

Elementary Edition

COWBOY ETHICS

**BE SOMEBODY!**

*Attitude. Integrity. Grit. Purpose.*

WIN AT LIFE

## Implementation Kit

*presented by:*



**BOYS & GIRLS CLUBS**  
OF CENTRAL WYOMING

## Kickoff!

For each month, a 'Kickoff' lesson can be implemented to introduce the "Word of the Month." This activity has no exact format or formula as you pick the method and lesson that works best for you!

### The Process:

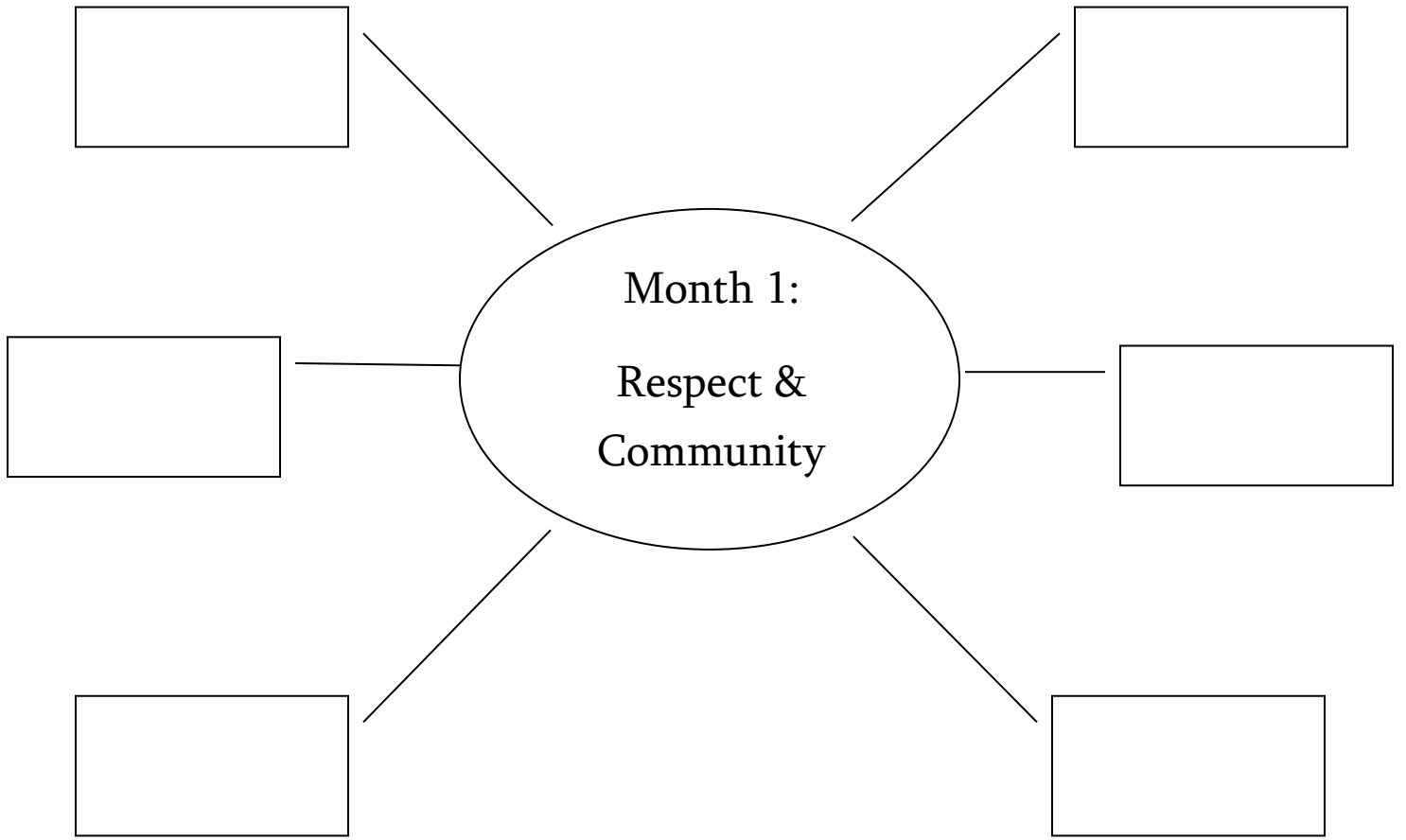
1. Choose one lesson each month that clearly explores the value for that month.
2. Teach the lesson as your Kickoff!
  - "This month our word is ' \_\_\_\_\_ '!"
3. Have students help define what the word means and what it looks like in your own unique environment.
  - This could be in your classroom, small group, or school / club wide.
  - Take a student-driven, self-discovery path  
... we want to facilitate not dictate.
  - After the students have defined the word, post it for easy reference.
4. Refer back to your word and your poster throughout the month at various times to help reinforce the value.

