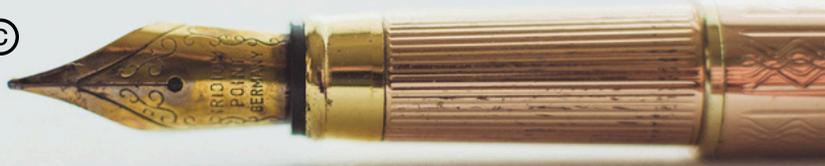
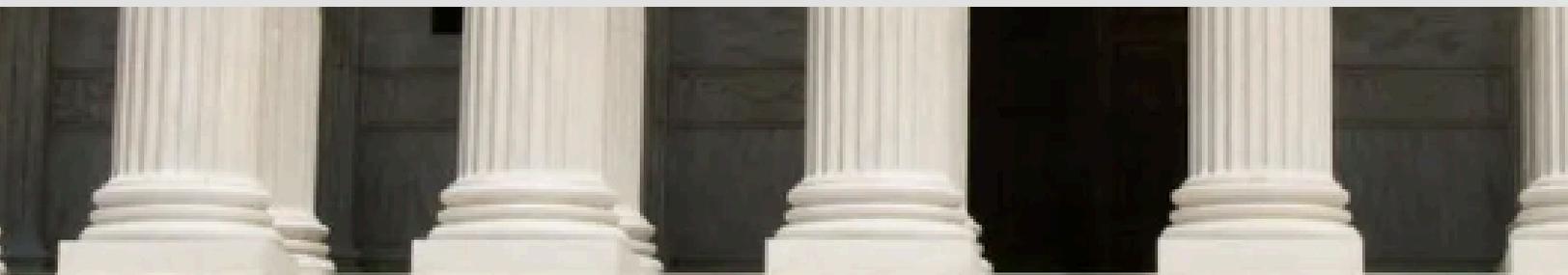


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Educators Helping Educators



CRITICAL THINKING
& COMMUNICATION

**Foundational Skills
Research Shows College
Grads Are Missing**



**Share This Unique Proven Approach
To Help Fix This Crisis Quickly!**

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Educators Helping Educators

You became a teacher to help young people grow.

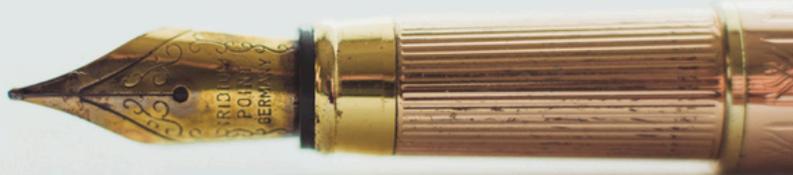
To train, to inspire, to make a difference in their lives!



The most foundational skill is WRITING, but skills are poor.



To Write Is To Think.



Therefore, 3 Professors and A Marketer Collaborated To Create

Prof-Share[©]



Dr. Duane Crider
Kutztown U.



Dr. Warren Simpson
Angelo State



Dr. Veronica Snow
Angelo State



Jim Rowe - Marketer
Educational Author/Speaker

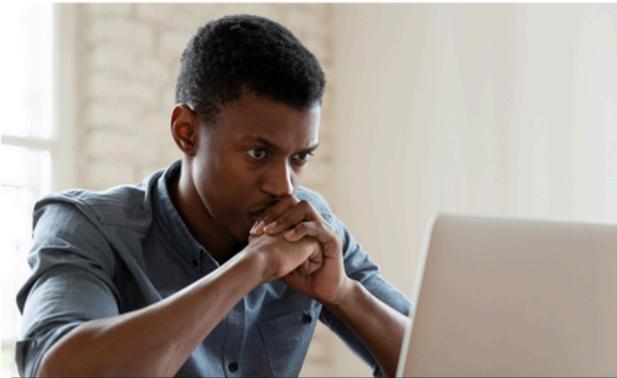
Join The Mission To Help Students Via Our P-O-W-E-R

Professors Of Writing Enhancing Results



Critical Thinking & Communication Are The Top 2 Skills Managers Look For When Hiring, Regardless Of Field

SHRM 2018



Critical Thinking
77%



Communication
74%

Unfortunately, 45-75% of Managers Rate Recent Grads Hired As BELOW PROFICIENT!



Critical Thinking

44%

60%

74%

Comm.

