

National Train-the-Trainer Institute

Live Online Institute or
Recorded Version

Improve the Behavior of Attention-Seeking, Manipulative, and Challenging Students (Grades 1-12)



Presented by
Cindy Jones

Outstanding Educator, Behaviorist and National Presenter

Specifically Designed for Teacher Leaders, Staff Development Specialists, Title I Staff, Behavior Intervention Specialists, Counselors, School Psychologists, School Behavior Management Leaders, PBIS Leaders, and Administrators Serving Grades 1-12

- Train your educators to employ the most current **practical strategies to reduce attention-seeking, manipulative, and challenging behaviors**
- Train your staff on the **distinct types of misbehavior, from mild to severe, and how to address each type most effectively**
- Build expertise among district and school staff on how to use **effective strategies for staying out of power struggles, handling disrespectful and dangerous behaviors, and maintaining dignity and classroom authority without alienating students**
- Receive ready-to-use **tools, templates, activities, a digital resource handbook, and ideas adaptable for immediate use to train teachers** in the most effective strategies for working with challenging students

LIVE ONLINE INSTITUTE

March 12-13

9 AM Eastern, 8 AM Central,
7 AM Mountain, 6 AM Pacific

CAN'T ATTEND?

Order the recorded version and take the course online at your convenience (see page 6)

CEUs and Graduate Credit Available
See page 6 for details

“*I am SO looking forward to utilizing all this information with my staff. Thank you so much!*”

— KAREN CRANG, STUDENT SUPPORT
SERVICES COORDINATOR

Practical Ideas and Strategies

Students with attention-seeking and manipulative behaviors are becoming more and more prevalent in our schools. With all the disruptions to our school routines, more students than ever before are reluctant to re-engage and exhibit school-appropriate behavior. These students are often exceedingly difficult to reach and even more difficult to teach. They can exhibit severe and disruptive behavior patterns, infringe on others' rights, disrupt the classroom, and stop their own learning as well as that of others.

This outstanding, two-day **train-the-trainer** is designed to offer powerful tools and techniques for helping you develop training for your staff that will aid in changing students' negative behaviors into more positive, productive learning behaviors. You will leave with an effective training plan and new skills that you can use immediately.

Exceptional educator, behaviorist, and nationally acclaimed presenter **CINDY JONES** will share classroom-proven ideas, techniques, and strategies that she has successfully used with her students for many years. **Her highly practical ideas and fun, interactive style will keep you excited and entertained as you learn valuable new strategies that will improve student behavior and the overall school climate.** You will gain both proactive strategies to engage students in quality learning and reactive strategies to de-escalate and calm students. You will also acquire many brain-compatible strategies that will **keep adult learners engaged, learning, and enjoying themselves.**

Plan to leave this two-day train-the-trainer institute with many highly effective and game-changing ideas you will be able to use immediately to train your staff to be more effective in working with attention seeking and manipulative students.

A Practical, Two-Day Institute Focused on Helping Staff Deal With Challenging Student Behavior

Staff Development opportunities may be challenging and cost prohibitive for some districts. A great alternative is to send one or more staff members or a team to this train-the-trainer seminar. They will return to your school(s) with exciting professional development strategies and resources to support and train your teachers to work more effectively with students who are attentionseeking, manipulative, and challenging:



- **Practical and doable strategies to reduce attention-getting behaviors**
- **Ways to decrease challenging behaviors that frequently escalate into problematic situations**
- **How to avoid power struggles with students**
- **How to implement brain-compatible classroom procedures and teaching strategies**
- **How traditional management systems may exacerbate problem behaviors**
- **Practical strategies for working with students with ADHD and Oppositional Defiant Disorder**

Dealing With Attention-Seeking and Manipulative Student Behavior – Boost Teacher Expertise AND Improve Student Behavior

If you are interested in providing high-quality training in working with challenging student behaviors to your teachers, school(s), or district, this is the perfect opportunity. Send one teacher or a team and they will leave with an extensive digital resource training handbook filled with the tools needed for developing their own training. The focus of the two-day training will be on implementing the crucial components necessary to decrease attention-seeking, manipulative, and challenging behaviors. Highly effective techniques for training, engaging, and strengthening staff skills will also be delivered.



