

REENTRY PACKET

Your Customized Guide to Support your Successful Transition



National Web-based Reentry Resource Center

www.fairshake.net

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Write Your Business Plan!

This text is from the Small Business Administration website:

<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

Traditional business plan format: When you write your business plan, you don't have to stick to the exact business plan outline, but it would be wise to use the sections that make the most sense for your business and your needs. Traditional business plans use some combination of these nine sections.

Executive summary: Briefly tell the reader what your company does and why it will be successful. Include your mission statement, your product or service, and basic information about your leadership team, employees, market and location. Include a brief financial summary and plans for growth, especially if you plan to ask for financing.

Company description: This is where you will share detailed information about your company. Be specific. Describe the problems your business solves. Describe the consumers, organizations, and businesses your company plans to serve. Explain your competitive advantages. Are there experts on your team? Have you found the perfect location for your store? Why are you so passionate about the product or service to see the project through to become a solvent business? This is the place to extol your strengths.

Market analysis You'll need a good understanding of your industry, what is in store for the future, and your target market. Competitive research will show you what other businesses are doing and what their strengths are. In your market research, look for trends and themes. What do your competitors do? Why does, or doesn't it work? Can you do it better?

Organization and management: Describe how your company will be structured, who will run it and how it will be managed. What is the legal structure of your business? A C corporation, S corporation, B corporation, a non-profit corporation? Will you have a partnership? If not, will you simply be a sole proprietor or possibly a limited liability company (LLC)? Consider all options before you file with the IRS or state regulators.

Use an organizational chart to lay out who's in charge of what. Describe the qualities each team member will bring to contribute to the success of your venture. Consider including resumes of key team members.

Service or product line: Describe what you sell or what service you offer. Explain how the product or

service benefits your customers and what the product lifecycle looks like. Share your plans for owning your intellectual property, like trademark, copyright or patent filings. If you're doing research and development for your service or product, explain it in detail.

Marketing and sales: There's no single way to approach a marketing strategy. Your strategy should include the reception for your audience and your advertising outlets. It should also include flexibility should your product, service or messaging need to change slightly. How will you attract and retain customers? Where and how will you sell your products or services? Be clear! You'll need to refer to this section later when you share your financial projections.

You'll refer to this section later when you make financial projections, so make sure to thoroughly describe your complete marketing and sales strategies.

Funding request: Your goal here is to clearly explain your funding needs for the next 5 years. How much will you need? What will you use it for? Demonstrate how your profits will keep your business fluid while you're able to pay off a loan. Or would you prefer to take on investors? Give a detailed description of how you'll use your funds. Specify if you need funds to buy equipment, materials, cover payroll or other specific bills. Include your strategy for paying off debt or selling the business.

Financial projections: Here you want to convince the reader that your business plan is stable, will remain solvent and will be a financial success. List the collateral you will put up against a loan. Provide a prospective financial outlook for the next five years. Include forecasted income statements, balance sheets, cash flow statements, and capital expenditure budgets. For the first year, be very specific. Use monthly projections if possible. Make sure to clearly explain your projections, and match them to your funding requests. This is a great place to use graphs and charts to tell the financial story of your business.

Appendix: Use your appendix to provide supporting documents or other materials were specially requested. Common items to include are credit histories, resumes, product pictures, letters of reference, licenses, permits, patents, legal documents, advertisements from competitors, trade news about your product, materials, or services, any contracts you may have now or which are on the table.

Tips for Writing a Business Plan



What is a business plan and why do I need one?

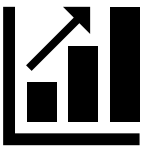
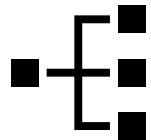
A business plan describes the strategy that the creators of an organization plan to follow as they build a new business...for instance, what steps will you take to start the business, and then what steps will you take to grow the business? The plan includes a description of the products or services that will be offered by the business, the customers, location, competitors, anticipated expenses, profit margin, plan to bring in employees, licensing or other special requirements and details specific to each industry, such as product shelf life and or cost of training staff. It should be written as a 3-to-5-year plan that includes short term and long-term goals. A business plan includes the mission statement and the vision for the organization. Use them to guide your structure and strategy. Business owners who need funding from another source to start the business – whether loans, grants or investors – will need a business plan to convince the grantors, lenders or investors that the business is a good investment.

A BUSINESS PLAN IS USUALLY REQUIRED TO OBTAIN FUNDING OR ATTRACT BUSINESS PARTNERS.

Is a business plan good for anything besides applying for funding?

Certainly. A business plan will guide you through the beginnings of your business. It will serve as a guide to get started, a measuring tool to keep you on track and a tool box notice problems and address them when they arise.

A business plan helps you monitor your cash flow, time and production rate to help you capture all of the aspect of creating your goods or services. It can be helpful in securing employees so you can attract a team that clearly sees and embraces your vision. It also provides a vision for potential partners or complementary business relationships, which can grow your business, or improve the environment for your business category.



If you can, incorporate graphs, charts, and visual displays of research, statistics and projections. They help readers stay engaged and visual descriptions appeal to different learning styles. They can also provide quick references.

Be prepared to make changes as the business develops!

Business Plan Basics:

- 1. Executive summary**
- 2. Company description**
- 3. Market analysis**
- 4. Organization and management**
- 5. Describe your services or products**
- 6. Marketing and sales goals**
- 7. Request funding**
- 8. Financial projections**
- 9. Appendix**



Find A Job

Finding employment is one of the top priorities of most people in society. Finding employment after incarceration is not only pivotal for reentry success, it can also be a requirement for parole or a halfway house.

It is important to find satisfaction in our jobs, but sometimes we must temper our wishes with our needs.

When we have to take a job that we are not excited about now, we can leverage the feelings of dissatisfaction to push us toward whatever it is that we need to do to find satisfaction. These things may include: submitting applications for jobs that we really want but may not be available now, or trying to work in an organization that has a similar philosophy to our own so we can move within the organization to a job that is more fulfilling, or perhaps we need to get the education required for certain positions, or maybe what we really want is to start our own business but need to work a 'day job' until our idea provides enough income for us to thrive.

Knowing there are many avenues to employment, Fair Shake offers several ways for you to engage within our website.

Remember: most jobs get filled without ever being listed on a website!

When searching for employment, remember to consider what it is you want to do. What type of business would you like to work in, and in which positions do you think you would dowell? What kind of jobs might you enjoy doing? Keep your eyes on the prize! Even if you must work in a job you don't care for now, remember that you are building character, patience, tolerance and REFERENCES. The image to the right is what our "Get A Job" page looks like today. This page, like all pages on the Fair Shake website, is constantly evolving. Please let us know what you think!

Fair Shake Employment Pages

Find a Job

Find a Job (or Start Your Own Business)

Job Search Engines

All search engines available online only


job-applications.com

#1 Independent Online Job Application Website

We offer links to online application pages and printable job application forms from our comprehensive database. We feature information on 1,500 popular companies in major industries such as fast food, retail, grocery stores, hotels and restaurants. Each company listed has a page which includes company history, service offered and common job opportunities. <https://www.job-applications.com/>

Way Up

<https://www.wayup.com/>

We feel strongly that opportunity belongs to all, and that an individual should never be limited by their economic status, race, sexual orientation, gender, who you know, where you went to school, or where you're from.



glassdoor

<https://www.glassdoor.com/>

Glassdoor is one of the fastest growing jobs and recruiting sites. It holds a growing database of millions of company reviews, CEO approval ratings, salary reports, interview reviews and questions, benefits reviews, office photos and more. No other site allows you to see which employers are hiring, what it's really like to work or interview there according to employees, and how much you could earn.

Jobs for Felons Hub

<http://jobsforfelonshub.com/>

A resource website created by a few folks who have personally watched their loved ones struggle to get a job due to having a felony. They share their free reentry employment guide here. Check out their website or their Facebook page for more information: <http://jobsforfelonshub.com/start-here/> or Facebook: <https://www.facebook.com/jobsforfelonshub>



Successful Release

We have personally contacted each company for information regarding jobs for felons. <https://successfulrelease.com/jobs-for-felons/>

Guide to Finding a Job Through Networking <https://successfulrelease.com/who-hires-felons-where-to-network-to-find-jobs-for-felons/>

Formerly Incarcerated College Graduate Network

<https://www.ficgn.org/job-leads> Discover career-related jobs that welcome formerly incarcerated applicants and see the value in your lived experience.



Jobline

Toll-Free Number: 1-800-414-6748 If you are looking for employment, Jobline is a free public service available on the telephone 24 hours a day, 7 days a week. New jobs are listed on the system each day, and jobs that are filled are removed. All that is required is a touch-tone telephone to establish your personalized job-search profile. The system is designed for you to use each day during your job search.

USA Jobs

An official website of the United States government <https://www.usajobs.gov/>



O*Net
Occupation Search! <https://www.onetonline.org>

All of these websites have thousands of jobs available at different employability levels:

Indeed.com Simplyhired.com Monster.com Linkedup.com

Non-profit Job Search Engines:

Idealist

www.idealst.org Jobs, Internships and Volunteer Opportunities (that can sometimes turn in to jobs...)



Jobs That Help

<https://www.jobsthathelp.com/>

WISCONSIN JOB SEEKERS! Looking for a meaningful career that makes a positive difference in your community? Whether you are an experienced professional or an enthusiastic newcomer, you have come to the right place!

Encore

www.encore.org

Jobs for people 50+ yrs of age



Philanthropy News Digest

Philanthropy News Digest: all levels of non-profit jobs.



<http://philanthropynewsdigest.org/jobs>

GIGS: Single or multiple day opportunities

For an interesting temp option, you can check out the Craigslist in your area under 'Gigs'. You'll find opportunities that include moving furniture, doing yard work for a few hours, car dismantling, CDL temporary jobs, staff for weekend events, handyman, cleaning, carpentry, welding, electrical, plumbing, painting, brand ambassadors (reps) and much more. Many of these gigs have opportunities that can turn into jobs.

Keep the author's intent in mind when searching on Craig's list. Beware that some listings are quite sketchy...

<https://newyork.craigslist.org/>



Gary's Job Board: Truck Drivers wanted!

Gary can find you a better truck driving job, with or without a CDL.

Website: <http://www.garysjobboard.com/>

More information about trucking / driving jobs:

<https://www.fairshake.net/employment-trucking-driving-jobs/>

Prepare For Work!

www.fairshake.net/prepare-for-work/

- Resume Writing Ideas
- Letter of Explanation
- Prepare For Your Interview
- ... and much more!

Employer Support

Give employers tools and information to help them hire you.



Share this document with your potential employers to help them hire you.

Bonding, WOTC, and EEOC filers

- You are bondable ☐ Federal Bonding Flier
- Work Opportunity Tax Credit Flier
- Equal Employment Opportunity Commission: Background Checks
- More on Background Checks: What Applicants Need to Know
- Formerly Incarcerated Individuals' Job Restrictions (US and Wisconsin) Created by the WI-DDC

US Department of Labor CareerOneStop

Formerly Incarcerated Reemployment

<http://www.careeronestop.org/ExOffender/index.aspx>



Watch The Video!

