

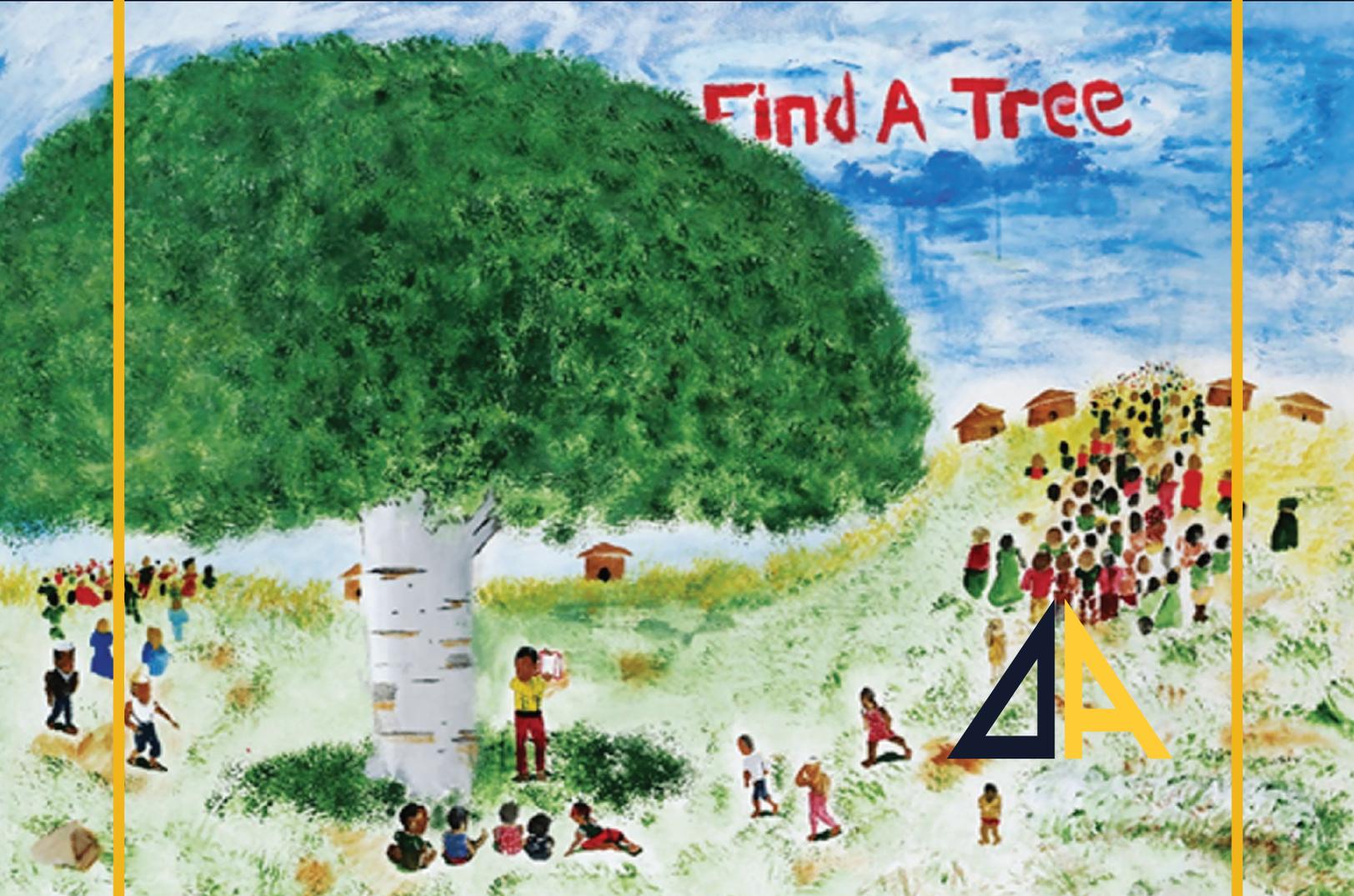
THE DREAM MENTOR  
**DANIEL ARMSTRONG**

A LEADERSHIP PROGRAM

FOR

EMPLOYEE ENGAGEMENT, MOTIVATION & TEAM WORK

**FIND A TREE**<sup>®</sup>  
A PATHWAY TO YOUR DREAMS<sup>®</sup>





By helping individuals to  
achieve their dreams,  
we unleash the full force of the  
world's most powerful resource:  
human potential.