58%

56%

73%

**THE
PROBLEM**

Prof-Share[®]



Yet, 2/3 - 80% Of Grads Rate Themselves...
PROFICIENT! They Don't Realize They Have Issues



**Critical
Thinking**

80%

66%

Comm

80%

65%

Of Grads Rate Themselves **Proficient**

The National Report Card On Writing Shows:

40% Of College Seniors Are

Below Proficient!!!



So, when college seniors graduate, they learn:

***“Now all I
have to do is
learn to think &
communicate???”***



Inc. Magazine alone had 3 separate articles indicating the negative impact on a range of corporations:

- Poor Writing** -\$400B/yr
- Poor Communication** -\$ 37B/yr
- Writing Training** -\$ 3B/yr

They Weren't The Only Ones:

Forbes

LEADERSHIP > CAREERS

2024 Graduates Lack Skills In Communication, Collaboration And Critical Thinking, Study Finds

By **Bryan Robinson, Ph.D.**, Contributor, author of *Chained to the Desk in a Hybrid...* [Follow Author](#)

Jun 17, 2024, 12:00pm EDT



JOBS

Why Johnny can't write, and why employers are mad

PUBLISHED MON, NOV 11 2013-6:00 AM EST | UPDATED MON, NOV 11 2013-3:41 PM EST

Kelley Holland @KKELLEYHOLLAND [SHARE](#) [f](#) [t](#) [in](#) [✉](#)



VIDEO 02:28

Why new employees can't write, and why employers are mad

Why Are So Many New College Graduates Such Bad Writers?

Published on August 11, 2017

Jeff Selingo [in](#)fluencer
New York Times bestselling author, Washington Post columnist, higher education strategist, LinkedIn Top 10 Influencer [See Less](#)

Harvard Business Review

Bad Writing Is Destroying Your Company's Productivity

by Josh Bernoff

September 06, 2016

News & Views Job Search Events Reports & Data **INSIDE HIGHER ED** Admissions Diversity Student Voice Membership

COVID-19 [Live Updates](#) WP Faculty Blast President Weaknesses in Student Financial Wellness [Advertise](#) Hire Faculty & Staff

#News

Overconfident Students, Dubious Employers

A new study identifies the gaps between graduates' views of their skills and the views of those who hire them.

THE CAUSES

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Teachers Rate Digital Devices Impact On Students:

68% Take shortcuts/don't put effort into writing

46% Write too fast and are careless

40% Use poor spelling and grammar

reboot
elevating critical thinking

Insights On Critical Thinking

THE STATE OF CRITICAL THINKING 2020

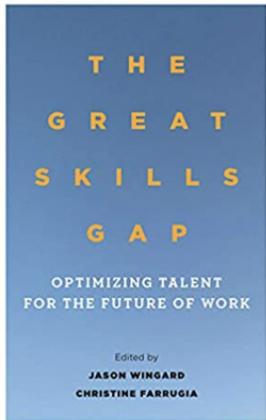
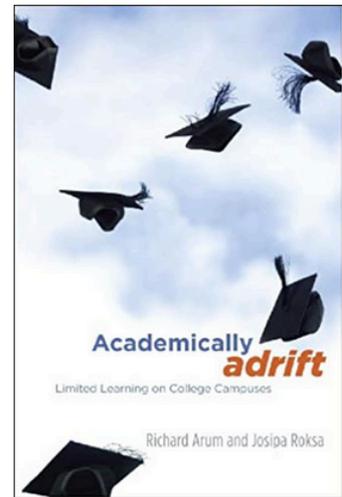
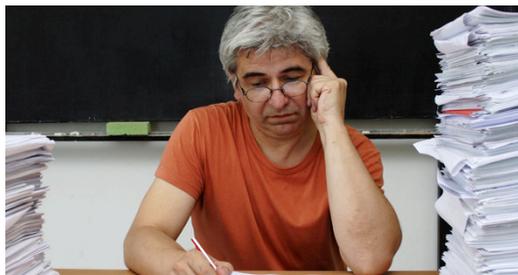
60 percent of the respondents reported **not** having studied **critical thinking** in school

national writing project

*"They don't really teach us how to **teach writing**."*

LIMITED PRACTICE WRITING IN COLLEGE

Research cited by the book "**Academically Adrift**" indicates, over 4 years, less than Half of college students had **only 5 classes** (12% of 40 in 4 years) with **20 pages or more of Writing**. That's Not Enough! And **most tests are multiple choice** because grading papers is a huge burden on professors.