1-877-348-0502 TTY: 1-877-348-0501

Career OneStop Locations:

Alabama Louisiana Ohio

Start Your Own Business

It's not easy, but for the creative, courageous and tenacious, it's often the right thing to do. Here are a few documents to help you get started.

- From the Small Business Administration
- Business Plan Template

Prepare For Work

There are many ways to approach employment. Some people 'know somebody', sometimes we get lucky and meet our new boss or coworkers where we volunteer or through a recreational activity...but most of us will write resumes, find available jobs online or through an employment agency, fill out applications and then endure one or many job interviews.

Thanks to the generosity of several resume' writing professionals and job readiness coaches, we've assembled what we've found to support you as you build your resume', your interview skills, and your confidence!


While the information here addresses several of the concerns of job seekers, we want to encourage you to also consider topics from the "Free School" section of this book, the website or the software, to support you through the inevitable challenges that will occur as you create desirable outcomes.

Please remember: many employers want to hear more about how you built yourself up while you were incarcerated than they do about your past. Keep the conversation positive!

They want to know that you care. That you will be a good listener and team member, if you can embrace the company culture, learn, follow through and get things done. They want to know that you are interested and motivated.

Prepare for Work

Everyone prepares for work in a different way. Fair Shake offers many tools for you to use in the way that you choose to prepare for temporary jobs or long-term careers.



O*Net
Occupation Search! <https://www.onetonline.org>

The Resume Writing Academy

www.resumewritingacademy.com

Resume Writing This document generously shared with Fair Shake by The Resume Writing Academy thanks to: Wendy Enelow, MRW, CCM, CPRW, JCTC and Louise Kursmark, MRW, CCM, CPRW, JCTC

- Resume Examples
- Top Tips & Techniques for Writing Best-in-Class Resumes
- Free 78-minute resume writing audio webcast with printable handouts.
- Best Resumes and Letters for Ex-Offenders

A resume guide that addresses special employment issues facing ex-offenders.

Raw Resume

<http://www.rawresume.com/write-resume-definitive-guide>

How to Write a Great Resume: The Definitive Guide This guide will take you from start to finish through all the aspects of a great resume and help you transform your current one into an interview-winning resume. Written for beginner and intermediate job seekers. Print or read The Complete Guide to A Winning Resume - Cheat Sheet to get started. Here I am - Resume Writing That Gets Noticed. The Complete Guide to a Winning Resume Cheat-Sheet

Discussing Your History in the Interview

- Discussing Criminal History in the Interview

Other Employment Support

Jails to Jobs

http://www.jailstojobs.org/html/help_with_new_entry.html

Jails to Jobs is an organization that gives ex-offenders the tools they need to find employment. On this website you'll find a step-by-step plan to follow as you carry out your job search.

Livecareer.com

Livecareer.com offers great tools and resources for exploring careers, whether you're searching for a new job or considering a career change. - See more at:

<https://www.livecareer.com/quintessential/career-exploration>

how2become.com

How2become.com offers a resource guide that provides detailed insight into how to answer certain questions, body language and more.

<https://www.how2become.com/resources/interview-skills/>

Fair Shake Employment Documents

Available Offline and Online

- Employment Tips
- Resume Guide
- Interview Tips
- Interview Questions for You to Ask
- Sample Interview Questions
- Computer and Internet Tips
- Letter of Explanation
- Functional Resume Example
- Accomplishments and Skills Worksheet
- Employer Support
- Resume Examples
- Favorite Verbs for Your Resume
- Sample Employment Application
- Cover Letter | Thank You Letter
- Self Employment

Employer Support!

Share this document with your potential employers to help them hire you.

Bonding, WOTC, and EEOC fliers

- You are bondable | Federal Bonding Flier
- Work Opportunity Tax Credit Flier
- Equal Employment Opportunity Commission: Background Checks
- More on Background Checks: What Applicants Need to Know
- Formerly Incarcerated Individuals' Job Restrictions (US and Wisconsin) Created by the WI-DOJ

Start Your Own Business

It's not easy, but for the creative, courageous and tenacious, it's often the right thing to do. Here are a few documents to help you get started.

- From the Small Business Administration
- Small Business Administration: Start A Business!
- From the Consumer Information Center: Planning and Goal Setting for A Small Business
- Minding Your Own Business
- How to Write a Business Plan
- From the Fair Shake Reentry Packet
- Self Employment

US Department of Labor Career Onestop

Formerly Incarcerated Reemployment

<http://www.careeronestop.org/ExOffenderIndex.aspx>

careeronestop

Watch The Video!

1-877-348-0502 TTY: 1-877-348-0501

Career Onestop - Locations:

Alabama	Louisiana	Ohio
Alaska	Maine	Oklahoma
Arizona	Maryland	Oregon
Arkansas	Massachusetts	Pennsylvania
California	Michigan	Rhode Island
Colorado	Minnesota	South Carolina
Connecticut	Mississippi	South Dakota
Delaware	Missouri	Tennessee
Florida	Montana	Texas
Hawaii	Nevada	Vermont
Idaho	New Hampshire	Virginia
Illinois	New Jersey	Washington
Indiana	New Mexico	West Virginia
Iowa	New York	Wisconsin
Kansas	North Carolina	Wyoming
Kentucky	North Dakota	

Career Onestop

Put together a successful job search with resources on resumes, interviewing, networking and finding job openings.

<https://www.careeronestop.org/JobSearch/job-search.aspx>

Everything in this section available Online Only

- America's Service Locator** connects individuals to employment and training opportunities available at local American Job Centers. www.ServiceLocator.org
- America's Career InfoNet** occupation and industry information, salary data and career exploration assistance. www.CareerInfoNet.org
- mySkills myFuture** helps career changers find new occupations to explore. www.mySkillsmyFuture.org
- Veterans ReEmployment** is a one-stop website for employment, training, and financial help after military service. www.CareerOneStop.org/ReEmployment/Veterans

About The Fair Shake Personal Web Page

Personal Web Page Example

- Members differentiate themselves from other applicants!
- Members share information easily. No need to carry documents; they are stored in their account.
- Shows dedication to reentry success and provides a place to demonstrate interest in taking a proactive approach by sharing skills, character traits, and intentions.
- Employers and property managers can get to know members comfortably, reducing likelihood of auto-dismissal based on felony history.
- Fair Shake Member Card provides member information, url and password to the member's page.
- Member Web Page password is changeable! Access only given to current password holders.
- Fair Shake can verify references, even for volunteer work. Check out our example Personal Web Page | Personal Web Page Flyer | Fair Shake Brochure

Also available to Fair Shake members is a free email account, data storage and tutorials to learn to use electronic tools.

National Resources and Information

Advice from a Senior U.S. Probation Officer Workforce Development Coordinator

<http://community.ncdo.gov/forums/p/46711/85165>

- Federal Bureau of Prisons Employment Information Handbook
- Background Checks - EEOC

Veterans Employment Assistance: The Transition Assistance Program (TAP) was established to meet the needs of veterans during their period of transition into civilian life by offering job-search assistance and related services. The guide books below were created specifically to support you by applying

How Do You Solve a Problem Like Reentry?

Sue Kastensen, Founder and Director, Fair Shake

Imagine, if you can, being snugly stuck in a building with 1,600 other people, all of whom share your physical gender; never leaving, eating in the cafeteria that offers no choices, and sleeping in a room that is the size of your current bathroom, which, by the way, you share with one or two “roommates” not of your choosing. Imagine, also, that you have no internet access, no cell phone, and no computer. Your phone calls, on an old-school pay phone, will be conducted in a large room filled with boisterous people. You are restricted to one 15-minute call after which you must wait one hour before you are permitted to make another. Finally, you are only offered short intervals of time in the exercise room and library, and you receive few, if any, very short visits from family or friends. Oh, and you’ll share the bathroom with 50 people.

Can you imagine this for even one full day? How about one week? A month? A year? People in U.S. prisons are serving sentences that exceed 1 year ... so let’s imagine five, 10, 20 or even 30 years.

The crowded picture in your head, however, doesn’t come close to the reality of life in prison. I have omitted the suffering, the sadness, and the loss of loved ones; the manipulations, the disrespect, and lack of trust; the fear, the censorship, and the razor-wire fence. And the heavy gates with electronic locks.

Today there is an added threat of a potentially deadly virus running wild within the building. The virus, by the way, can only enter the building with the people who come and go for work, but who do not live there.

Finally, I want you to imagine how anyone who does not have personal experience in this process could possibly

guide people to build successful lives in a busy world once the exit door is opened to them. Where does one start to offer information about an ever-changing society when it is difficult to keep up, even for those who are fully engaged?

At least one building, full of the people in the thought exercise, opens its doors to release the inhabitants each day; 7 days per week (Carson, 2020). There are approximately 1.4 million prisoners currently serving time in state and federal prisons (Carson, 2020), and 95% of them will be returning to society (Hughes & Wilson, 2020). They are all excited to experience freedom again, but many are also extremely fearful of failure.

Very few prisons offer resources, support, or information to the incarcerated that will help them make vital connections for housing, medical support, or clothing prior to release. No prisons allow those who have recently come home to share their experience with those who are preparing for the transition.

Incarcerated people, when they can work, make less than 30 cents per hour, on average (Sawyer, 2017). It’s nearly impossible to save up for today’s cost of living on that wage, and the difficulty is exacerbated when landlords or employers refuse to consider leasing to or hiring formerly incarcerated applicants after running a background check.

With such a steep hill to climb, it should come as no surprise that less than 10 years after release from prison, 83% of those who have been released will find themselves back in prison (Alper, Durose, & Markman, 2018).



Photo credit: Federal Bureau of Prisons

Sue Kastensen presenting Fair Shake in a federal prison.

But it is a surprise. It’s shocking. A 17% success rate for an organization of any kind is ridiculous! How is this even possible? It’s embarrassing, unacceptable, maddening, and, for me, motivating.

Minding My Own Business

Prior to 1999, I — like most of my fellow Americans — was not aware of the formidable and terrifying gauntlet of challenges waiting for those who are returning to society from prison.

I was also not aware of the extremely long sentences and collateral consequences imposed by our war on drugs, or that people convicted of committing burglary were much more likely to commit another crime than people convicted of committing murder, or that many people convicted of sex offenses would be listed on a national registry for the rest of their lives.

I had never thought about the psychological hurdles to reengagement: building the courage and confidence to apply for a job, the frustrations of learning to use technology, needing strong boundaries to resist the

lure of using shortcuts to acquire money, finding and building healthy relationships (including reconnecting with children, parents and partners); or the intense tenacity and dedication to stay committed to goals made while incarcerated.

I never thought about any of that because in 1999, I — like most Americans — was focused on myself and my future. I was an enthusiastic 36-year-old business owner, manufacturing products that were in high demand in a rapidly growing market. I needed machines, and the employees to build and run them. Amid the growth and excitement, an employee took me aside one day and quietly asked if I might consider hiring her friend who would be coming home from prison soon.

Entrepreneurs are often courageous to try new and different things, but this question put me in a difficult position. I wanted to protect the loyal team that was cranking out our products every day, and I also wanted to give this person a “second chance.” Besides, if I did not say I’d consider this question in my small community of 2,000 people, who do I think should?

I said “yes.”