**—Laurene Powell Jobs**

Businesswoman, philanthropist, and widow of Steve Jobs



# THE MISSION

Daniel Armstrong's Find A Tree program is a **leadership** program that motivates and empowers participants to act with **urgency** and confidence in pursuing their dreams today.

For corporations, Find A Tree recognizes the importance of **confidence building**, **forward thinking**, and **team morale** when it comes to building healthy and successful corporate cultures. The program emphasizes the development of individuals as the **assets** who forge overall **organizational growth**.

## THE BOTTOM LINE

A motivated, engaged workforce will deliver the results your customers demand.

## FIND A TREE AND YOUR COMPANY

The Find A Tree corporate program will allow companies to apply our methods to build better **teamwork** within your company, develop **leadership skills**, and improve **productivity**.

In the corporate environment, Find A Tree will motivate employees and build a stronger team. Additionally, Find A Tree can help employees focus on career development and **skill building** to reach their desired career and life goals.





Consider Find A Tree as a mirror—  
one meant to reflect the greatness lying inside of you.

Consider Find A Tree as a match—  
one meant to ignite your passion and spirit.

Consider Find A Tree as a vessel—  
one meant to put you on a course toward your dreams.

—**Daniel Armstrong**

Find A Tree Creator



**Daniel Armstrong**<sup>®</sup>

BEHIND EVERY SUCCESS STORY IS A DREAMER

# TESTIMONIALS

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**“ Daniel Armstrong’s presentation and out of the box thinking was just what our team needed. ”**

**—Celeste M. Alleyne**

Director, Citizenship and  
Public Affairs West Region & US  
YouthSpark and Education Lead  
Microsoft Corporation



**“ Daniel Armstrong’s Find A Tree workshop inspired me to stop making excuses and to pursue my dreams today, to be a better team player and to become the catalyst to my own success. ”**

**—Aaron Batts**

Product Presentation Specialist  
Nike West Coast Headquarters



**“ The Find A Tree program was a win-win. It increased employee engagement and it got employees excited about VSP as an employer. ”**

**—Jim McGrann**

President  
VSP Vision Care



**“ Find A Tree brings everyone together. It gets you to know everyone better. It impacts the work environment in a positive way. It’s an excellent team-building strategy! ”**

**—Yolanda Dodd-Lyons**

Employment Program Manager  
California Employment  
Development Department



# TESTIMONIALS

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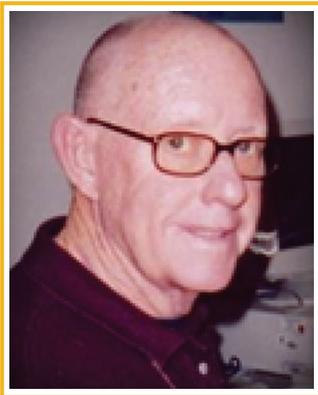


**“Daniel Armstrong’s presentation is unbelievable and very inspirational.”**

**—Byron Scott**

Three-time NBA World Champion  
with the Los Angeles Lakers and  
NBA Head Coach

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**“Mr. Daniel Armstrong is a passionate and persuasive communicator, an instinctive and energetic leader, a charismatic and commanding intellectual and physical presence, and an inspiring role model to all who aspire to the extraordinary. ”**

**—Ronald L. Davis**

Teacher of Secondary Mathematics  
Los Angeles Unified School District

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**“Daniel coaches from a point of strength. He believes that everyone has a strength, something they are good at and after finding that strength he builds on it. His Find A Tree program is truly a step-by-step guide to recognizing a dream and making it a reality. ”**

**—Dr. Sharona Cohen**

Psychologist  
Marriage and Family Therapist

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**“Using the tools and lessons Daniel taught me, I have started companies, non-profits, and manage significant amounts of money at J.P. Morgan.**