The book, **THE GREAT SKILLS GAP**, indicates the focus on **STEM** courses replaced some Liberal Arts courses (e.g., Writing). Now there's a movement to add the **ARTS** back in and focus on **STEAM** courses.



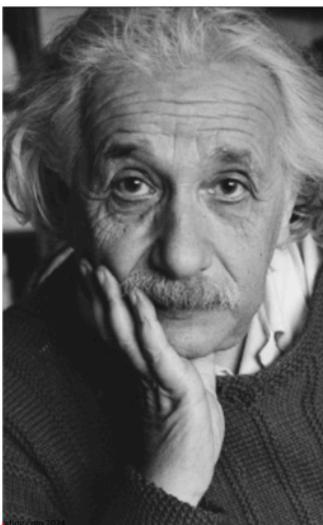


Obviously, something isn't working!



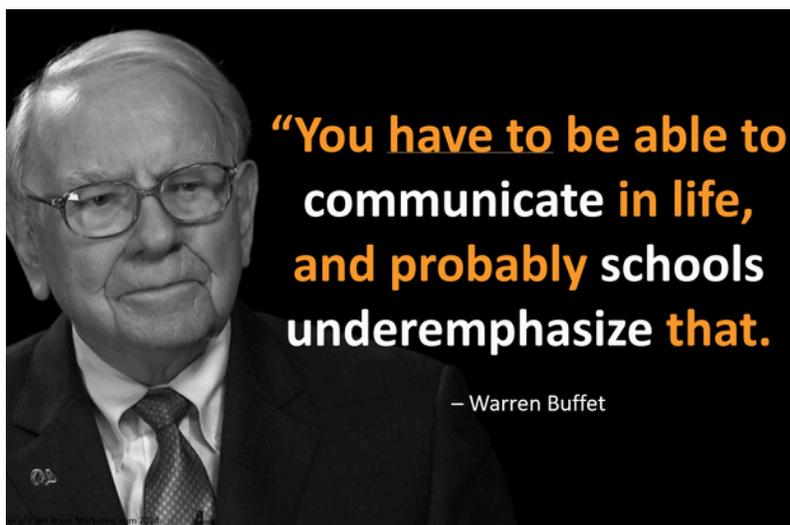
College costs more than ever, and to have managers rate recent grads so poorly on the 2 most important skills, means we need to look for an alternate approach.

Therefore, 2 Objectives Were Established To improve student skills in both Critical Thinking & Communication



“Education is **not** the learning of **FACTS**, but the training of the mind to **THINK**”

