



# THE NOI LEADERSHIP

## NOI 2.0

# TRAINING CLASS

*April 24, 2010*

*6 pm est*

*5 pm cst*

*3 pm pst*



**Call in number:**

218-862-1730 *Dial in code: 9999#*

**Twitter Information:**

@BrotherJesse – Main Speaker and Director of We Are The Leaders

@Theimpactpanel – Follow For Updates About Colleagues On The Panel

@BlackAlert – Follow For Updates About Program

**Blog Platform:**

<http://www.theimpactequation.com/50states>

*Register on the blog and please sign in and register for a twitter account. We will also train you if you are unfamiliar with twitter. You will be able to dial in and hear the conversation and also respond by directly inputting your response on the blog.*



Prep Instructions:

1. *Dial in and test the number. Make sure you are on a phone that will allow for clear reception. Make sure you've tested the number and locked it in to your phone system.*
2. *Register on the blog if you can. This will allow you the opportunity to respond live right when the speaker (Brother Jesse Muhammad) is talking.*
3. *When you are registering, please add in as much information about the industry that you are in as possible.*
4. *If you haven't done so already, fill out the data sheet. It's not mandatory, but we would like to place you in an industry that you are in or close to it.*

In this PDF file you will find...

- *Agenda*
- *Notes*
- *Next Steps*
- *About The Speaker*



# *Agenda*

- *Experts - What are they? Are you one?*
- *NOI Organization and Community Brand*
- *Nation of Islam Web 2.0*
- *50 States-50 Problems- Your Story = 50 Solutions*
- *Our Network = Networth - Relationship Capital*
- *The Family Reunion Analogy*
- *Axis of Influence*
- *Next Steps*
- *A Web 2.0 Success Story: Jesse Muhammad's Introduction*
- *Jesse Muhammad: Build The Nation, Grow The Nation, and Protect The Nation*
- *Jesse Muhammad: Tact and Diplomacy when interacting with the mainstream*



*NOTES:*



*NOTES:*



*NOTES:*



*NOTES:*



*The next steps:*

*May 27, 2010 – Every Thursday at 9 pm EST, we will start discussing ways to help the community. Call in on the same number.*

*Visit this link for more information:*

<http://www.theimpactequation.com/myimpact/thenextsteps>



***ABOUT***  
**BROTHER**  
**JESSE**  
**MUHAMMAD**

.....

**READ HIS INSPIRATIONAL  
STORY BOOK ENDING  
MEET THE SPEAKER  
MEET YOUR BROTHER...  
IF HE CAN DO IT....  
SO CAN YOU!**



**ONCE UPON A TIME THERE WAS A MAN WHO  
DIDN'T KNOW WHERE HIS NEXT MEAL WOULD  
COME FROM....**

**HE WAS HOMELESS...**

**HIS MOTHER BATTLED WITH DRUGS.....**

**HE DIDN'T KNOW WHO HIS FATHER WAS....HE  
WROTE A LETTER IN SEARCH TO FIND HIS  
FATHER....**

HE DECIDED TO GO TO SCHOOL....

AND HE CHOSE THE HARDEST INDUSTRY TO  
TAKE ON....

ENGINEERING...

WOULD HE DEFEAT THE ODDS?

YES.

AND, HE JOINED THE NATION AND BECAME  
ACTIVE IN THE COMMUNITY, WHILE BECOMING  
AN ENGINEER.

DESPITE HIS TURBULENT AND TREMENDOUSLY  
HARD BACKGROUND....

HE....IS NOW AN AWARD WINNING SPEAKER

....

WE ARE TALKING ABOUT NONE OTHER THAN  
OUR VERY OWN....

BROTHER JESSE MUHAMMAD....

JESSE MUHAMMAD HAS OVER A DECADE OF  
EXPERIENCE SPEAKING TO DIVERSE  
AUDIENCES ACROSS THE COUNTRY.

HE HAS BEEN FEATURED ON VARIOUS  
TELEVISION AND RADIO SHOWS IN HOUSTON,

NEW YORK, CHICAGO, MILWAUKEE,  
PHILADELPHIA, LOS ANGELES AND OTHER  
CITIES THROUGHOUT THE COUNTRY.

HE IS A STAFF WRITER FOR THE FINAL CALL  
NEWSPAPER AND HAS RECEIVED RAVE  
REVIEWS FOR HIS COVERAGE OF STORIES  
THAT THE MAINSTREAM MEDIA TENDS TO  
OVERLOOK.

HE IS CREDITED WITH BRINGING NATIONAL  
AND INTERNATIONAL ATTENTION TO THE  
HISTORIC CASE OF THE "JENA SIX" AND HAS  
BEEN RECOGNIZED FOR HIS CONSISTENT  
COVERAGE OF HURRICANE KATRINA  
SURVIVORS.

HE IS ALSO THE FOUNDER AND CREATIVE  
DIRECTOR OF JAHANA PRODUCTIONS  
WHICH PROVIDES A WIDE RANGE OF  
SERVICES. HE IS THE CO-FOUNDER AND SENIOR  
EDITOR OF FOR YOUTH TEENS AND YOUNG  
ADULTS(FYTYA, HOUSTON'S LARGEST YOUTH  
AND COLLEGE PAPER.

TO ADD TO THIS, BROTHER JESSE  
MUHAMMAD RECENTLY LANDED A SPEAKING  
CONTRACT WITH IMPACT GROUP TO EMPOWER  
COMMUNITIES ALL AROUND THE WORLD.

HE TRULY BELIEVES THAT IF HE CAN DO IT, YOU CAN TO...AND HE IS DETERMINED TO EMPOWER AS MANY PEOPLE AS HE CAN, INCLUDING YOU!

YOU FOLLOW HIS TWITTER ACCOUNT: @BROTHERJESSE TO FIND OUT MORE INFORMATION ABOUT WHAT HE'S DOING IN THE COMMUNITY.

**WHAT WILL**

**YOUR STORY BE?**