Specific Topics ... Here's What You'll Learn:

- **Specific strategies to significantly decrease attention-getting behaviors** that repeatedly disrupt class time and get in the way of students' learning and teachers' instructional time
- Tips for developing and delivering high-impact engaging training **for your teachers – whether it be short and quick or longer sessions**
- Powerful strategies to engage staff in **productive conversations about students' challenging behaviors**
- Guidance for facilitating training to **target students who struggle** with behavior
- A toolkit of **consequences that are instructive and teach replacement behaviors**
- Practical **ideas to help re-engage the challenging students** in all your classrooms
- **Techniques to help all your at-risk students** learn greater self-control and self-awareness
- Practical ways to **help students catch up and gain confidence** and academic success
- **Verbal intervention strategies** that stop power struggles and arguing
- Practical strategies to help you **gain more parent support** rather than being met with resistance
- **Specific techniques** to use with students with sensory issues and ADHD
- **An extensive digital resource training handbook** filled with the tools needed for training, additional resources, and a plan for training your staff

“*This content is critical! Behavior problems are teachers' number one concern. Great strategies and practical ideas!*”

– RYAN ROSTINE, LEARNING SPECIALIST



**To Register,
Call Toll-Free**

1-800-735-3503

A Message From Institute Leader, Cindy Jones



“*My goal for this fun, active event is to give you the skills you can use to transfer this learning to others and apply it to your own skill bank.*”



Bureau of Education & Research

915 118th Avenue SE • PO Box 96068 • Bellevue, WA 98009-9668
Phone (800) 735-3503 • Fax (425) 453-1134 • www.ber.org

Dear Colleague:

Student behaviors are changing. Many students come to school hurt, hostile, unmotivated, and uninterested in school. We, as educators, often spend 80% of our time with 20% of the class who continue to disrupt teaching and learning. The truth is many students act out because it has worked for them in the past. They either do not possess the appropriate skills to make good choices or have been reinforced for making the wrong choices.

I have designed this Train-the-Trainer Institute specifically for school and district teams, staff development professionals, counselors, social workers, administrators, teachers, and school psychologists dealing with challenging and hard-to-reach students to come together and develop a plan that can be implemented at your school or district. The skills presented are ones I have gained through my own experience as an educator and leader of teachers working with highly challenging students. I have decades of first-hand experience with students who engage in constant attention-seeking behaviors as well as those with severe physical aggression. Because I have observed the same students show growth and transformation when the correct intervention skills were applied, I feel compelled to share my experience and strategies for success with you.

This will be an active, fast-paced, two-day event filled with activities and applications, as well as the opportunity to personalize this training to make it your own. My goal for this fun, active event is to give you the skills you can use to transfer this learning to others and apply it to your own skill bank. You will leave with many new, practical tools that can help you and your team with addressing student behaviors that threaten to stop your teaching, interfere with your student's learning, and steal your joy as an educator. I promise you that this Train-the-Trainer Institute will be highly interactive, and very practical. I invite you to join me for two days of focusing on helping your team learn strategies you can implement right away for working more effectively with your attention-seeking, manipulative, and difficult-to-teach students.

Sincerely,

Cindy Jones

P.S. You will leave this two-day training opportunity with **dozens of practical ideas and a plan for training your staff to implement the strategies presented!**

What Your Colleagues Say About Cindy Jones

"Expert information! Highly Engaging!"

– Thelma Hayes, Elementary Team Lead

"Cindy was excellent! Great presenter with excellent content. Thank you!"

– Kelly Maclaren, Lead Teacher

"VERY good training - a balance of the why and the practical strategies for teachers. I will be using many many of Cindy's ideas in the future!"

– Kristy Richards, Behavior Coach PreK-4

"Helpful! Provided realistic training that can be implemented smoothly in the classroom."