Just like the 'Be Somebody: The Cowboy Ethics Way to Win at Life' program, this lesson is like water, you choose the lesson that fits into whatever venue and time allotment you have available.

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**STEP 1: BRAINSTORM**

Number of Lessons Desired: \_\_\_\_\_



Choose your favorite ideas from above and list them below

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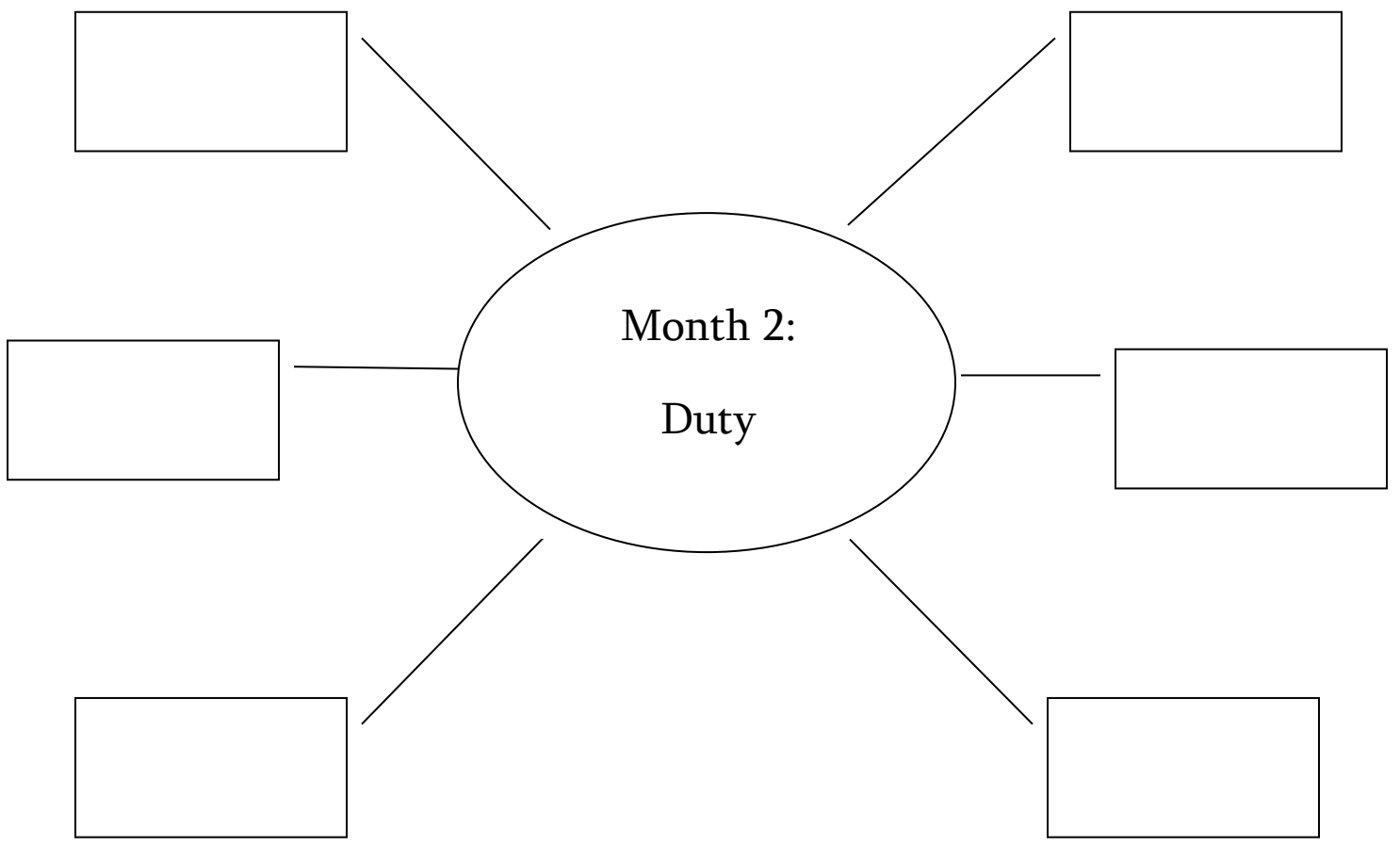