I learned a lot about reentry challenges from Rick, the applicant who became our new employee. He and I continued our conversation while I brainstormed on building a tool that could help people find needed resources. I knew that, at the very least, I could contribute an online reentry resource library! I called it “Fair Shake.”

Wanting to connect with professionals who help prisoners prepare for release, in 2002 I joined the Correctional Education Association and started searching for a mentor. I found one, and by 2005, I had sold my business, eager to create a nonprofit that would help people transition from prison to life after prison.

Unique Qualifications

Since before I can remember, I have been a risk-tolerant, extremely curious, self-determined, anti-fragile, and somewhat courageous individual. My approach to life did not bode well with authorities and by 8th grade, I felt I was being developmentally stunted at home and in school. In order to survive my teens, I had to find my own path.

After getting kicked out of my parents’ home at 13 — and after five high schools, four foster homes, several stays in group homes, a couple of jail visits and a few years in a Catholic reform school — in 1979, when I was 16 years old, I wanted to drop out of school and become an emancipated adult. I felt I was serving a sentence that had no end and no purpose. Authorities wanted me to stay in school, so I said I would continue with high school if I could attend Walden III, an alternative high school (which still exists today).¹ This was my last opportunity for a formal education and, thankfully, I flourished.

The school engaged in very little top-down pedagogy and primarily worked from a framework of student-centered, constructive, and problem-solving perspectives. Even the students were teaching classes! Some of my most cherished and important lessons were not taught in the classrooms; they were felt within the care of the community, for which I had yearned for so many years. The comradery, respect, interactions, support, and cooperative learning — unheard of in public or private schools in 1979 — gave me a deep understanding of authenticity, freedom, ownership, agency, interdependence, and even the importance of history.

At the start of my junior year, I detested school but at the end of the year, I found myself deeply in love with learning. I know now that we can find this love no matter where, or when, we find ourselves.

Lifewide Learning

Between selling my business and organizing a nonprofit, I worked in fair trade for a few years. During that time, I learned about stakeholders in the food chain: the farmworkers, farmers, processors, distributors, retailers, and consumers (we did not include the waste process at that time). My mind opened; I realized that the onus for reentry success did not solely fall on the person coming home from prison — that person also needed to be accepted for employment, housing, higher education, in places of worship, and more. In short, their success depended on all of us! I realized that I had to offer support to other stakeholders, too. I started thinking about ways to support and encourage family and friends, employers, landlords, corrections, and citizens to participate in this common goal for reintegration.

By creating, and listening, and creating some more, amazing things started to happen.

In 2014, I received a call from a reentry affairs coordinator in a federal prison in Colorado. She contacted me because the resource-selection tool on the Fair Shake website² was not working properly. After we talked for some time, she invited me to present Fair Shake at the prison complex. She said I would speak with hundreds of men in institutions that covered three levels of security. This would be my first opportunity to present Fair Shake to the incarcerated!

After I nervously introduced myself and provided an overview of Fair Shake, I asked the group if they would tell me what information and resources they were looking for that would help them find success after release. Once we started talking, I relaxed and they, too, became increasingly comfortable with our conversation. By the end of the presentation, I felt like we had an energizing reentry brainstorming session!

In addition to gaining insight from the responses to my question, I also discovered that most of the people in that room were corresponding with family and friends through a secure email server called CorrLinks and that I could continue to communicate with them through that service by creating a newsletter and sharing best practices.

I also learned an even more important lesson: A lot of incarcerated people go to great lengths to help one another.

In early 2016, I started writing a monthly newsletter and by the end of the year, 250 readers had signed on. (Today there are more than 4,000 subscribers.) It is not a broadcast newsletter, either. It is a place to share and build ideas. The readers know more than I do, so we advise and inform one another.

Once that door was opened, I committed myself to spend as much time as I could to engage in in-person conversations with incarcerated people. For the next three years, I traveled all around the country: north to south and coast to coast, presenting Fair Shake in many types of prisons and all levels of security.

For each trip, I created a route that put me on the road for up to one month. I had to drive to the institutions because it made no sense to fly. Prisons are mostly located far away from airports and amenities and can get locked down without notice. I learned to be very flexible!

When I would arrive at an institution where the myriad of presentation participants — incarcerated people, prison staff, and public servant visitors — had seen the Fair Shake Reentry Packet,³ or the free Fair Shake software application or even the website (in a staff office; prisoners do not have access to the internet), someone would inevitably ask me how my bubble truck⁴ was running and if I had new stories from meeting people along the way (I always did).



Sue Kastensen with her bubble truck.

My truck, with a camper on the back, made my travels possible. It was vital to have my kitchen, office, and bedroom with me at all times.

My travels are on hold for now, but prison reentry and education staff around the country have been staying in touch. Some check-in to make sure I will still be coming to their institutions when they open their doors again to volunteers, and others contact me to ask when the new software will be released. Robert Cialdini's (1984) "Scarcity Principle" is working in my favor, and suddenly Fair Shake is in high demand!

So, who comes to the presentations, and who signs up for the newsletters?

One can make almost no assumptions at all about who is in prison. As you have likely seen in the news, lawyers, CEOs, entertainers, and elected officials can be found in prisons; along with mothers, fathers, young people, and elders — many of whom have been in prison most of their lives and may have entered prison before they turned 18. The people serving time inside prison are as diverse as the people outside of prison, and many who have been convicted of committing crimes have also been victims themselves.

Criminologists, correctional administrators, elected officials, many academics, and, of course, the media, attempt to impress upon us that there is a specific type of person who commits a crime. They want us to believe that this "type" has "needs" that are unlike our usual human needs and they call them "criminogenic needs." They believe that these needs are like an addiction

and that most people who commit a crime must vigilantly "desist" from crime for many years, and possibly the rest of their lives because the needs are so strong. These people are put into groups according to their "risk of recidivism," their propensity to commit a new crime and return to prison.

To ensure that most prisoners from powerful and influential backgrounds will not be included in medium- or high-risk groups, the criminologists have devised a way for the majority of white-collar criminals to be excluded from having these "needs" (e.g., Jeffrey Epstein, Martha Stewart). The high-profile prisoners can often skip the dehumanizing, behaviorism-based programming and lengthy stretches of time in higher security prisons, where "assigning low-risk offenders to intensive programs designed for high-risk offenders" ... "can make things worse," according to the National Institute of Justice (2012, p. 109).

Considering the amount of time, effort, money, and research invested, I find it very disappointing that the criminologists have not created instruments that allow them to observe how people change. Many people grow, learn, feel deep remorse, and develop a world view that will lead to a law-abiding life, even without programming.

It is no wonder people are mystified about corrections, reentry, and how they can get involved to improve the corrections system or support the lives of those who have been released. National corrections associations, academics and elected representatives — the self-proclaimed "experts" — discourage others from getting involved in attending to the "broken system," as President Obama referred to it. They want us to trust them and leave the "reform" to them. After all, they will assert, they are informed by "evidence."⁵

These experts have been asking the question "What works?" to reduce recidivism for 50 years. In 1974, Robert Martinson answered their question.

After visiting many prisons and looking at the programming available in each one, he concluded that not one program worked for everyone. He found that some people benefited from one type, and others benefited from another, but no perfect program that applies to all had been created; there was no silver bullet. His findings liberated corrections from their duty of rehabilitation, creating a gap for the criminologists, with their medical model of interventions, dosages, and programming, to step in.

After more than 20 years of their studies, “evidence” and best practices, the criminogenic approach has only increased recidivism and failed to address the issues that it accuses the incarcerated population of engaging in in the first place: anti-social thinking and behavior. (See the Criminogenic Need Factors chart [National Parole Resource Center, 2014].)

have the opportunity to demonstrate their knowledge of, and commitment to, them! In fact, many of our incarcerated have become far more prosocial than the people who determine them to be a high-risk for recidivism.

What You Focus on Grows

Since I have been presenting in several institutions annually, the prisons that have reentry councils, or think tanks, or other groups dedicated to problem-solving, often invite me to join their groups for an hour or two of conversation after my presentation. Over the course of a few meetings, we gain a deeper understanding of the unique qualities that each of us brings separately — and together — to the solution of the reentry problem.

It was through one of these opportunities that I was able to create a workshop for a National Conference on

It was a crazy idea that was fairly difficult to execute but we pulled it off. We were even able to include recorded presentations by Mike, the incarcerated member, and also the voices of the Fair Shake newsletter subscribers who shared their thoughts in writing.

The conference organizers greatly underestimated the interest in this topic: they gave us a small room for our presentation that we filled to more than 250% of capacity, while we had to watch many interested attendees walk away. Unfortunately, like so many things, the conference has been canceled this year, so we will not be able to rekindle and continue the conversation in person. The idea, however, will persist.

The Fair Shake Operating System

Creating a web and technology-based prisoner-reentry nonprofit organization that serves millions of people, on-demand, is a huge undertaking.

Many of my toughest lessons were learned simply by deciding to take this on! I had to learn to manage the daily website development by myself, to communicate with several stakeholders using a variety of tools, and to grasp several software tricks and tools involving Office, Adobe and Windows OS. And I have to keep on learning those tricks and tools, too, because software makers often change them when they update.

It was during one of these updates that I became very frustrated. I felt that no matter how hard I tried to keep up, Microsoft et al., were not interested in having me get my work done, they were mainly interested in making me learn things that served their interests. I felt like I was working for them!

My son calmly offered me an alternative to the commercial “matrix.” He asked me to consider learning to use an operating system called Ubuntu, which was constantly and seamlessly updated and improved by developers who ask for input from the users. He said it

Image credit: National Parole Research Center

Antisocial attitudes, beliefs and values	Attitudes, values, beliefs, and rationalizations supportive of crime; cognitive emotional states of anger, resentment, and defiance
Antisocial behavior patterns	Early and continuing involvement in a number and variety of antisocial acts and a variety of settings
Antisocial peers and associates	Close association with criminal others and relative isolation from antirriminal others; immediate social support for crime
Antisocial personality and temperamental factors	Adventurous, pleasure seeking, weak self-control, restlessly aggressive
Family/marital stressors	Two key elements are 1) nurturance and/or caring, and 2) monitoring and/or supervision
Substance abuse	Abuse of alcohol and/or other drugs
Lack of education, employment stability or achievement	Low levels of performance and satisfaction in school and/or work
Lack of pro-social activities in leisure time	Low levels of involvement and satisfaction in antirriminal leisure pursuits

Criminogenic Need Factors

Fancy (and expensive!) assessments, algorithms, and programming have been built to disregard the attributes, characteristics, and qualities they say criminals lack, which include building capabilities, perspective change, prosocial studies, engagements (such as mentoring), ownership, self-determination, critical thinking, and commitment to community. We want our nation's citizens — as parents, employees, friends, and community members — to embrace these empowering and liberating qualities; and incarcerated people would like to

Higher Education in Prison with three men; two of whom I had met several times in the same prison and had been released; and one I met in a different prison and was still incarcerated. We wanted to find out if the academic attendees would help us think about how we could switch the reentry goal from being a negative one (reducing recidivism) to a positive one (building a satisfying and successful life) since it is far easier (and much more sensible!) to pursue a positive goal.

was a little harder to get started, but he assured me that once I got the hang of it — like driving with a manual transmission — it would become easy.