- Albert Einstein

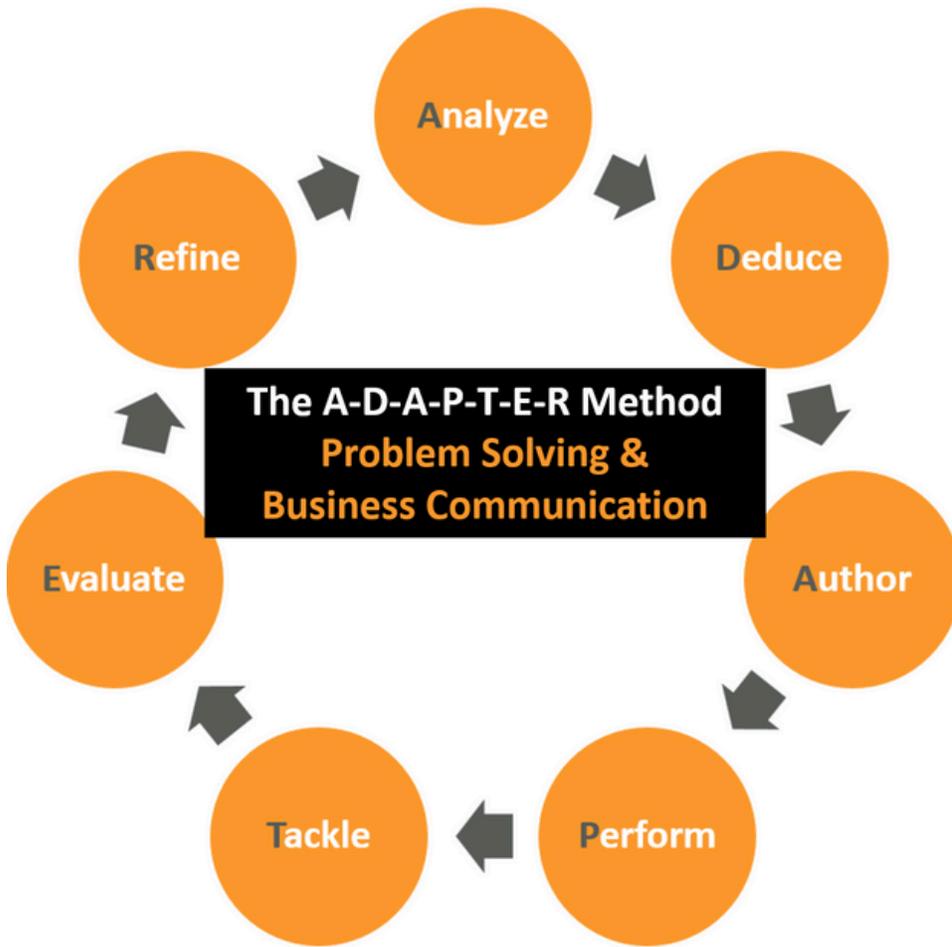


“**You have to be able to communicate in life, and probably schools underemphasize that.**”

- Warren Buffet

GUIDING PRINCIPLES TO DRIVE STUDENT SUCCESS:

1. Simple approaches to grasp quickly
2. Practical applications - real world vs theory
3. Engaging for the students
4. Proven methods already in use



Analyze
Deduce
Author
Perform
Tackle
Evaluate
Refine

1-Developed by Jim Rowe, a 45+ year Marketer / Agency Owner & HR Director who interviewed 100's of grads and hired / trained scores, with input from professors on how the approach can be applied.

2-Marketing is a disciplined approach to Problem Solving & Communication so he took decades of experience training young marketers, and created a simple, structured 2-part approach:

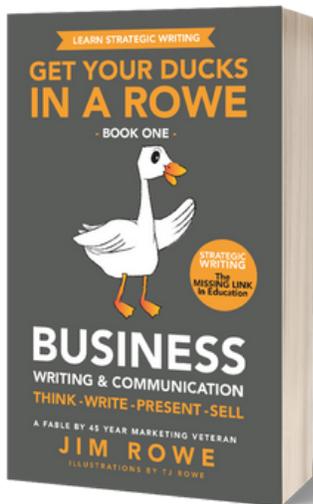
a - **STRATEGIC WRITING** the value of a Simple 1-Page, 10-Step Briefing Document to help STUDENTS think critically and communicate in a clear, concise and compelling manner.

b - **The A-D-A-P-T-E-R Method** which outlines the entire process of **Critical Thinking > Communication > Execution**. It's a simple & structured approach to guide students through a disciplined process to solve problems, communicate plans and take action.



Train Students With A Simple Story About Ducks In Business

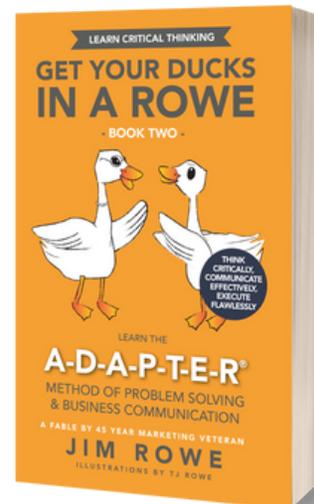
Teach STRATEGIC WRITING



Get Your Ducks In A Rowe - Book-1 Business Writing & Communication

- Imagine having your students quickly master the art of writing a clear, concise and compelling POV on 1-simple page.
- Then being able to craft it into a cohesive impactful presentation.
- It's called STRATEGIC WRITING and it's not taught in school.
- Book-1 is the foundation, **based upon a classic briefing document**, that quickly teaches the simple, proven:
 - 10-Steps
 - 1-Page
 - Fill-In-The-Blanks Format
 - To Think, Write, Present and Sell that can be read in ~ 1-Hour.

Teach CRITICAL THINKING



Get Your Ducks In A Rowe - Book-2 Learn The A-D-A-P-T-E-R Method

- Now imagine having your students or team able to analyze a situation, draw conclusions, develop and execute a plan.
- For the most part, we don't teach critical thinking in school, we teach memorization.
- But, it's an important talent development need.
- Therefore, Book-2 outlines in more detail how to do each step from critical thinking through execution via **The A-D-A-P-T-E-R Method** of Problem Solving And Business Communication.