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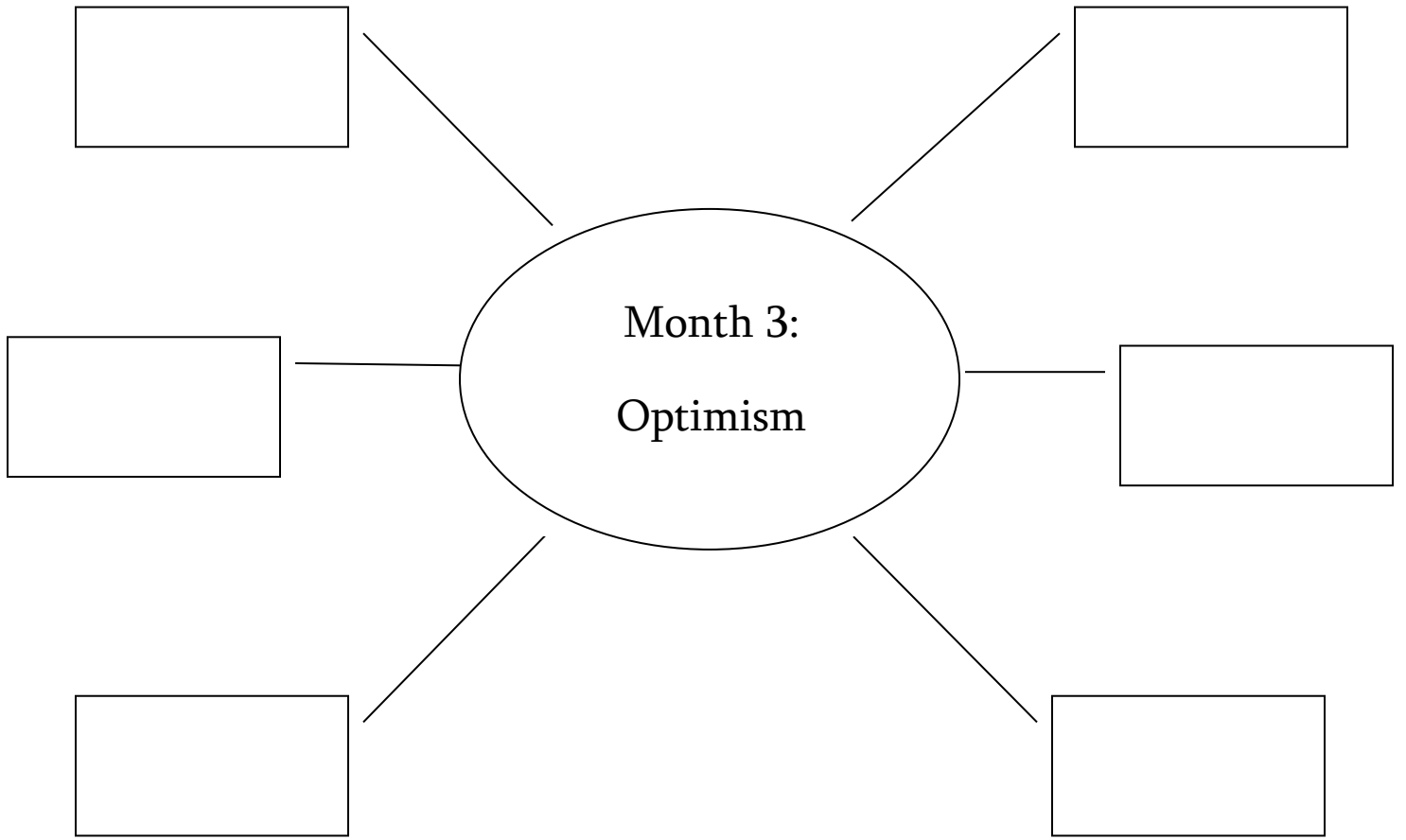
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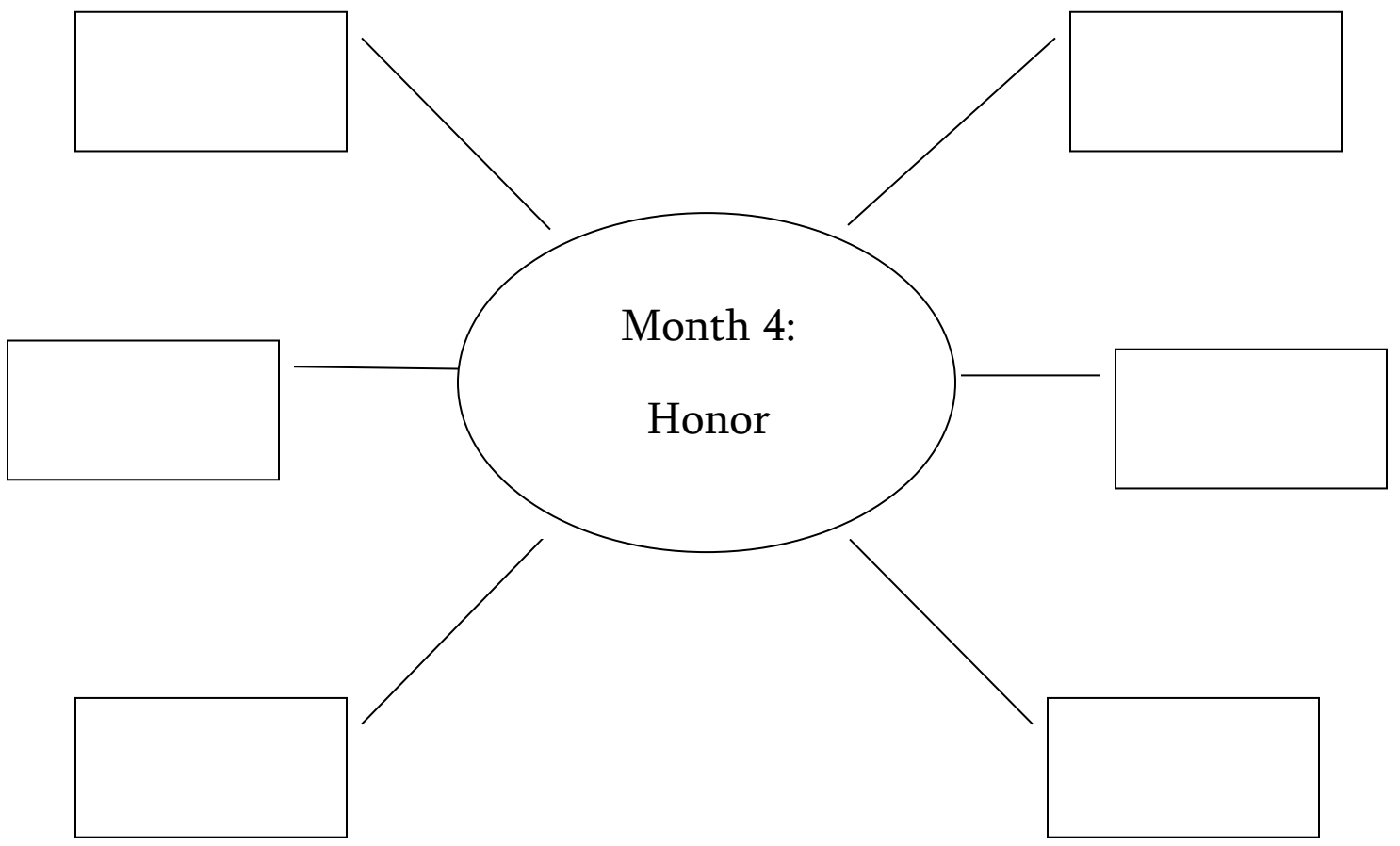
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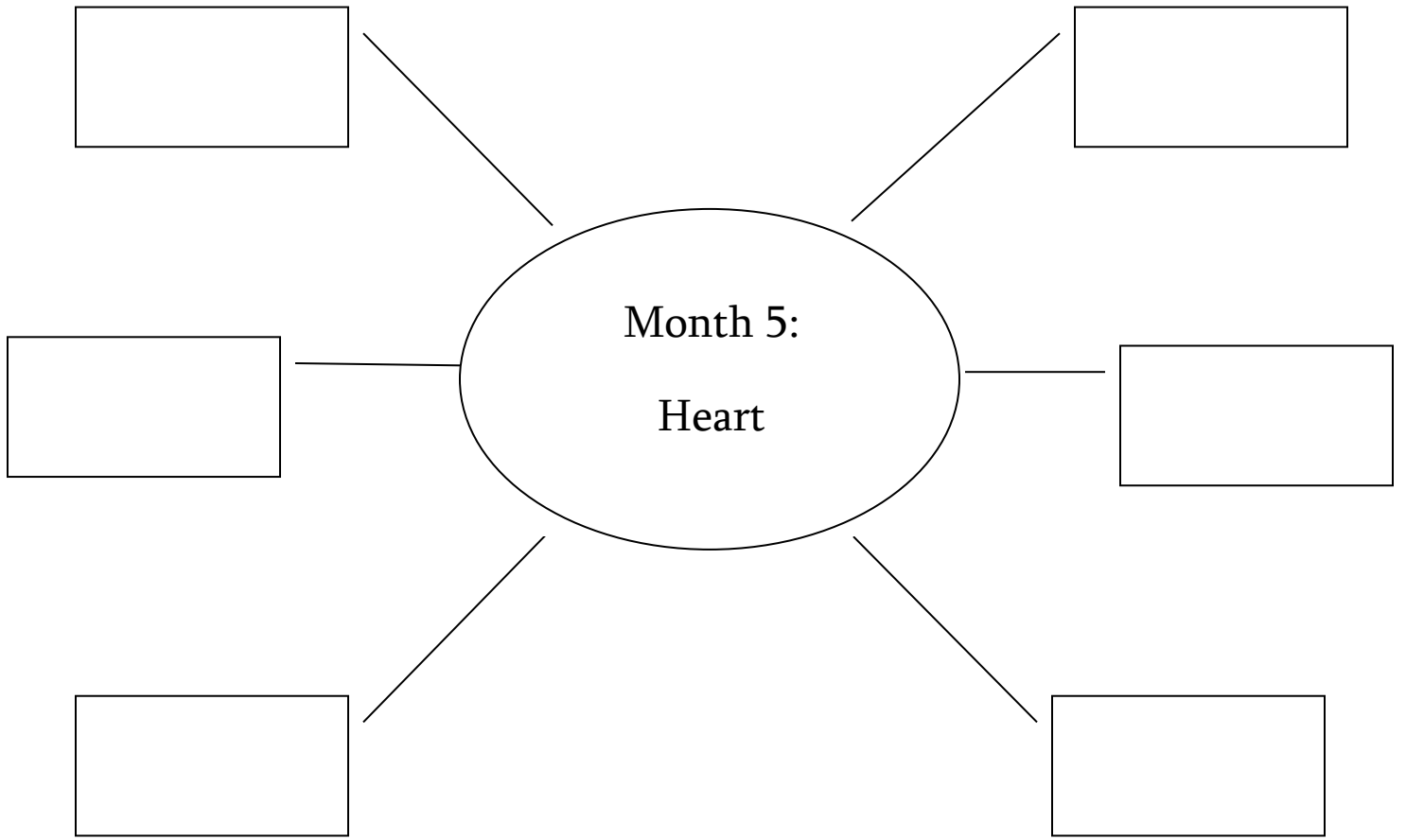
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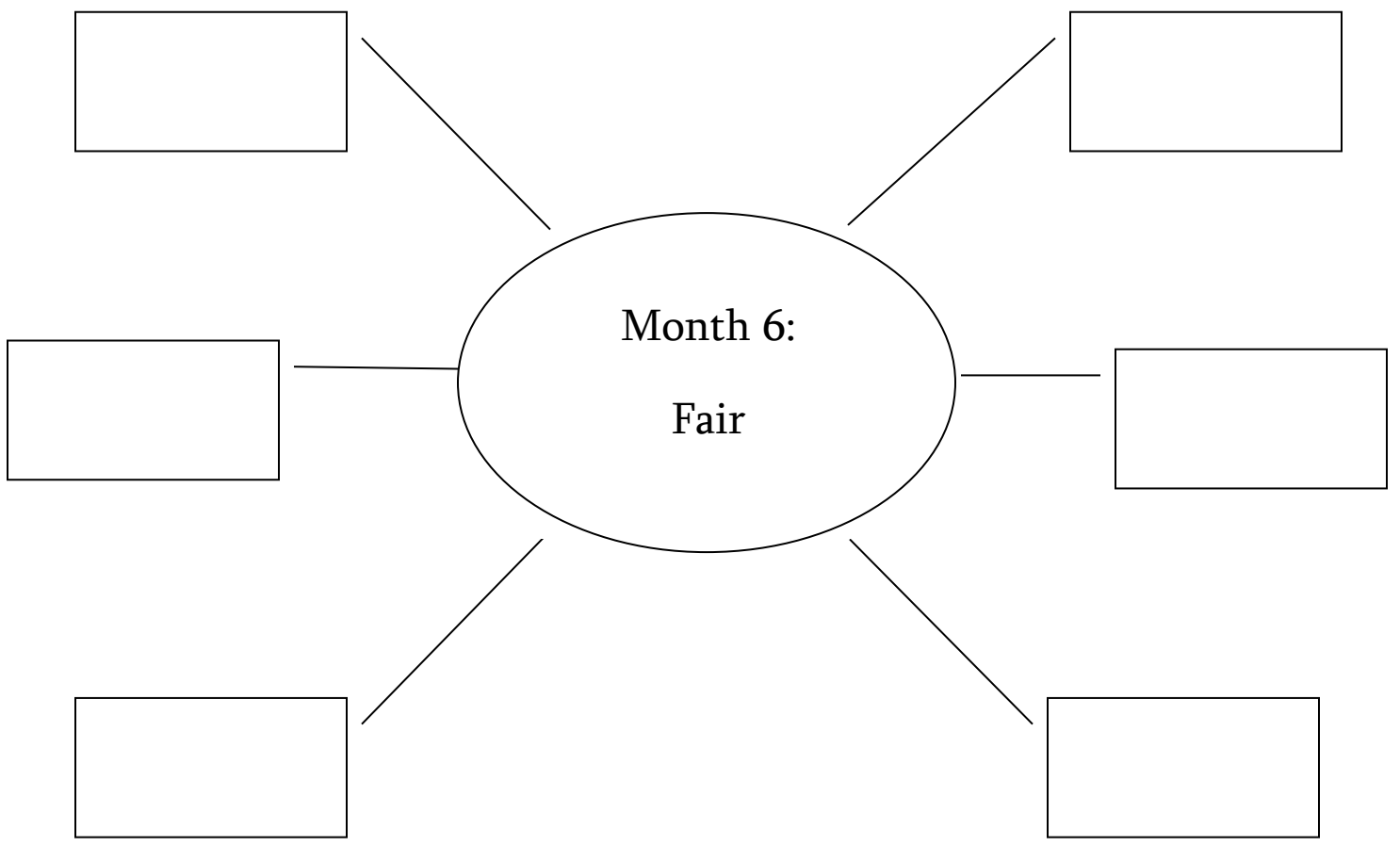