I wasn't ready for it when he offered, but I very much liked the idea of the operating system and how it was created. It reminded me of what I was doing with Fair Shake. Fair Shake, too, was a little harder, and people had to "do it themselves," but in the end they would be more informed, and Fair Shake would continue to become more relevant and supportive. I promised to look it up later.

Later came hard. It was when I was being forced to abandon Windows XP, which I loved so much, that I decided I'd had enough; it was time to try Ubuntu. I searched online to download it and the search results provided not only the computer operating system, but more importantly, they provided a link to a vital philosophy for our human operating system!

I was like a kid in a candy store as I explored the information online about Ubuntu! I was so excited to read and hear and learn about this traditional, sub-Saharan African philosophy, founded on the idea of interdependence. Ubuntu can be understood through the Zulu maxim, "umuntu ngumuntu ngabantu," or "a person is a person through other persons." It means, according to Desmond Tutu (2015), that it is the very essence of being human that we belong in a bundle of life, and that the solitary individual is a contradiction in terms.

I couldn't believe my eyes. I recognized this as Fair Shake's operating system and since then I have been weaving the philosophy into all of the information I share. I also close the newsletter with "Ubuntu" to remind the subscribers that we are in this together.

Education for Democracy

Understanding and effectively running a large democracy is an enormous undertaking and proper preparation should begin at an early age. We must nurture care in our youth and demonstrate ways they can think about themselves as individuals-within-community. Their education must include how to express — and listen to — a wide variety of perspectives in problem-solving debates about how to achieve social goals. It will take all of the formative years of schooling to develop these crucial and necessary thinking, reflection, communication, and feeling skills.

Rather than provide powerful tools for ownership, engagement, and intellectual expansion in a vibrant democracy, however, today's foundational pedagogy, with its attendant testing and comparisons, conditions our children to passively receive and believe information. The unspoken argument (unless you ask, like I always have) is that if we just rely on experts, follow the rules, and pursue employment, we will create the means to achieve happiness, security, and satisfaction in our lives.

We need not look further than the front page of the newspaper on any given day to see the devastating suffering and failure of this approach: increased polarization and authoritarianism across civil society, increased mental illness, suicide, anxiety, depression, addiction and opiate use in individuals; and the enormous loss of meaning and control in our lives.

Our citizens are waiting for a courageous and benevolent leader to do the heavy lifting of leading civil society. We want to believe that reform is happening and that infusing money into bad systems is making them better. We are waiting for the white knight to come and save us, but we can't yet see her on the horizon. The education system we count on to properly prepare our youth to recognize and solve social, regional, and global problems is failing our

future leaders by withholding the very tools they must use to develop their capabilities, at our nation's collective peril.

In 2007, just one month after receiving my bachelor's degree (at 44 years of age), I read an article in the *Journal of Correctional Education* that offered a new lens for me to use as I think about "correctional education." In it the author, Cormac Behan (2007), argued: "[T]he current penal orthodoxy must be challenged and alternative discourses explored within and without of correctional settings" (p. 158). I agreed! I read on, and found myself weaving these considerations into my perspective:

Educators need to create an alternative discourse about how we define our progress. It could shift the focus of the argument from a defensive position to a positive one. This might be achieved by arguing for a different approach to education than what the prison authorities or politicians may want. Mezirow's theory of Transformative Learning has a lot to offer prison educators. It encourages individuals to challenge the way they make meaning in the world. This requires transforming frames of reference which begins with critical reflection, i.e., assessing one's assumptions and presuppositions. It begins with encouraging students to engage in critical thinking which, according to Stephen Brookfield, is what one should strive for in an adult education process. ...This is the beginning of liberating learning. (Behan, 2007, p. 160)

I had just finished school, but I wanted to head straight back to the library to find out more about transformative learning theory! After all, wouldn't we all benefit from taking the time to think critically, reflect, question our assumptions, biases and beliefs, and discuss our thoughts with others?

After 10 years of self-study, I gathered all my savings and returned to school to pursue a master's degree in education. I needed to learn about education theory, curriculum-building and evaluation, so I could build a place where all people — regardless of their educational attainment or relationship — could freely learn how to learn. We have the right, as citizens and humans, to know how to think deeply, how to find information that is not offered through the “news,” to consider other perspectives, build agency, and expand our capacity for complexity, caring, and knowledge. We deserve to have a place to break free from the limitations of other people's educational norms, goals and expectations, and think outside of the social or tribal bubble. A place where learners of any age and any educational attainment level could continue freely on their personal path of acquiring wisdom.

Where I once thought a certificate was the answer, I grew to understand that employers et al. were understandably cynical about the value of certificates that cannot show commitment, moral fortitude, team building or critical thinking. They want to judge the person for themselves, which makes sense. After all, a driver's license does not verify a willingness to use turn signals, only that the driver knows how to use them.

It takes courage to face an employer in an interview following many years of incarceration. It also takes courage to say “no” to a powerfully persuasive family member or close friend. It takes great bravery to do the right thing when our group is doing the wrong thing. We can muster the strength that we need to create good boundaries, expand our capabilities, and reduce our suffering. From there, we can feel strong enough to reach out to help others and discover that helping them helps us even more. No certificate shows this level of growth, determination, or commitment.

I was extremely fortunate to have been diverted from dropping out of school to finding a reason to love learning. In the halls of Walden III, at the age of 16, I was able to experience the process and value of transformative learning. I am deeply grateful and, like many believers, I feel a responsibility to offer this opportunity to others.

The Fair Shake Free School

So now, while I am not able to get into the prisons to talk with people face-to-face, but while the interest rises in newsletter subscriptions, creating think tanks, exploring biases, and more, I am pushing the creative side of my mind to its limits (which will, thankfully, expand even more) to figure out how one person can maintain and even build a lifelong learning “community center” that not only offers information, but asks visitors to contribute.

The Fair Shake Free School will more deeply investigate these areas:

- Philosophy — to explore epistemology, purpose, morality, care for humanity, values, etc.
- Psychology — to explore the feeling/thinking problem, our needs and wants, uniqueness, dropping unwanted baggage, motivation, etc.
- Sociology — to explore TV and media and its impacts, how authority impacts groups, how being in groups impacts individuals, etc.
- Citizenship — building community and capabilities together, education, democracy, global village, etc.
- “Swellness” — where our physical health meets our mental health.

We now live in a world of constant change; where lifelong learning is no longer just a good idea, it is vital for security, satisfaction, meaning-making, and building trust.

Fair Shake will not engage in top-down pedagogy but will, instead, rely on a learning foundation based in

heutagogy (self-determined learning), ubuntu (teaching and learning undergirded by humanity toward others), and transformative learning theory (critical reflection and potential for perspective change).

Looking through the heutagogical lens (Glassner & Back, 2020), learners will understand that they are the captains of their learning adventure and they will “make the road by walking” (Machado, 1912). They will learn how they can discern the value of the information they entertain, ask relevant questions for proper reflection, and construct knowledge to build their life to its fullest.

By applying the lens of ubuntu (Bangura, 2005), learners will be able to think deeply about what is at the core of being a human: relationship! They will be able to remember that we learned how to be human from other humans, and that we can build information in a way that honors, accepts, and encourages others. Ubuntu is such an important philosophy for democracy that, in 1997, the South African Department of Welfare stated that Ubuntu “acknowledges both the rights and the responsibilities of every citizen in promoting individual and societal well-being” (p. 12).

Finally, the transformative learning lens (Mezirow, 1990) will equip learners with ways to foster critical self-reflection, challenge social norms, engage in dialog with greater confidence, and consider other perspectives, including changing our own. These tools will support compassion as well as capacity-building in a world of constant change and emerging truth.

Our Opportunity

Let us think again about those who are stuck in the building:

The monolith of correctional bureaucracy and its supporters — the current managers of the building — have no incentive or desire to improve their performance. In accordance with

our current contract, they can keep us out, but they cannot stop us from reaching in to connect, to listen, and to share time, learning opportunities, and humanity. They can also not stop us from changing our contract with them in the future.

We can change the building; for instance, we can create a campus with choices. We can continue to include limitations and restrictions, while we also include decency, respect, and opportunities. We can remind those inside that we know they are bringing unique and important contributions to our communities.

The management of the building, and the welfare of those being held within it, is OUR business; we have a right and a duty to build possibilities with our fellow citizens. As we now properly recognize ourselves as the owners, and see our neighbors inside as co-creators, we can experiment with new ways of thinking about how to help them prepare to leave the building and find success in our dynamic, technology-based world.

Remember, more than 1,600 of our fellow citizens will walk out of those doors full of hope and determination each day. With our eyes and hearts open, I am certain that we can switch the 83% failure rate to an 83% success rate.

What works to improve reentry success? We do. Together.

Notes

- ¹ Walden III, Racine, Wisconsin: <https://www.rusd.org/district/walden-iii-middle-high-school>
- ² Fair Shake website: <https://www.fairshake.net/>.
- ³ Fair Shake Reentry Packet: <https://www.fairshake.net/reentry-resources/reentry-packet/>.
- ⁴ If you'd like to learn about the philosophy behind the bubbles, please check out the "On Sue's

Desk" page of the website and scroll down until you see Bubble Truck Philosophy (<https://www.fairshake.net/suesdesk/>).

- ⁵ To see the survey that the Federal Bureau of Prisons use to assess the "risk of recidivism," please find the Measures of Criminal Attitudes and Associates (MCAA) survey on the Fair Shake website: (<https://www.fairshake.net/risk-assessments/>), or on the Research and Practice in Corrections Lab website: https://sites.google.com/a/siu.edu/corrections-and-research_lab/Downloads. See the "Measures of Criminal Attitudes and Associates (MCAA)" questionnaire (please scroll down to find it) and the "Measures of Criminal and Antisocial Desistance (MCAD)" survey — worth a moment while you're there!

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Dealing With Rejection

When we put ourselves in a position to be vulnerable to another person's opinion, we risk rejection.

Sometimes the risk is very small. Example: I tell a joke but my audience doesn't laugh. They look at me like I am speaking a language they don't understand. What does this mean? Do they reject my joke? Do they reject me? Maybe they don't share my sense of humor. Maybe they don't understand the joke. Maybe it's just not a good joke or maybe I need to learn how to deliver jokes. There are so many variables!

When I'm standing there in the silence, however, I find it hard to think of anything but "I'm not funny." or "I failed." I may even internalize these words and start to feel pretty rotten, as if I am incapable or unappealing. I told the joke to have fun and win approval; instead I feel deflated and rejected.

When I take a much larger risk, such as applying for a job, an apartment or a loan - where I've invested so much more of myself (time, information, hope, dedication) - the stakes are much higher. I may become discouraged when I hear 'we've chosen another applicant', 'we've rented the apartment to another person', or just plain 'no'. Again, it's hard for me to not internalize it. But just as in the case of the joke, there may be many variables that I am not considering. At this crucial time, I must remember to believe in myself and continue to pursue my goal.

It is hard to stay positive when we internalize rejection, and yet that is exactly what we need to do to persevere toward what we want. When we feel defeated, we would be wise to remember that we have taken many risks in the past and we have been successful. We must risk failure and rejection to feel the power of success. It is both scary and exhilarating!