“Story is up to 22 times more memorable than facts alone.”

Jennifer Aaker, Stanford Marketing Professor, Inc. Magazine

Additionally, Jim Rowe Developed Projects To Help Students Apply The Skills To Real World Applications



Support From The 1st Professors To Use The Books As Textbooks In Their Classes

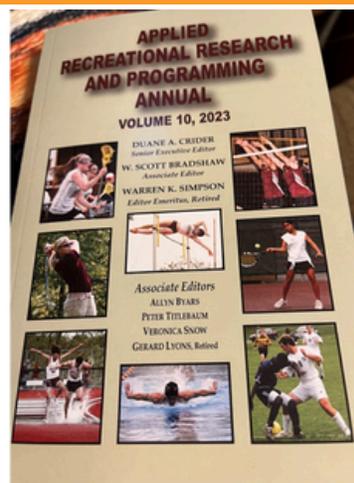
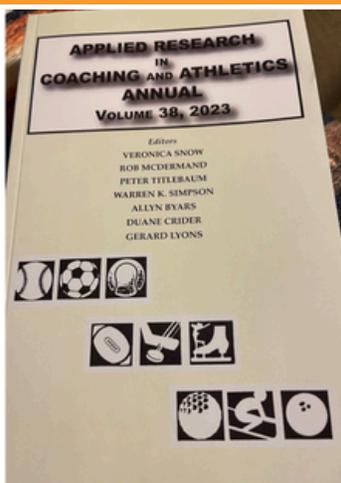
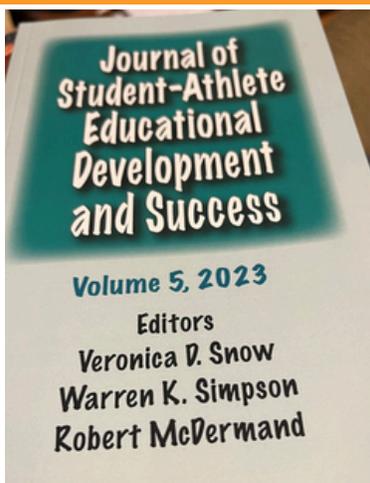


Why are you having your students read the *Get Your Ducks In A Row* Series?

*"The story makes it an **entertaining** way to learn
My students can finish and have something **tangible** to use
They should keep them for future **reference guides** for the rest of their lives*

Dr. Susan Keith, ASU
Coach, Sport, Recreation Fitness Grad Program

Favorable Book Reviews From Profs Published In 3 Academic Journals



...a story-telling fable approach to emphasize its formulated 10 steps
...storyline makes it an easy read
...**excellent guide for educators** to assist students in developing writing and thinking skills

Combining the two books into a training program or communications course can provide a comprehensive resource to develop more efficient and effective communication abilities.

From JSAEDS Journal Book Review By Dr. Veronica Snow and Dr. Warren Simpson

From JSAEDS Journal Book Review By Dr. Veronica Snow and Dr. Warren Simpson

The author created a **simplistic and informative program** that should be a must read for anyone wishing to help others improve their communication skills
– **especially writing skills.**

The design of these two books **helps people structure their thinking skills and allows for clear and concise writing.**

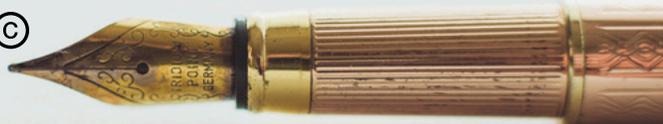
From JSAEDS Journal Book Review By Dr. Veronica Snow and Dr. Warren Simpson

From JSAEDS Journal Book Review By Dr. Veronica Snow and Dr. Warren Simpson



The GET YOUR DUCKS IN A ROWE Series was used as textbooks for two classes of **Grad Students at Angelo State University, Texas** in Fall 2023. The student survey results demonstrate the students' overwhelming support.