**—Mathew Fournier**

President  
The Fournier Group

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# DANIEL ARMSTRONG

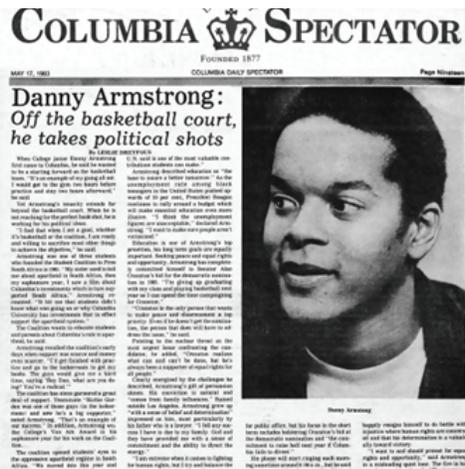


Daniel Armstrong is The Dream Mentor who helps individuals achieve their dreams, corporate teams bond, and students succeed.

Growing up in Compton, California, Daniel's commitment to both athletics and academics led him to play basketball for Columbia University. He earned his Bachelor of Arts degree in Political Science, and as a student he founded The Coalition for a Free South Africa. His work helped lead to Columbia becoming the first university with a significant endowment to resolve to divest from Apartheid South Africa.



Daniel competes against Yale University. New Haven, Connecticut



Columbia Daily Spectator



Daniel met with Desmond Tutu and gained his support for Columbia's divestment from Apartheid South Africa. Johannesburg, South Africa

## DANIEL ARMSTRONG AND HIS FLYERS

By Parth Chhabra

Columbia University Spectator • Special 50th Year Commemorative Edition • April 2018

Daniel Armstrong, of the Columbia College class of 1984, came to Columbia to play basketball and left as the founder of the Coalition for a Free South Africa—a group that would, the year after Armstrong's graduation, famously blockade Hamilton Hall and cause Columbia to divest from

companies operating in apartheid South Africa. But before that—before the blockade, before the mass student support, before the international recognition, before all that—there was only Armstrong and his flyers.

# DANIEL UNITES ZIMBABWE

Before earning both his Master's in Business Administration and Juris Doctorate in Law degrees from UCLA, Daniel was a Ford Foundation Research Fellow in Zimbabwe, where his experience with international affairs grew while studying youth development. In addition to his research, Daniel taught basketball in the racially divided and recently independent nation following twenty years of civil war.

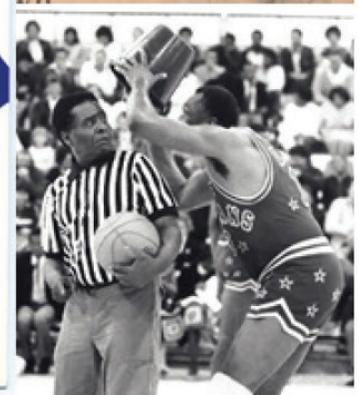
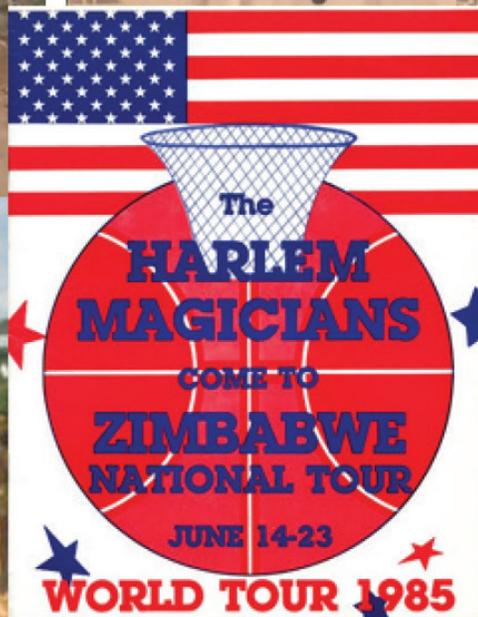
Daniel organized a national tour by the Harlem Magicians basketball team. With that work, Daniel made a significant impact on the region's social climate by spearheading the largest multi-racial gathering in the young country's history.



Daniel welcomes the Harlem Magicians to Zimbabwe Harare, Zimbabwe

“ The tour is still remembered as one of the greatest American/African cultural-sporting events. ”

—Mal Whitfield, | U.S. Diplomat





Nothing happens  
unless first a dream.