Consider using these tools to keep your perspective as favorable as possible:

- First, remember you are important! Do not let rejection from any person or group lead you to believe you are not important, valuable, creative and necessary to the well-being of everyone.
- Be open to the possibility of rejection or criticism as the push you need to improve your approach, consider making other changes. Find ways to be positive. Positivity is magnetic!
- Consider the source. If you are doing what you believe is the right and best thing for you, keep doing it. It's okay to be rejected by people or groups that we do not wish to be a part of. Perhaps it's not a good fit and our view is clouded by a fog of unrealistic hopefulness. Try to remember to not take feedback or rejection personally.
- Keep focused on the big picture! Don't let minor set backs keep you from achieving your goals.
- Persevere! Keep doing what you are doing. Remember that you are the pilot of your goal, challenge, or position and you will not let rejection hold you back.
- Believe in yourself! If you don't believe in yourself, how can you expect others to believe in you? There are so many things that are special and incredible about you; don't forget what they are!
- This is an opportunity to build resilience. Getting through difficult challenges makes you stronger and more capable for your next challenges. Summon your fighting spirit that says "I will not quit"!
- Find your gratitude. Be grateful for the opportunity. Be grateful for allowing yourself to FEEL. Be grateful for the freedom to create your life, even though it may be very challenging. Be grateful for your critics. If it wasn't for them, we would not learn about ourselves.

Attention Budget Worksheet

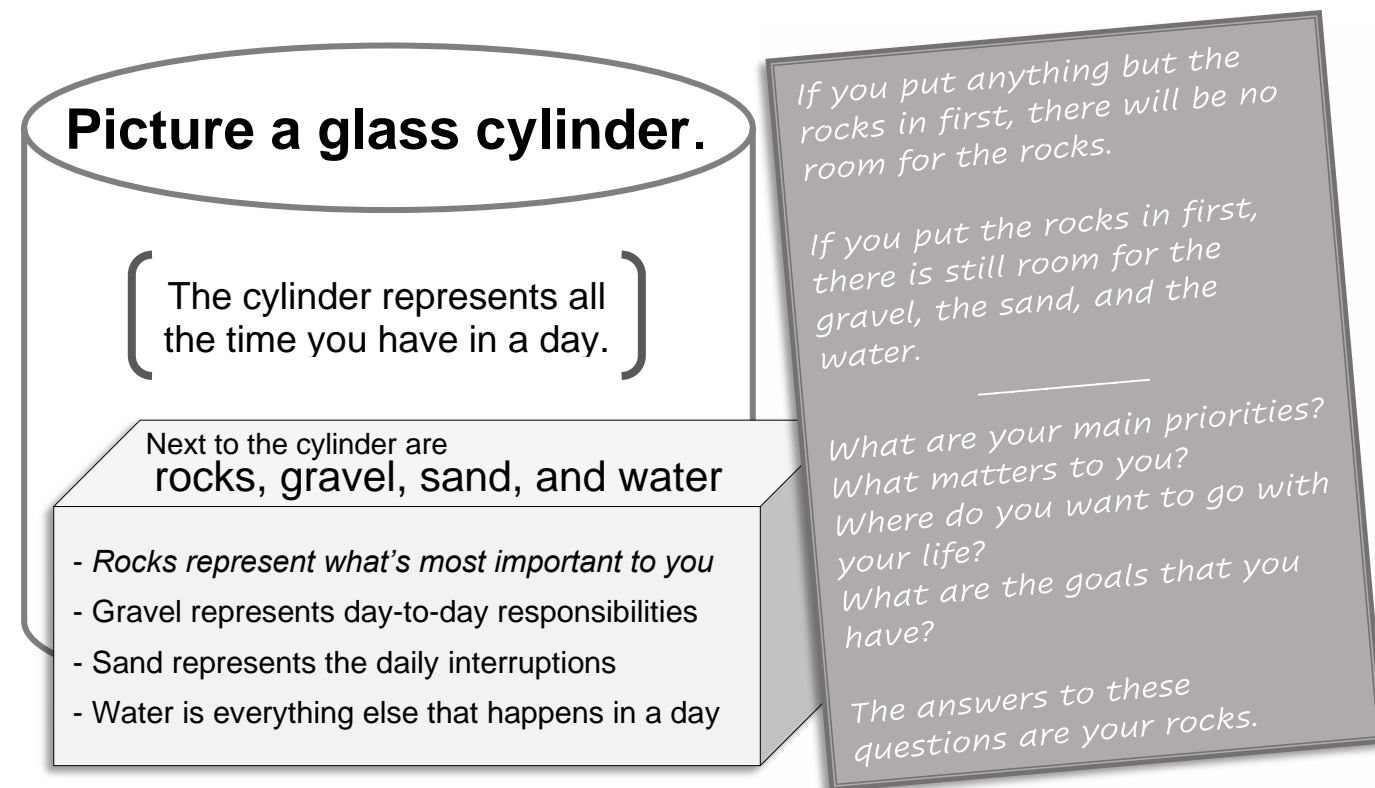
	Time Invested in	Planned	Actual Time Spent
Daily Work	Work		
	Travel time to and from everything		
	Other Travel...for errands, etc		
Food	Shopping (perhaps certain days per week?)		
	Meals – cooking		
	Meals – cleaning up		
	Meals – away from home		
Exercise	Walk, stretch		
	Aerobic – elevate your heartbeat!		
	Meditation / Yoga		
Thinking	Planning and Prioritizing		
	Evaluating (how effective was your plan?)		
	Reflecting		
	Meditation / Mindfulness		
	Reading		
Frequent Other Possibilities	Family (at home / visiting)		
	Friends		
	Hobbies		
	Classes and Homework (if in school)		
	Personal care: bathing, dressing, hair, teeth, etc.		
Media	Television, movies, YouTube®, electronic games		
	Social Media, Text		
Weekly	Weekly cleaning		
	Events with Family and Friends		
	Intentionally building your gift, yourself, your world		
	Travel time		
	Paying bills, balancing money		
	Services		
Monthly	Auto care		
	Volunteering		
Surprise Events			
	Totals:	Planned	Actual Time Spent
	Time alone: doing stuff		
	Time alone: thinking, reflecting, reading (books)		
	Quiet time with others		
	Active time with others		
	Time with Gizmos, Electronics and Screens		
	Time dedicated to living your life in the fullest sense.		
	Time connecting to your own life and all life.		

MANAGE YOUR PRECIOUS TIME!

ATTENTION BUDGET Deeply connected to your financial budget!

THIS IS THE FIRST DRAFT! I've included what this one mind of mine could think of; I'd love to hear from you to provide a more accurate range of options!

Steven Covey's great metaphor for managing our time; from his book First Things First:



The world demands your attention! Everyone tries constantly to get your attention. Set boundaries! Make your goals your priority! Slight changes to your path are like a compound-interest investment in your life!

Commit to goals as if they are appointments with your future self. YOU are important. Your goals are important. Goals are proactive, not reactive. Goals help us determine our "no" and our "yes" for investing our time.

All security experts agree: Trust no-one.

- Stay skeptical.
- Turn off cookies.
- Limit tracking as much as possible.
- Don't say anything stupid; don't use hate speech
- Thou shalt not overshare, or share data about friends.
- If the product is free, it means that you are the product.
- Limit your time on each platform (fb, twitter, instagram, et al.)
- Privacy is a myth. Assume if it's on the phone it'll be published.
- Don't live your life online. Take a walk, play a musical instrument, build furniture, live in the real world.

You have to decide what your highest priorities are and have the courage – pleasantly, smilingly, non-apologetically – to say 'no' to other things. And the way to do that is by having a bigger 'yes' burning inside.

- Steven Covey

"Trying to be "safe" while using a "smart" phone is like trying to keep water out of a submarine with a screen door."

"If you join Facebook, you relinquish your privacy."

"When you receive an email from someone that wants to share their fortune with you, do not reply or click on the links!"

You can turn off media, social media, phone, text: YOU set the boundaries. No communication after 8 pm? Sundays? You choose your limit. With your time managed, you can invest time online...time digging for information, learning new things, listening to guided meditations, music and pontificators.

Working Through Depression

Depression *noun* Severe, typically prolonged, feelings of despondency and dejection, typically felt over a period of time and accompanied by feelings of hopelessness and inadequacy. (source: the Oxford (online) Dictionary)

As Americans, it is common to feel like we are supposed to be happy. TIME magazine* recently announced “Americans are wired to be happy”, and reminded us that we made the pursuit of happiness “a central mandate of the national character” when we declared it a basic human right.

With so much emphasis placed on feeling good, it should come as no surprise that when we don’t feel happy, we may feel like something is wrong.

In fact, when we feel lonely, inadequate or disheartened as we search for meaning in our lives, our friends and family and even professionals often encourage us to strive to feel good again - as soon as possible - whether through distractions (shopping, media and superficial social connections, etc) or pain relievers (drugs, alcohol, food). It is rare to receive sympathy and support to simply *feel* our discomfort as we reflect, contemplate, grow, and become stronger and more capable through a natural and important process.

When we experience painful emotions we often feel alone. Sometimes we think we are the only person who feels this sad, hurt, alone or lost. However, people all over the world experience these difficult feelings.

Painful emotions are not bad; they are actually powerful guides to self-fulfillment.

- They help us clarify our values.
- They help us find meaning in our lives and see our unique perspective and qualities.
- They allow us to stop moving forward for a moment so we can reflect and think critically.
- They can motivate us through tough spots to more deliberately plot out our life course.
- They help us understand the suffering of others; and realize that we are not alone when we suffer.

All of our emotions - the pleasant ones *and* the difficult ones - are vital for our well-being!

We will most likely feel grief, loss, powerlessness, disrespected, compromised, inauthentic, abandoned, anxious, overwhelmed, unworthy, melancholy, or even a sense of hopelessness at some point in our lives, yet none of us will experience depression in the same way as anyone else. The good news is: we can work through most forms of depression without drugs. Everything we need is either already in our possession or can be found in the natural world around us.

There are many books, classes, groups, articles, and television shows on depression. The content of this brief document does not support or refute any existing information. Our sole intention here is to reinforce a positive and enabling perspective about growing through tough emotions rather than denying them through distractions or pain relievers. We grow in important ways through our human challenges.

Depression is related to our thinking; our perception of our memories, our fears, our failures, our hopes. It’s mostly a modern illness and has been growing consistently since the industrial age which, paradoxically, is celebrated for making our lives easier. According to Dr. Stephen Ilardi, author of *The Depression Cure*, indigenous cultures – who are dedicated to living in connection to their environment and to each other – do not experience depression.

When we feel sad, hopeless or depressed, we often feel like we don’t have a choice in how we experience these feelings....but we almost always do. We can’t eliminate depression by pretending we can ‘let it go’ without effort. We begin to rise out of it by looking at our situation through a different perspective. We can see different perspectives by considering philosophical, psychological and sociological concepts. This sounds rather ‘academic’, but we’ve been using techniques identified in these fields of study everyday since we were very young.