Topline Results From Grad Students Who Read Both Books As Part Of Fall '23 Curriculum In Comm & PR Class @ Angel State U	<u>% TOTALLY AGREE</u>
I would definitely recommend all college students read both books	85%
Getting my message down to ONE PAGE forces me to edit to be as clear and concise as possible.	92%
The A-D-A-P-T-E-R Method provides a logical sequence to learn and adopt the skills for each step in the process to think clearly, communicate effectively, and execute efficiently.	85%
The structured 10-Step process	
Is an excellent way to train students to THINK LOGICALLY and WRITE in a clear, concise and compelling manner.	85%
Relative to typical textbooks:	
The "FABLE STORY" made it an entertaining way to LEARN BETTER and FASTER .	92%
I now have a more SIMPLE and TANGIBLE APPROACH I can start using immediately.	92%
These 2 books are uniquely valuable reference guides I can use for the rest of my life.	85%
I learned new, valuable:	
Presentation skills I had never seen or heard of before.	77%
Critical Thinking skills I had never seen or heard of before	69%
Writing skills I had never seen or heard of before.	54%



Additionally, the open-ended responses demonstrate the value of each book in the students' own words.

Book - 1

"The book was **fun** and had an **interactive way to understand it**"
"**Loved the story aspect** ; made it a quick and beneficial read"
"**Very quick and easy read. Made topics easier to understand**"
"Gives the reader a great 10 step guide"
"Knowing **how to use critical thinking skills** & how to present "
"The 10 steps were very beneficial when it comes to presenting and putting pen to paper."

Book - 1

"Very quick and easy read. **Made topics easier to understand**"
"**Very easy read**, never felt tired reading it as I felt I was making great progress as each page and chapter are short"
"It was very easy to read and to understand the concept"
"An easy read with language that made sense to me"

Book - 1

"Gives the reader a great 10 step guide"
"The 10 steps were very beneficial when it comes to presenting and putting pen to paper."
"Having this step-by-step breakdown with an example that I will carry for the **rest of my professional career"**

Book - 1

"The book was **fun** and had an **interactive way to understand it**"
"**Loved the story aspect** ; made it a quick and beneficial read"
"It had a engaging story"
"Not boring"

Book - 1

"different outlook on my critical thinking skills"
"Knowing how to use critical thinking skills and also **how to present with practice"**
"the ability to have this knowledge before I go out into the work force and have to **give presentations no matter what job I pursue"**

Book - 2

"ADAPTER method was very simple & easy to understand"
"Loved book 2 from a informative aspect"
"It provides research methods on how to gather data"
"It gives knowledge on how to conduct research"
"Learning the SWOT theory"
"Showed me ways to prepare for presentations"
"Both books allowed me to have a formula to look at"

Book - 2

"the benefits of book two are the **breakdowns of each section of the adapter method** and how they are beneficial to our career"
"Good in depth explanations of acronyms"
"Both books allowed me to have a formula to look at and not feel lost as a new graduate student who didn't learn things like this in my undergrad."

Book - 2

"lined up like a puzzle connecting to the first book allowing me to learn new things... **needing a formula** like these books"
"Showed me ways to prepare for presentations"
"Loved book two from a informative aspect. And found many of the principles to be practical in my life""

Book - 2

"It provides research methods on how to gather data"
"It gives knowledge on how to conduct research"
"Learning the SWOT theory"
"Showed me ways to prepare for presentations"



Dr. Veronica Snow with 1 of 2 Grad classes Jim presented to via Zoom In Fall 2023

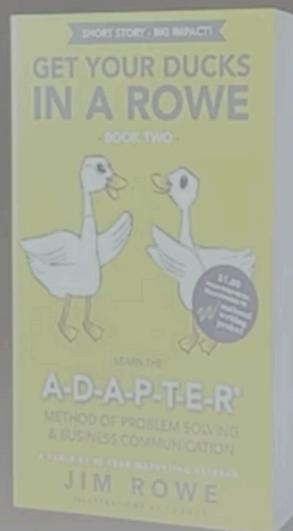
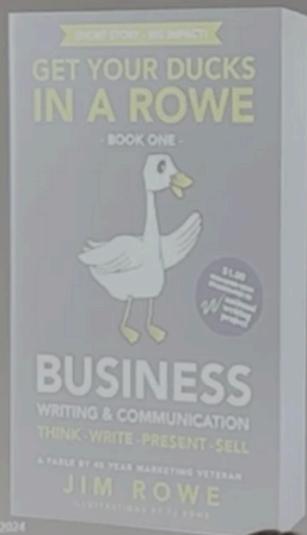
THE
RESULTS

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The GET YOUR DUCKS IN A ROWE Series was **used as textbooks** for two FRESHMAN classes at Kutztown University, PA in Fall 2024. Additionally, projects based upon the books were developed for both the Freshman classes and a Jr/Sr course on communication. Jim presented to 3 classes.

