK FOR SCHOOLS

An action guide to implement the THR!VAL method in schools, aligned with SEL competencies for students and leaders to feel more empowered and self-led.

THR!VAL IN SCHOOLS



OUTCOMES YOU CAN EXPECT:

- ✓ Increased student engagement and self-efficacy
- ✓ Improved school climate and peer relationships
- ✓ Strengthened teacher-student connection
- ✓ Visible leadership from students who previously felt unseen

TRUNORTH'S RESULTS:

82%

feel more hopeful

82% of survey respondents felt more hopeful about the topic discussed following our event.

91%

more empowered

91% of respondents felt more empowered, knowledgeable and confident in their ability to affect change.

100%

deeper connection

100% of survey respondents felt a positive impact towards their sense of connection to community.

“

“The session made me feel powerful and capable during an especially difficult political time for my community. I walked away with the takeaway that I can influence change and an ability to articulate the need for change.”

“

I am so, so glad I attended. I felt inspired and enlightened by H. Soul's wisdom, and incredibly grateful for the knowledge of my peers in the room as well. Very impactful and the best session I've been to so far. Thank you so much!



ABOUT H.SOUL ASHEMU

School Speaker, Strategist, and Facilitator

H. Soul is a seasoned school speaker, strategist, and facilitator with over three decades of experience in cultivating student and educator leadership and engagement. In his memorably no-nonsense yet compassionate approach, H.Soul shines a beacon of light on some of today's most complex social and educational challenges, through a lens of purpose, belonging and behavioral psychology. He balances humor, empathy, and science, helping students and educators alike learn and easily grasp complex analysis and apply it directly to their lives, improving engagement and learning outcomes.

As the Founder and Chief Visionary Officer of TruNorth Institute, H.Soul has cultivated a team of like-minded experts and facilitators, to establish ongoing partnerships and relationships with school communities across the country.

H.Soul is known for bringing:

- Deep cultural wisdom and lived experience
- Training in restorative practice & trauma-informed care
- A gift for engaging diverse student bodies and staff with authenticity and impact

About TruNorth Institute



TRUNORTH

TruNorth is a human development social enterprise, dedicated to uplifting humanity by working with education, healthcare, and community-based organizations to cultivate interconnectedness and breakthrough moments.

Many on our team are seasoned facilitators with decades of experience as classroom teachers, Principals, and Facilitators of youth development programming.

ADDITIONAL SERVICES FROM TRUNORTH

We can create a custom package for your team, pairing the THR!VAL School Climate Reset™ with additional tools and supports to build lasting culture change. Whether you're looking to grow leadership from within, equip students to lead their peers, or provide targeted coaching to your culture champions — we've got you covered.



WHAT IS SUCCESS?

LEADERSHIP ACADEMY FOR EDUCATORS

The diagram shows four overlapping circles: 'What you love' (top), 'What the world needs' (right), 'What you can be paid for' (bottom), and 'What you are good at' (left). The central intersection is labeled 'Ikigai'. The other intersections are labeled 'Passion', 'Mission', 'Profession', and 'Vocation'.

Designed for principals, APs, deans, coaches, and teacher-leaders, the THR!VAL Leadership Academy is a deeper journey into transformational leadership. This series equips school leaders to drive cultural change with clarity, courage, and community, and includes:

- Cohort-based learning
- Short-form, edutainment-style PD (bite-sized, emotionally engaging, and immediately actionable)



LEAD. FROM WITHIN

STUDENT-CENTERED LEADERSHIP PROGRAMS

This flexible, plug-and-play curriculum empowers students to lead from within. Used in advisory periods, SEL blocks, or leadership groups, each module builds agency, purpose, and belonging. Includes:

- Edutainment-style digital micro-lessons
- Facilitator guides + worksheets
- Adaptable for semester, trimester, or rolling implementation



COACHING FROM CERTIFIED EDUCATOR SPECIALISTS

Your culture champions deserve strategic support. We offer small-group and individual coaching for those doing the work behind the scenes — from counselors and deans to affinity group sponsors and equity team leads. Includes topics such as:

- AI literacy and innovation
- School culture resilience
- Retention of high-performing educators

SAMPLE LESSON



ARE YOU A THERMOSTAT OR A THERMOMETER?

THERMOSTAT VS. THERMOMETER

Overview: A thermometer reacts to the temperature. A thermostat sets it. Be the thermostat—choose how you respond.



SCAN OR CLICK TO WATCH:

[HTTPS://YOUTU.BE/82KWLBDPNX8](https://youtu.be/82KWLBDPNX8)

ACTIVITY #1: TRIGGER & THERMOSTAT MAPPING (10 MINS)

- What are 2 things that regularly throw you off your center at school?
- How do you usually react? (thermometer behavior)
- What could you do instead to stay grounded? (thermostat behavior)

Group share (optional): Ask students to give one example of how they plan to “set the tone” in a future moment.

ACTIVITY #2: “LEAVE THE BONES” REFLECTION (5 MINS)

Not every situation will be perfect, and not every word spoken to you will be kind or useful. Prompt: Think of a moment that didn’t go how you wanted—but taught you something. What was the “fish” (the part you could learn from)? What was the “bone” (the part you left behind)?

READY TO GET STARTED?



Bring the THR!VAL Method to Life in Your School

If you're ready to create a campus where students lead with confidence, educators feel energized, and your culture thrives, the next step is activating the tools, training, and experiences that can reset your school climate and help your students and staff thrive-together.

Next Steps:



Have questions or want to talk through options? Email us at hello@trunorth.institute



Book a free consultation with our team to customize a plan that fits your school's needs. [Click here to book a 15 minute discovery call](#) with a TruNorth consultant to discuss your school's unique needs.



Start with a launch event, staff training, or all-school campaign—we'll guide you every step of the way.