* TIME magazine: July 8, 2013

Below are just a few of these perspectives that we use everyday:

Pessimism vs Optimism: (inspired by Dr. Martin Seligman)

Optimism *noun* Hopefulness and confidence about the future or the successful outcome of something. (source: the Oxford (online) Dictionary)

Pessimism *noun* A tendency to see the worst aspect of things or believe that the worst will happen; a lack of hope or confidence in the future. (source: the Oxford (online) Dictionary)

Optimists believe that tough times are temporary, that hurdles build character and that most problems are surmountable. An optimistic perspective uses a Specific, External and Temporary lens (see below). We are optimists when we can see solutions, and also when we realize situations will change and beneficial opportunities will again present themselves.

Optimism is a tool with a certain clear set of benefits: it fights depression, it promotes achievement and produces better health. ~ Dr. Martin Seligman

Pessimists focus on what's wrong and what's difficult; they believe they are victims. They blame others for their situation. They believe that they are inadequate to fend off tough times, which are constantly threatening. A pessimistic perspective looks through a Permanent, Personal, and Pervasive (PPP) lens. We are pessimists when we believe we are incapable of doing whatever it is we need / want to do, when we blame outside forces for our situation or experience, when we want to give up, and when we believe we cannot create the life we want.

The difference between Optimistic (SET) vs. Pessimistic (PPP) perspectives:

Pervasiveness: Specific (*I'm great at fixing bikes.*) vs. Universal (*I can fix things.*)

Personal: External (*I have no luck.*) vs. Internal (*I have no talent.*)

Permanence: Temporary (*I am not good at this right now.*) vs. Permanent (*I am bad at this.*)

Hope: Hopeful (*I'll be able to fix this.*) vs. Hopeless (*It can't be fixed, I have to buy a new one.*)

Each perspective can be interpreted as a personal belief system, a self-fulfilling prophesy. Most of us are both pessimists *and* optimists, depending on the situation and our perception of our capabilities. Just as we can pick up good habits and let go of bad habits, so, too, can we learn to be optimistic and to drop pessimism.

And as with any habit, we can improve our ability and change our perspective over time by staying focused on meaning, values, and the long-term results.

To lift ourselves out of depression, and switch from a pessimistic to an optimistic perspective, we need to have faith.

Filters of Faith:

Faith *noun* Complete trust or confidence in someone or something (source: the Oxford (online) Dictionary)

We have faith when we believe in something even when we don't have proof.

Example: I have faith that I will get to the grocery store without getting into an accident.

Faith itself does not require belief in a particular religion; but belief in any religion requires *faith*!

To switch from a pessimistic perspective to an optimistic one, we need to have faith that optimism will help us reach our goal; and that pessimism is not how things really are. Remember *The Little Engine That Could?* "I think I can, I think I can." We are capable of doing very difficult things!

Can you **believe**

- that you have inherent worth, and that you are as important and valuable as everyone else?
- that your situation, problem or feeling is temporary?
- that a series of complex circumstances is what brought you to this point; not who you are?
- that all things change?...and that your situation is temporary and you will be able to get through it?
- that you have the power to change your attitude, your perception and your opportunities?

Dr. Stephen Ilardi, author of *The Depression Cure*, has been inspired by studying the resilience found in aboriginal groups who rarely suffer from depression. He suggests we integrate the following six elements into our lifestyle. Try the item that feels the most comfortable for you...and after a while add another. After a week or so, reflect on how you feel. Then add a 3rd and reflect on that experience, etc.

1. The Omega-3-Rich Diet: Sources of omega-3 essential fatty acids include fish, kidney and pinto beans, soybeans, canola and flaxseed oils, walnuts and vegetables such as broccoli, cauliflower, Brussels sprouts, kale, spinach, and salad greens.

2. Exercise: Dr. Stephen Ilardi says: *Even moderate physical activity - brisk walking three times a week - has been shown in two landmark studies to fight depression as effectively as Zoloft. Simply put: exercise changes the brain.* You can start with small increments of time. Make exercise one of your healthy habits!

3. Plenty of natural sunlight: Get outside, even when it's cloudy. Sunlight supports the creation of vitamin D, a necessary nutrient for mental health and strong bones.

4. Quality Sleep: Sun, fresh air, exercise, and fully engaging in life will help you get a good night's sleep.

5. Social Connections: One of our most basic human needs is belonging. Calls and letters with family and friends, participating in team sports and/or book clubs, volunteering and helping others all contribute to the feeling we belong and are cared about. Another basic need is independence. Remember to take thoughtful and creative time just for you, then you can share your thoughtful and creative self with others!

6. Participation in Meaningful Tasks: This leave little time for negative thoughts. Consider concepts in philosophy. Another basic human need is having a sense of purpose, self-worth, and meaning. We determine these by our thoughts; we demonstrate them through our actions.

Inspiration from great thinkers:

"Participating in meaningful tasks" has been a central theme to many philosophers, psychotherapists and other great thinkers, and has played an important role in of the process of reducing or transforming suffering for thousands of years.

Buddhism, a 2500 year old philosophy practiced like a religion, focuses on creating a meaningful life to alleviate suffering. By studying Buddhist ideas, we can learn to understand why we suffer. People can participate in any religion and still benefit from The Four Noble Truths:

First Noble Truth: To live is to experience physical and psychological suffering. We have to endure physical suffering like sickness, injury, tiredness, old age and eventually death; we have to endure psychological suffering like loneliness, frustration, fear, embarrassment, disappointment, anger, etc.

Second Noble Truth: All suffering is caused by craving. (Getting what you want does not guarantee happiness / satisfaction). Rather than constantly struggling to get what you want, try to modify your wanting. Wanting deprives us of contentment and happiness.

The Third Noble Truth: Suffering can be overcome and happiness attained.

The Fourth Noble Truth: This is the path leading to the overcoming of suffering. This path is called the Noble Eightfold Path and consists of Perfect Understanding, Perfect Thought, Perfect Speech, Perfect Action, Perfect Livelihood, Perfect Effort, Perfect Mindfulness, and Perfect Concentration.

It's easy to find out more about Buddhism. Hundreds of books are available.

Some Buddhist authors include: Thích Nhất Hạnh, Pema Chodron, the 14th Dalai Lama and Alan Watts

Friedrich Nietzsche, the late 19th century German Philosopher offers some bolstering quotes:

- *To live is to suffer; to survive is to find some meaning in the suffering.*
- *He who has a why to live can bear almost any how.*
- *That which does not kill us makes us stronger.*

Victor Frankl – Psychiatrist, neurologist, Holocaust survivor and author of *Man's Search for Meaning* has many empowering thoughts on this topic. Frankl observed that depression is a person's 'warning light' that something is wrong and needs to be worked through. He believed that each of us needs to identify a purpose in life to feel positively about (meaning), and then immersively imagine that outcome. According to Frankl, the way a prisoner imagined the future affected his longevity.

*The one thing you can't take away from me is the way I choose to respond to what you do to me.
The last of one's freedoms is to choose one's attitude in any given circumstance.*

He believed that meaning can be found through:

- Creativity and self-expression
- Interacting authentically with others and with our environment
- Changing our attitude when we are faced with a situation or circumstance we cannot change

More recently, **Dr. Martin Seligman**, considered the father of the Positive Psychology movement, professor emeritus at Pennsylvania State University, and author of many books on improving one's quality of life, believes that meaning and character play an important role in creating a satisfying life. Seligman articulated an account of the good life, which consists of five elements called the PERMA model:

P: Positive Emotion

For us to experience well-being, we need positive emotion in our lives. Any positive emotion like peace, gratitude, satisfaction, pleasure, inspiration, hope, curiosity, or love falls into this category – and the message is that it's really important to enjoy yourself in the here and now, just as long as the other elements of PERMA are in place.

E: Engagement

When we're truly engaged in a situation, task, or project, we experience a state of flow: time seems to stop, we lose our sense of self, and we concentrate intensely on the present. This feels really good! The more we experience this type of engagement, the more likely we are to experience well-being.

R: Positive Relationships

As humans, we are "social beings," and good relationships are core to our well-being. Time and again, we see that people who have meaningful, positive relationships with others are happier than those who do not. Relationships really do matter!

M: Meaning

Meaning comes from serving a cause bigger than ourselves. Whether this is a specific deity or religion, or a cause that helps humanity in some way, we all need meaning in our lives to have a sense of well-being.

A: Accomplishment/Achievement

Many of us strive to better ourselves in some way, whether we're seeking to master a skill, achieve a valuable goal, or win in some competitive event. As such, accomplishment is another important thing that contributes to our ability to flourish.

Quotes by Dr. Seligman:

- *We're not prisoners of the past.*
- *Just as the good life is something beyond the pleasant life, the meaningful life is beyond the good life.*
- *We deprive our children, our charges, of persistence. What I am trying to say is that we need to fail, children need to fail, we need to feel sad, anxious and anguished. If we impulsively protect ourselves and our children, as the feel-good movement suggests, we deprive them of learning-persistence skills*
- *Self-esteem cannot be directly injected. It needs to result from doing well, from being warranted.*
- *Habits of thinking need not be forever. One of the most significant findings in psychology in the last twenty years is that individuals can choose the way they think.*

Positive self-talk you can try on to see if it fits: *Life is meaningful and engaging and human, even when it's hard. I will get through this, just like I've been able to get through so many other difficult things.*

We need: Food, air, water. These components will help to keep our bodies running, but our mind is a necessary part of our bodies and our mind is programmed with needs of its own.

We also need: To feel we are valuable. We need to be around others and to feel like we belong. At the same time, we need our independence! Being on our own helps us feel strong, capable, creative and unique.

Depression can happen when we don't believe we can change the course of our lives.

It can also happen when we feel we are incapable of doing things for ourselves.

Sometimes the source of suffering can come from our relationships to others. We may feel we don't fit in, or we are being used, or we feel like we are not valuable to others.

Sometimes we feel like all we need is a partner/lover/other intimate relationship to feel better about ourselves, but others cannot fill our inner void. Relationships can be supportive and beneficial; and they can also deplete our power and resources and challenge our self-worth. We must consider: *what must I give* and *what do I gain* by maintaining this relationship? Is it worth the cost? Am I valued, honored and respected? Can I offer the same? Remember:

- All relationships involve choices, compromises, and commitments (investments).
- We must weigh the degree to which we are willing to give up our authenticity and individuality to belong to a group or commit to an intimate relationship:
 - Do we raise the bar so high that no one is 'good enough' to be around us?
 - Do we drop the bar so low that we find we are involved with people who don't share our values, don't value us, or even abuse us or take us for granted?

Manufactured Desires

An especially tricky part to all of this is recognizing when marketers, TV personalities and even close family and friends try to influence our values, needs and desires to fit their motives or goals.

If we look deeper into our suffering we can find that some of the things we suffer from do not originate from our values, our needs or our desires, but are manufactured 'needs' as a result of the media's attempt to homogenize our fears and desires through news, TV shows, slick advertising and emotionally appealing marketing.

We are told we are inadequate, unsafe, unhealthy, and unattractive unless we purchase certain products, desire to look and think a certain way, or buy into fear. TV 'experts' are often just sales people wearing lab coats.

We take command of our lives when we raise our awareness and think critically about their intent. Do they really know what's best for us? When we know our core values, we can refer to them and hold them up to their attempts to influence our decisions. When we maintain control of our lives we feel strong, and when we feel strong, it is much harder to feel depressed and powerless. We are too busy driving our ship!

When we examine our core values, we realize that we know what's best for us. Our core values are necessary for healthy living; they help us make good decisions, gain confidence and fully engage our abilities.