—**Carl Sanburg**

Eminent American Writer



**Daniel Armstrong**<sup>®</sup>

BEHIND EVERY SUCCESS STORY IS A DREAMER



The President of Ghana Jerry Rawlings  
Beverly Hills, California

## DANIEL IN GHANA: FIND A TREE IS BORN

Daniel would go on to serve as an international liaison to the president of Ghana, Jerry Rawlings. It was during this time that Daniel's true career calling became apparent.

While coaching youth basketball in Ghana, Daniel encountered two local boys who dreamed of one day opening their own school. He encouraged them to look beyond their challenges and to “find a tree and start their school there.”

This simple motivation inspired them to act. Their actions captured the attention of a local businessman who afforded them a building to house their school—effectively bringing their dream to fruition. With that, the Find A Tree program was born.



Daniel watches basketball practice. | Accra, Ghana



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When people feel they are a part of a supportive community at work they are more engaged with their jobs and more productive.

**Trillion Dollar Coach:  
The Leadership Playbook of  
Silicon Valley's Bill Campbell**

By: Eric Schmidt, Jonathan Rosenberg, Alan Eagle



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# DANIEL LAUNCHES FIND A TREE IN THE US

Returning to the United States, Daniel recognized that American youth were also facing very unique challenges that prevented them from maximizing their potential. He saw the opportunity to make a difference by empowering youth to overcome obstacles and act with a sense of urgency and confidence in pursuit of their dreams.

Daniel's Find A Tree program has been implemented in a number of different environments—from juvenile detention centers, to at-risk teens in some of the lowest performing schools in Los Angeles, to students in private K12 schools, to college students, and with corporate executives. While each group posed unique challenges, Find A Tree motivated and empowered all participants to achieve more and realize their dreams.



“ As someone who has known Daniel Armstrong for nearly 40 years, I can think of no one better to inspire people of all ages to follow their dreams and achieve their goals. ”



—Michael Massimino  
Former NASA Astronaut



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Find A Tree **motivates** and **engages** employees while building **meaningful, purposeful relationships.**



**Daniel Armstrong®**

BEHIND EVERY SUCCESS STORY IS A DREAMER



## IMPLEMENTATION

The Find A Tree program motivates employees by helping them live their dreams. The program begins by assisting participants in identifying their gifts, interests, and talents. Once a dream is determined, a plan of action is developed featuring practical implementation steps. Participants are guided through the process of transforming their plan into reality. The Find A Tree program emphasizes what participants can begin doing today toward realizing their dream, rather than waiting.

Since 1999, Daniel Armstrong and his Find A Tree program have been motivating program participants to achieve more and positively impact their organizations, communities, and the world.

## THE TARGET

Find A Tree training is appropriate for all members of your team, from senior managers to hourly employees.



# BENEFITS

- **Increase Productivity**
- **Strengthen Teamwork**
- **Unlock Potential**
- **Boost Motivation**
- **Foster Engagement**
- **Improve Retention**
- **Inspire Loyalty**

## CAREER DEVELOPMENT

Find A Tree participants will develop a clear set of goals and a plan of action that will empower them to be in control of the direction their careers are headed.

## TEAM BUILDING

Employees get to know and understand each other through collaboration, communication, and teamwork.

## MOTIVATION AND ENGAGEMENT

The Find A Tree program provides employees a practical road map to success. It inspires a commitment to excel and increases employee participation in tasks that result in meaningful outcomes.

## SKILL BUILDING

Employees learn how to make their goals and dreams a reality through assessments to improve leadership, goal-setting, and project management skills.

## RETENTION AND LOYALTY

A paycheck and benefits may not always be enough to motivate your team. Providing employees the opportunity to live their dreams can be the answer to building employee loyalty and retention.



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Quality collaboration does not  
begin with relationships  
and trust, it starts with a focus  
on individual motivation.

—**Carlos Valdes-Dapena**

CEO, Corporate Collaboration Resources

*Harvard Business Review*  
- September 11, 2018



# VIDEO DOCUMENTARY

## “WHY WAIT? GET STARTED ON YOUR DREAM”

<https://www.youtube.com/watch?v=E3B4a-G0yHY&t=23s>



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