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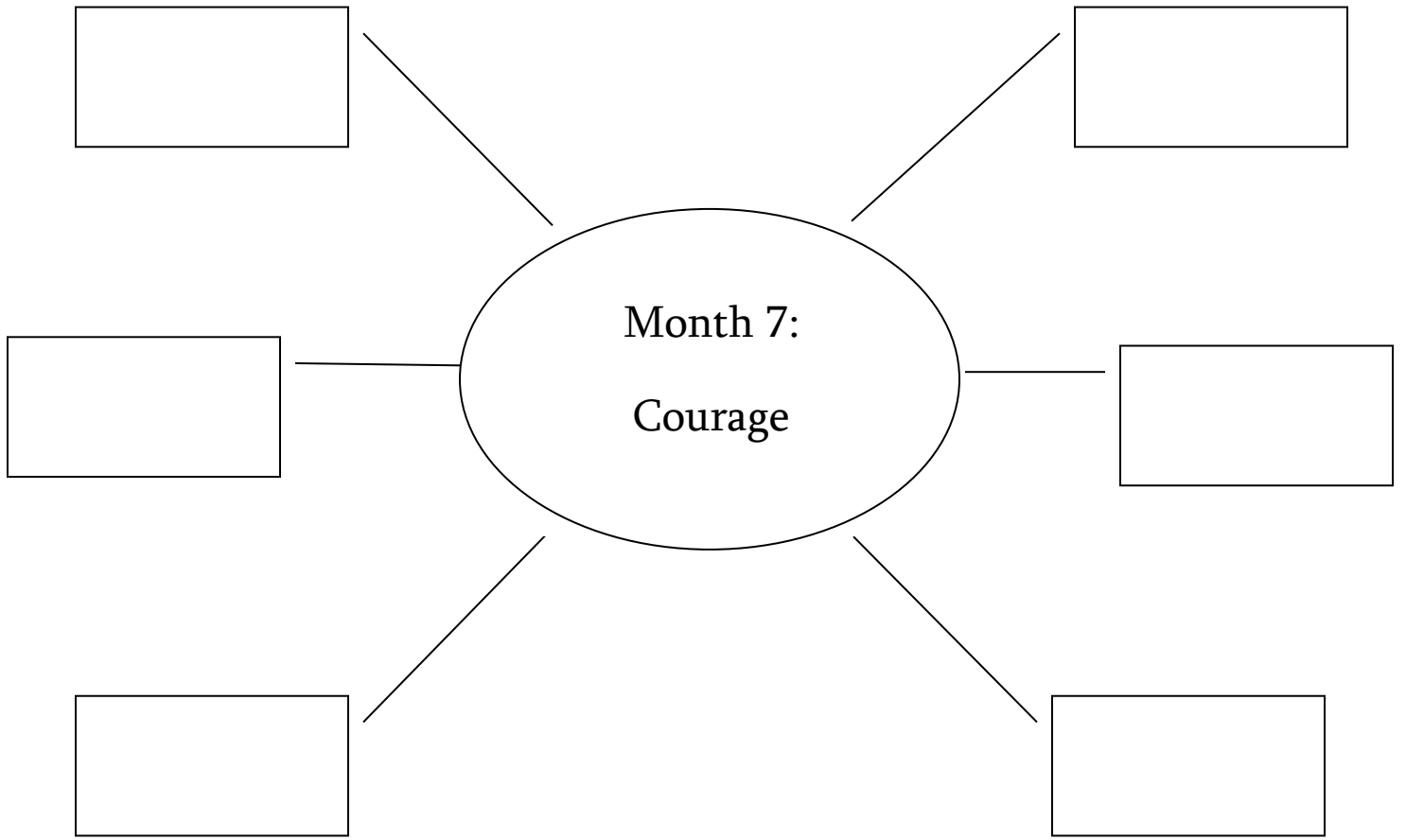
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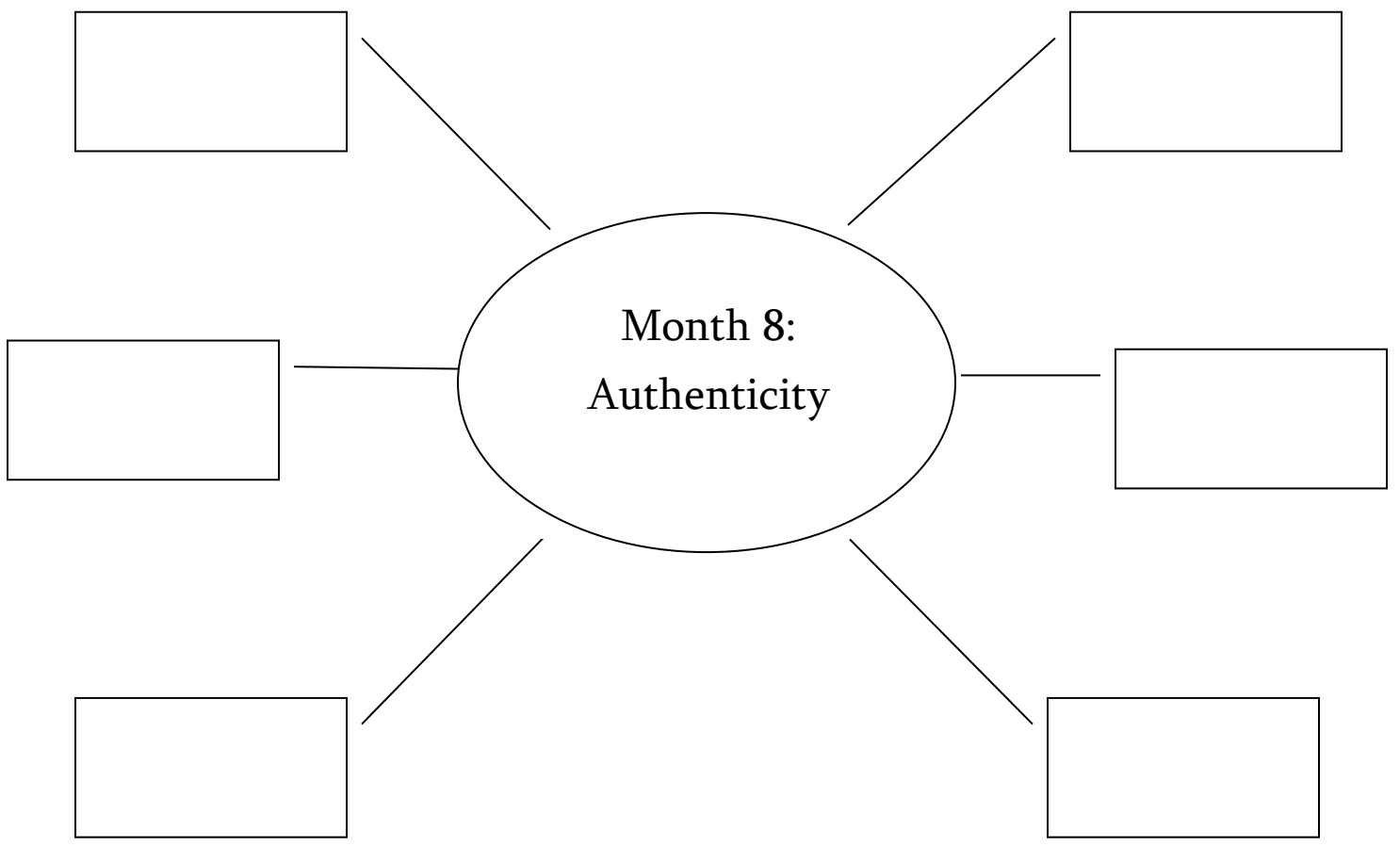
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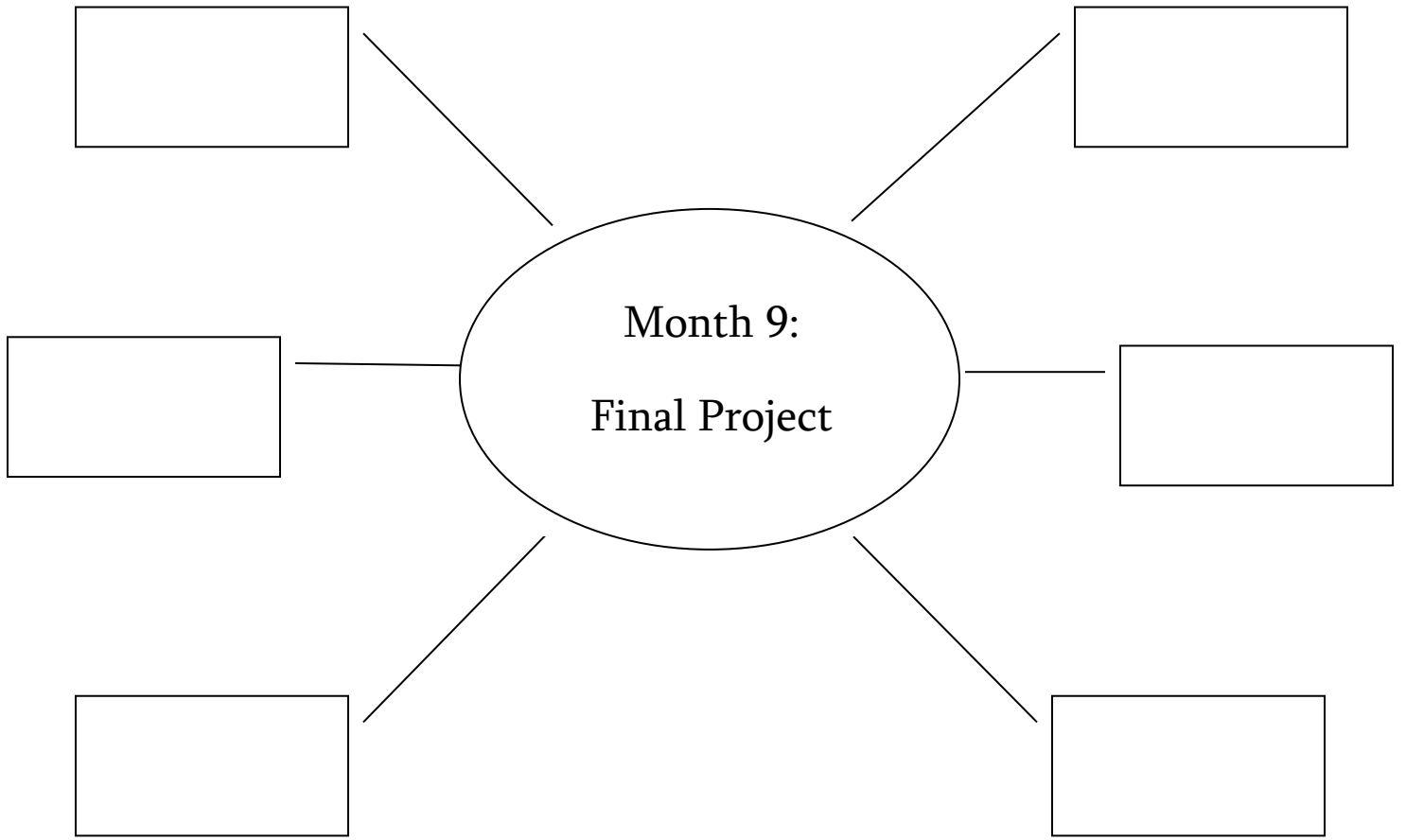
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# Step 2: Curriculum Outline

List the lessons (from your brainstorming Idea Web) you would like to use for each month.

## Respect/Community

- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_

## Duty

- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_

## Optimism

- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_

## Honor

- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_

## Heart

- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_

## Fair

- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_

## Courage

- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_

## Authenticity

- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_

## Month 9 – Final Project

- Lesson \_\_\_\_\_

## Step 3: Essential Lessons

Choose the 2-3 essential lessons per month and place a star next to them.



You now have your 9 month outline!

## Step 4: Action Plan

Select 2-3 overall goals you have for this program. Below each goal, list the lessons that will help accomplish those goals.

Goal 1: \_\_\_\_\_

- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
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- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_

Goal 2: \_\_\_\_\_

- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
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- Lesson \_\_\_\_\_

Goal 3: \_\_\_\_\_

- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
- Lesson \_\_\_\_\_
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## Center for Cowboy Ethics & Leadership

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For more information on the curriculum or training opportunities, please visit our website:

[www.wyomingyouthinitiative.com](http://www.wyomingyouthinitiative.com)