Getting through...moment by moment...can be the hardest part. But we can do it!

Tips to encourage you during depression:

- Try to remember that how you are feeling is temporary and just your momentary perception, like a cloudy day seems to have no sun. The sun is there; we can have faith it will again brighten our day.
- Read uplifting and motivating books, articles, and Daily Motivators (www.greatday.com)
- Drink lots of water
- Start with small achievable goals and stay focused
- Talk with someone about your experience. Remember: you are not alone.
- Eat fruit, vegetables, and food high in Essential Fatty Acids
- Exercise outdoors! Get fresh air, sunlight and breathe deeply!
- Get involved in a meaningful, social activity such as volunteering to support your community.
- Have FAITH in yourself! You can conquer your depression and engage in life in a positive way!

Recommended reading:

Man's Search for Meaning.....Viktor Frankl PhD
"Learned Optimism" and "Flourish".....Martin Seligman, PhD
The Depression Cure.....Stephen Ilardi, PhD
Plato, not Prozac!.....Lou Marinoff, PhD
Books on Buddhism.....Thích Nhất Hạnh, Pema Chodron, Allan Watts
and many more

Citizenship - Birth Certificate

We work directly with hundreds of government agencies nationwide to provide consumers with the ability to securely order their vital records online. Government agencies across the nation trust VitalChek to handle your vital record orders, and you can too.

https://www.vitalchek.com/order_main.aspx?eventtype=birth

Education - Free Audio Books

Free public domain audiobooks. LibriVox has a huge selection of free audiobooks that are recordings of volunteers who have read chapters from books that are in the public domain.

<https://librivox.org/>

Education - Higher Education

A university that works for you. Our 100% online, tuition-free degree programs are designed to fit your life.

Programs: Business Administration, Computer Science, Health Science, Education, Associate Degree, Bachelor Degree, Master Degree

<https://www.uopeople.edu/>

Employment - Employment Services

We are dedicated to helping you find your next career! The National Urban League is a historic civil rights organization dedicated to elevating the standard of living in historically underserved urban communities. Founded in 1910, the National Urban League spearheads the effort of its local affiliates through the development of programs, public policy research and advocacy.

<http://www.nuljobsnetwork.com/>

Employment - Staffing Agency

PeopleReady has re-imagined and simplified the path that connects people and work. Whether you need workers or you're looking for new job opportunities, we're ready to deliver results for you today.

<https://www.peopleready.com/>

Family - Family Support

On any given day, an estimated 2.7 million children in America have at least one parent in prison or jail.

NRCCFI is the oldest and largest organization in the U.S. focused on children and families of the incarcerated and programs that serve them.

Disseminating accurate and relevant information
Guiding the development of family strengthening policy and practice

Training, preparing, and inspiring those working in the field

Including the families in defining the issues and designing solutions

<https://nrccfi.camden.rutgers.edu/>

Family - Parenting

1-855-427-2736

Weekdays: 10:00 am pst to 7:00 pm pst

The National Parent Helpline is here for you and is open to parents and caregivers of children and youth of all ages. They offer Resources, a Helpline

Citizenship - Legal Assistance

The ACLU has an affiliate in every state and Puerto Rico. Affiliates handle requests for legal assistance, lobby the state legislatures and host public forums throughout the year. Find your local affiliate by visiting their website.

<https://www.aclu.org/affiliates>

Education - Free Audio Books

Free cultural and educational media access.

<https://www.openculture.com/freeaudiobooks>

Education - Higher Education

Freshman Year for Free. Take tuition-free, high quality courses online from top institutions for college credit. Modern States Education Alliance is a non-profit dedicated to making a high quality college education free of cost and accessible to any person who seeks one. Its founding principle is that access to affordable education is fundamental to any philosophy that respects all individuals, and fundamental to the American dream. Modern States' initial program, Freshman Year for Free, is intended to let students earn up to one year of college credit without tuition or textbook expense. Modern States hopes to provide links for students to tutoring, mentoring and college advising groups as well.

https://modernstates.org/?gclid=EAlaIQobChMIoIO16uee9gIvI_3jBx34gQCHEAAYASAAEgKfRfD_BwE

Employment - Employment Services

America Works includes work readiness training, vocational training, career placement, career advancement, and employment retention services. Our mission is to equip each individual who comes to our offices with the right tools so that they are able to provide for themselves and their loved ones. People find employment, and employers find talent! Due to the Coronavirus Pandemic, you must contact the office first before you can engage in in-person services. Click on the link above to find the location nearest to you.

<https://americaworks.com/virtual-contact-info/>

Employment - Staffing Agency

Manpower is dedicated to enriching people's lives with meaningful employment and development opportunities, as we have done for more than 60 years.

<https://www.manpower.com/ManpowerUSA/home>

Family - Parenting

Call us at 855-427-2736 - English and Spanish 8 am - 8 pm Pacific Standard Time

We offer free emotional support through innovative, evidence-based programs proven to strengthen the empowerment journey of parents, children, youth, and communities.

Parents Anonymous is now a Free Evidence-Based family strengthening program for Parents or anyone in a parenting role, and Children and Youth, to address personal, psychological, peer, mental health, or substance abuse concerns.

<https://www.raisingfuture.org/>

Food - Food Pantry

WhyHunger Hotline: 866-348-6479

and Printable Materials!

<https://www.nationalparenthelpline.org/find-support>

Food - Food Pantry

Find a food bank near you! The Feeding America nationwide network of food banks secures and distributes more than 3 billion meals each year. Contact your local community food bank to find food.
<http://www.feedingamerica.org/find-your-local-food-bank/>

Free - Free Stuff

We are a grassroots and entirely nonprofit movement of people who are giving and getting stuff for free in their own Towns. It's all about reuse and keeping good stuff out of landfills. Membership is free.
<https://www.freecycle.org/>

Health - Crisis Hotline

Domestic Violence Hotline 1-800-799-7233(SAFE)
StrongHearts Native Helpline 1-844-7NATIVE (1-844-762-8483)
Runaway Safeline 1-800-RUNAWAY / 1-800-786-2929
Human Trafficking Hotline 1-888-373-7888
Child Abuse Hotline - 1-800-4-A-CHILD (1-800-422-4453)
Substance Abuse Treatment - 1-800-662-HELP (4357)
Center for Missing and Exploited Children (NCMEC) Hotline - 800-8435678
Sexual Assault Telephone Hotline - 800-656-HOPE (4673)
Suicide Prevention Lifeline Hotline - 800-273-8255
<https://www.acf.hhs.gov/acf-hotlines-helplines>

Health - Free/Sliding Scale Clinic

Clinics listed on our website offer services for free or at a reduced rate. Many clinics are operate under a sliding scale schedule. This means that costs to patients are calculated based on income.
<https://www.freeclinics.com/>

Health - Reduced Cost Medication

(888) 311-6224 x115
Save an average of 15-55% on your prescriptions! Print a free card or download the app to your phone.
<https://www.americasdrugcard.org/index.aspx>

Money - Finances/Budgeting

GreenPath will work with you to build a personalized plan of action for regaining control of your debt. We assess your household budget, find places for you to save, and help you prioritize your payments to creditors and plan a lifestyle that you can afford. It all works toward helping you achieve your financial goals, better manage debt and avoid problems in the future. Available in Spanish.
<http://www.greenpath.com/>

Money - Free Credit Report

Get a free copy of your credit report every 12 months from each credit reporting company.
<https://www.annualcreditreport.com/index.action>

Call, text or click on the link to their website to find food pantries, soup kitchens, summer meals sites, government nutrition programs and grassroots organizations.

<http://www.whyyhunger.org/find-food>

Food - Food Pantry

Ample Harvest works to reduce food waste by connecting gardeners to their local food pantries so that excess garden bounty can be shared with those in need. Use the search tool to look for a local food pantry near you.
<https://ampleharvest.org/find-food/>

Health - Alcoholics Anonymous

There are over 118,000 Alcoholics Anonymous groups around the world. To find a local AA meeting today you can search by state, city, and day of the week. Can't find one close enough? Consider online AA meetings which offer the same wonder community from the comfort of your own home.
https://findrecovery.com/aa_meetings/

Health - Free/Sliding Scale Clinic

1,400 Free and Charitable Clinics and Pharmacies provide access to healthcare for uninsured and underinsured people in communities across the U.S. Find one near you!
<https://nafcclinics.org/>

Health - Free/Sliding Scale Dental Clinic

We continuously update our website with new information on dental clinics. Many of the resources for dental care are free, but many are based on income and/or discounted in other manners. Please review the listings and contact the dental clinics through the websites provided (and/or phone numbers listed), to obtain full details. We do not offer guidance. If you find any of our information improper, or if you have any question, please email us at support@thedentistsnearme.com. We will immediately reply to your email.
https://www.usdentalservice.com/?gclid=EAlaIQobChMIyaH1p9_k9gIVWZcAAB0Irg1FEAEYASAAEgK7cvD_BwE

Health - Reduced Cost Medication

HELPLINE (800) 503-6897 in English or Spanish. Find help with the cost of medicine! We offer a free drug discount card that may help you obtain a substantially lower price on your medications.
<https://www.needymeds.org/drug-discount-card>

Money - Finances/Budgeting

800.388.2227
Free Credit Counseling! Our mission is to help all Americans gain control over their finances. For over 60 years, NFCC and its member agencies have helped people just like you pay off debt and grow in their financial capability. Our services help people overcome financial challenges at nearly every stage of life.
<https://www.nfcc.org/>

Money - Social Security Benefits after Incarceration

Social Security and Supplemental Security Income

Native Resources - General

The Administration for Children and Families Tribal and Native American Affairs (ACF) is committed to working with tribal nations and Indigenous communities across the United States to improve the economic and social well-being of children and families. ACF oversees more than 60 programs that empower families and communities, improve access to an array of services, and build strong and healthy communities. ACFs discretionary and mandatory programs award more than \$1 Billion each year to tribes, tribal organizations, and Native American organizations to:

Protect and promote the vitality of Native American Languages

Promote healthy prenatal outcomes and healthy development of children

Provide affordable, high-quality early care and afterschool programs

Prevent and protect children from abuse and neglect

Reduce the causes of poverty and foster family economic security

Improve the financial, emotional, and medical support children receive from their parents

Reduce the risk of youth homelessness, adolescent pregnancy, and domestic violence

Prevent human trafficking of Native people and assist survivors

<https://www.acf.hhs.gov/tribal-affairs>

Reentry Resource - Multiple Resources Available

Scroll down the page to find your state. Titles in the left column will lead you to resources available nationwide.

If you scroll down the page to find your state name, you can click on that for statewide resources.

<https://www.needhelppayingbills.com/index.html>

Benefits

Individuals released from incarceration may be eligible for Social Security retirement, survivors, or disability benefits if you have worked or paid into Social Security enough years or Supplemental Security Income benefits if you are 65 or older, or are blind, or have a disability and have little or no income and resources.

If you believe you qualify, call our toll-free telephone number, 1-800-772-1213.

If you are deaf or hard of hearing, call TTY 1-800-325-0778.

