

History

The problems and pain in our world stem primarily from a lack of character and ethics. Mark1 chose to be proactive. It focused its efforts on developing positive character traits up front in an effort to lessen discipline issues in families, schools, and society. Mark1 believes it is better to spend time and resources on creating a positive culture and climate than it is to spend more time and more resources on court and penal systems.

Where to start

- individuals
- families
- education
- community leaders
- government
- faith based organizations



The team determined that the most effective launch pad would be

Education

1. Education touches everyone.
2. Students are a captive audience.
3. People involved with education recognize the need.
4. Major culture and climate changes to the point of transformation can be realized.
5. Success within the schools will logically move into the community.

Before Changing Lives, the character materials available primarily only raised awareness. While this was a good start, Mark1 identified the need to develop a comprehensive program that would maximize internalization—critical in order for transformation to occur.

A team of educators—administrators, teachers, and coaches—works to continually develop the comprehensive Changing Lives program. Through annual evaluations, input is received from those using the program. The team evaluates, adjusts and expands the program to make it more and more effective and keep it fresh and new.

Changing Lives is used in over 2,000 locations throughout the United States, Canada and the Philippines, with a major expansion currently planned. The program now includes materials and plans for implementation in K-12, with colleges also using the program in leadership training.

Changing Lives' history is rich in success and transformation in schools. The next emphasis will be on the entire community.