Teaching Critical Thinking & Communication Skills At



Immediate qualitative analysis with KU students showed strong positive support for the books and the processes similar to Angelo State. Further work is being developed to determine quantitative support.

EMAIL FROM Dr. Crider forwarding a student's response about both the books and Jim's "Career Project" he created for the course:

Jim, I thought you may appreciate this from one of the freshmen students in the FYS class. She made this comment on her reflection paper about the course:

*"As the semester concludes, the best part about this course was the career project, **including Jim Rowe's 10 Step Approach**. If I were to ever forget anything about this class, I at least know I'd never forget that project. The career project not only made me set on my dream job but motivated me so much to know that I can achieve that goal for myself. To me, it will truly benefit my future, and after completing the project I have a guide to get me where I want to be."*

SEE A 6-MINUTE VIDEO SUMMARY OF JIM'S PRESENTATION TO KUTZTOWN STUDENTS VIA THIS LINK:

<https://www.GetYourDucksInARowe.com/keynote-speaker-soft-skills>



Teaching Critical Thinking & Communication Skills At



Kutztown Junior / Senior Sponsorship Letter Project

Working with Dr. Crider, Jim created a project for Juniors and Seniors to develop their concise writing abilities by drafting a Sponsorship Letter in Event and Facility Management (Capstone Course).

Subsequently, KU conducted a research study to plot the impact of the “10 Steps Approach” now with the focus on **Effective Writing**.

<u>Item</u>	<u>Negative Ranks (N)</u>	<u>Positive Ranks (N)</u>	<u>Ties (N)</u>	<u>Z-score</u>	<u>p-value (2-tailed)</u>	<u>Interpretation</u>
Awareness of Issues	1	10	2	-2.652	0.008	Significant
Goals	1	10	2	-2.673	0.008	Significant
Solutions	2	11	0	-2.586	0.01	Significant
Plans	0	9	4	-2.724	0.006	Significant
Execute	1	10	2	-2.709	0.007	Significant
Results	1	10	2	-2.656	0.008	Significant

Summary of the Findings

- The Paired Samples t-Test was conducted to compare pre- and post-intervention scores across six questionnaire items.
- Given the large effect sizes, the intervention appears to have had a meaningful impact beyond just statistical significance.
- The results indicate that the post-intervention scores were significantly higher than pre-intervention scores for all items suggesting a positive effect of the intervention.

**JOIN THE
MISSION**

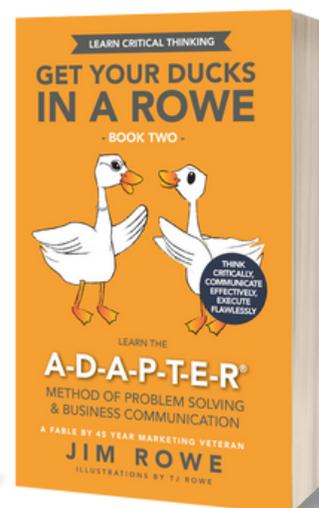
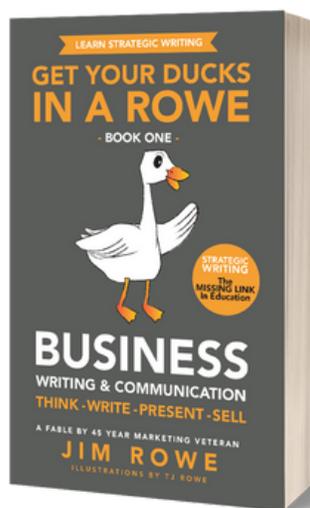
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Join Our Mission And Give P-O-W-E-R To Your Students With The A-D-A-P-T-E-R Method

Get A FREE Copy Of Both Books to Evaluate For Your Classes

1. Contact Jim to schedule a brief call to discuss the classes you teach / responsibilities etc.
2. If qualified, Jim will send you a copy of both books for FREE to evaluate for use in your classes
3. Schedule a brief follow-up call to discuss your evaluation and needs



TO ORDER CONTACT JIM ROWE AT:

- Jim@JimRoweMarketing.com
- 516-220-1485

FOR PROFESSOR PERSPECTIVE:

Dr. Warren Simpson (ASU)

- Warren.simpson@angelo.edu

Dr. Duane Crider (Kutztown)

- Crider@kutztown.edu

Dr. Veronica Snow (ASU)

- Veronica.snow@angelo.edu

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