<https://www.ssa.gov/reentry/benefits.htm>

Reentry Resource - Multiple Resources Available

Search for benefits in Education, Grants, Loans, Social Security, Housing and Utilities, Employment and Career Development, Financial Assistance and more.

<https://www.benefits.gov/categories>

Accomplishments and Skills Worksheet

Use this worksheet as a spring board to organize your work history and personal interests for your resume. Include all successes in your life! You have valuable talent, skills and traits to share. Remember: there are no wrong answers.

Examples--

- Shipped an average of 40 packages per day for 4 years with fewer than 3% damage in shipping.
- Volunteered at the Humane Society every Tuesday evening for 2.5 years. Walked, bathed and groomed dogs.
- Organized a fund-raising event for Fair Shake, generating over \$8300. Organized silent auction donations, secured entertainment and food and assembled volunteers.
- Managed a household of four on \$900 per month.
- Restored a 1961 Volkswagen Beetle to original condition.
- Successfully planted, nurtured and harvested an annual garden (8 years running!) and canned, froze or dried the harvest to provide nearly half of our family's dietary requirements.

Occupational Titles

Job titles to start your brainstorming when considering job goals.

Accountant	Graphic Designer	Manufacturer
Assembler	Grounds Keeper	Operations Manager
Carpenter	Inspector	Painter
Cashier	Lab Technician	Programmer
Chef / Cook	Librarian	Salesperson
Clerk	Machine Operator	Secretary
Data Entry	Mail Carrier	Snow-maker
Director	Maintenance	Teacher
Editor	Massage Therapist	Tree Trimmer
Engineer	Manager	Veterinarian
Firefighter	Mason	Welder

Job Skills

The following is a short list of job skills. (There are literally thousands of job-specific skills.) You will have to research the job skills specific to your occupation

Accounting	Drill Press Operation	Payroll / Accounting
Advertising	Driving	Planning
Auditing	Editing	Public Speaking
Brake Alignments	Electronic Repair	Researching
Building Maintenance	Filing	Sign Language
Carpet Laying	Hammering	Scheduling
Cleaning	Interviewing	Soldering
Cooking	Keyboarding	Technical Writing
Correspondence	Management	Telemarketing
Counseling	Marketing	Typing
Customer Service	Mechanical Drafting	Welding
Detailing	Metal Fabrication	Writing

Self-Management Skills

Follow instructions
Get along well

Get things done
Honest

Punctual
Responsible

Personality traits

Articulate
Assertive
Assume responsibility
Communicative
Competitive
Creative
Decisive
Dependable
Detail-oriented
Diplomatic

Enthusiastic
Emotionally strong
Flexible
Friendly
Highly motivated
Integrity
Quick thinker
Self-motivated
Sense of direction
Sense of humor

Sensitive
Sincere
Sociable
Tactful
Tolerant
Tough
Trusting
Understanding
Willing to learn

Physical skills

Agile
Assembling
Balancing, juggling
Crafts
Counting
Drawing, painting
Driving (CDL?)
Endurance
Finishing, refinishing

Flexible
Grinding
Hammering
Keyboarding, Typing
Manual dexterity
Mechanical
Modeling, remodeling
Observing, inspecting
Operating machines

Precise
Set standards
Strong
Thorough
Restoring
Sandblasting
Sewing
Sorting
Weaving

People Skills

Caring
Comforting
Communicating
Conflict Management
Conflict Resolution
Counseling
Consulting
Developing Rapport
Diplomacy
Diversity

Empathy
Encouraging
Group Facilitating
Helping Others
Inspiring Trust
Inquiry
Instructing
Interviewing
Listening
Mediating

Mentoring
Motivating
Negotiating
Outgoing
Problem Solving
Respect
Responsive
Sensitive
Sympathy
Tolerance

Data Sorting Skills

Analyzing
Auditing
Averaging
Budgeting
Calculating, Computing
Checking for accuracy
Classifying
Comparing
Compiling

Cost Analysis
Counting
Detail-oriented
Evaluating
Examining
Financial or fiscal
Analysis
Financial management
Financial records

Following instructions
Investigating
Inventory
Interrelate
Logical
Organizing
Recording facts
Research
Surveying

Leadership Skills

Brainstorm
 Competitive
 Coordinating
 Decisive
 Delegate
 Direct others
 Evaluate
 Goal setter
 Influential
 Initiate new tasks

Integrity
 Judgment
 Manage, Direct Others
 Mediate Problems
 Motivate People
 Multitasking
 Negotiate Agreements
 Organization
 Planning
 Results-Oriented

Risk Taker
 Run Meetings
 Self-Confident
 Self-Directed
 Self-Motivated
 Sets an Example
 Solve Problems
 Strategic Planning
 Supervision
 Work Schedules

Artistic Skills

Artistic ideas
 Dance, Aerobic
 Designing
 Drawing, Painting
 Handicrafts
 Illustrating, Sketching

Imaginative
 Inventive
 Mechanical drawing
 Model-making
 Perform
 Photography

Play an instrument
 Rendering
 Singing
 Visualize shapes
 Visualizing
 Writer / Editor

Descriptive Words to Use in Your Resume

Able
 Accurate
 Active
 Adaptable
 Adept
 Administrative
 Advantageous
 Aggressive
 Alert
 Ambitious
 Analytical
 Articulate
 Assertive
 Astute
 Attentive
 Authoritative
 Bilingual
 Broad minded
 Calm
 Candid
 Capable
 Cheerful
 Committed
 Competent
 Comprehensive
 Confident
 Conscientious

Considerate
 Consistent
 Constructive
 Continuous
 Contributions
 Cooperative
 Creative
 Curious
 Decisive
 Dedicated
 Deliberate
 Dependable
 Detailed
 Detail-oriented
 Determined
 Diligent
 Diplomatic
 Disciplined
 Discreet
 Diversified
 Driven
 Dynamic
 Eager
 Easily
 Easygoing
 Economical
 Effective

Efficient
 Effortlessly
 Empathetic
 Energetic
 Enterprising
 Enthusiastic
 Excellent
 Exceptional
 Experienced
 Expert
 Expertly
 Extensive
 Fair
 Farsighted
 Fast learner
 Flexible
 Forceful
 Friendly
 Generalist
 Hard-working
 Honest
 Imaginative
 Increasingly
 Independent
 In-depth
 Initiative
 Innovative

Descriptive Words (Continued)

Insightful
Instrumental
Inventive
Knowledgeable
Leadership
Logical
Loyal
Major
Mature
Meaningful
Methodical
Meticulous
Motivated
Multilingual
Objective
Open-minded
Optimistic
Orderly
Organized
Outstanding
Patient
Perceptive
Persistent
Personable
Personally
Persuasive
Pertinent
Pleasant
Positive
Practical

Precise
Problem-solver
Productive
Professional
Proficient
Profitable
Progressive
Proven
Punctual
Qualified
Quality conscious
Quick learner
Realistic
Recent
Reliable
Repeatedly
Resilient
Resourceful
Respectful
Responsible
Responsive
Risk-taker
Routinely
Satisfactorily
Scope
Self-confident
Self-controlled
Self-reliant
Self-starter
Sharp

Significantly
Sincere
Skilled
Skillful
Solid
Sound
Specialized
Specialist
Stable
Strategically
Strong
Substantial
Successful
Superior
Systematic
Tactful
Talented
Team player
Technical
Thorough
Timely
Uniform
Universal
Up-to-date
Valuable
Varied
Versatile
Vigorous
Well-educated
Well-rounded

Self-Employment

CAUTION: Entrepreneurship is NOT for the weak!

The idea of owning a business is attractive to many types of people. Some are drawn to 'be their own boss', to work closer to where they live, or to provide a product or service to an area where it is needed. Some people feel they can take more pride in their work and also be recognized for their efforts, still others feel they can have greater job security and may even be able to sell their business or pass it on to their children. Our shared *American Dream* features a 'rags to riches' story that includes a plucky protagonist that pulls her- or himself up with their bootstraps to achieve financial and social success.

One of our basic human needs is to feel we have the power to determine our destiny. Owning your own business is certainly one way to take control. Unless the start-up is handled cautiously, intelligently and with a long-term commitment, however, a person can drive their dream right into the ground.

This brief document will only cover the very basics (mostly using bullet points!) of things to consider in starting a business. It is merely a check list to assess if this is the right path for you, and also to consider some of the many things you'll need to address to get started...and then to keep it running.

Let's begin with some simple questions to ask yourself:

- What kind of business do I want to start? Will I provide a product or a service?
- Where will my business be located? What type of community supports my business? (examples: neighborhood, city, state, internet)
- Who are my customers? What makes them different from other consumers?
- How must I organize my company: What regulations must I follow? Does this business require special licensing or permits? How should I incorporate? (examples: LLC, S Corp, B Corp, non-profit)
- Where and how will I advertise or otherwise communicate to my customers?
- Does my business benefit all of the members of the community in which it is located?
- What is the name of my business and what is my 'tag line' or 'elevator speech' to describe it?
- How will I explain my business to my grandmother? (good practice; even if she is no longer with us)
- Can I tolerate book-keeping or am I able to pay someone who can?

Are you willing and able to:

- Start organized and stay organized?
- Follow legal procedures (including lots of paperwork!)?
- Ask for help?
- Pay taxes willingly?
- Be flexible, creative and responsive when things don't go as planned?

Now let's look at some difficult things to consider in starting a business:

- Can I handle a lot of rejection and nay-sayers?
- Will I feel jilted or jaded when my friends are not willing to be my customers or backers?
- Can I live with little to no income for at least 1 year and up to 3 years?
- Am I willing to sacrifice much of my leisure time or social life for up to 3 years as well?
- Do I have a super-strong moral base? (The temptation to cheat can be powerful for many.)
- Can I provide clear proof I will be able to succeed - and that I am a worthwhile risk - to small business loan officers?
- Do I have solid back-up plan for repayment?
- Am I comfortable with risk or will I worry?
- Am I physically strong enough to endure hard work, stress and exhaustion?
- What aspects about running a business matter most to me?
- Am I a 'people person' and if not, can I hire this person, or how will I communicate with customers?
- What are my 'competitors' doing? What do I do similarly or differently to what they are doing?
- How long will it take to start my business before any money begins to come in? Can I start it while I work at another job?
- Am I willing and able to trademark, copyright or patent my name, logo, written or recorded material or invention?

Some possible snags or ways to fail at starting a business:

- Need others to do work or research for you to get started.
- Blame others or 'the system' when things get difficult
- Require more resources from outside investors than you are willing to contribute yourself.

A couple of resources for entrepreneurial hopefuls:

SCORE: <https://www.score.org/>

Small Business Administration: <https://www.sba.gov/>

US Patent and Trademark Office: <http://www.uspto.gov/>

How to Write a Business Plan: <http://articles.bplans.com/how-to-write-a-business-plan/>

Free Government Publications: The Consumer Information Catalog lists approximately 200 free and low-cost publications available to you from various federal agencies. The publications cover topics such as money, health, employment, housing, federal programs, travel, small business, and education.

To write for your free catalog, send your request and address to: **Federal Citizen Information Center**

Also ask for "How to Write a Business Plan Pub #173

Attn: Catalog
Pueblo, CO 81009

Please share your thoughts, ideas, questions and concerns. Your questions, suggestions and ideas will help me improve this page to better serve our future business owners!