– Nicole Orangers, Middle School Teacher



Uniquely Qualified Instructor

CINDY JONES has extensive experience as a teacher of special needs and general education students, crisis interventionist, principal of a school for students with behavior and emotional challenges, at risk consultant, diagnostician, behavior specialist, author, and national trainer. Because of her extensive background, she offers dozens of practical and effective strategies that have worked for her and countless educators. Her lively, practical seminars and institutes feature cutting-edge, research-based information, fun and engaging activities, and effective strategies that will work for your students and staff.

On-Site Training

Most BER institutes can be brought to your school or district in-person or online. See the options at www.ber.org/onsite or call 877-857-8964 to speak to one of our On-Site Training Consultants.

About BER Institutes

Outstanding Instructors

All programs are led by outstanding, top-rated BER national trainers.

Extensive Digital Resource Handbook

You'll receive an extensive digital resource handbook full of practical strategies and resources.

Highly Interactive

You'll be able to ask questions, consult with the instructor, and share ideas with other participants.

Program Guarantee

As we have for 48 years, we guarantee the high quality of our programs. If you are not satisfied, we'll give you a 100% refund.



Special Benefits of Attending



“ Outstanding energy and engagement from the presenter. Her knowledge, expertise and humility are magnetic. I will be recommending this to others.”

— SARAH STAHL, SCHOOL COUNSELOR

Who Should Attend

Teacher Leaders, Staff Development Specialists, Title I Staff, Behavior Intervention Specialists, Counselors, School Psychologists, School Behavior Management Leaders, PBIS Leaders, and Administrators Serving Grades 1-12

Extensive Digital Resource Handbook

Each participant will receive an extensive digital resource handbook giving you access to countless strategies. The handbook includes training resources to help you and your staff with:

- Anxiety in students and how to help
- Goal setting and self-evaluation forms
- Emotional escalation and what to do at each step
- What to say and do when your students struggle to stay engaged
- How to work with students with ADHD and Oppositional Defiant Disorder
- Restorative de-escalation techniques
- Brain-compatible strategies to assist you as you train your staff in this program

Consultation Available

Cindy Jones will be available for consultation regarding your questions and the unique needs of your own program.

Meet Inservice Requirements / Earn State CEUs

Participants of Live Online Institutes and those completing the Recorded Version online can receive a certificate of participation that may be used to verify ten continuing education hours. For details about state CEUs available, visit www.ber.org/ceus

Earn One to Four Graduate Semester Credits



University of
Massachusetts
Global A non-profit affiliate

Up to four graduate-level professional development credits are available with an additional fee and completion of follow-up practicum activities. Details may be found at www.ber.org/credit

Train-The-Trainer Institute

Improve the Behavior
of Attention-Seeking,
Manipulative and Challenging
Students (Grades 1-12)

RESOURCE HANDBOOK

by Cindy Jones



Bureau of Education & Research

Can't Attend?

Other Professional Development Options:



Recorded Version of the Institute

Order the recorded version of this institute to take online at your convenience. You'll have 90-day access to the entire course and to the extensive digital resource handbook. To enroll, see registration form on page 7, and for optional CEUs and graduate credit, please visit www.ber.org/credit



Related On-Demand Online Courses

Related On-Demand Video-Based Online Learning courses *Improving the Behavior of Attention-Seeking, Manipulative and Challenging Students*, for Grades 1-12, *Restorative Discipline: Help Students Improve Their Behavior and Strengthen Their Learning*, for Grades K-12, and other related courses are available for immediate registration. To enroll, visit www.ber.org/online

Two-Day Train-The-Trainer Institute

Improve the Behavior of Attention-Seeking, Manipulative and Challenging Students (Grades 1-12)

Registration (VDJ6S1)

- ☐ 1. **March 12-13, 2026** (Start time: 9 AM Eastern)
—or—
☐ 2. **I'd like to order the recorded version of this institute**

FIRST NAME	M.I.	LAST NAME
POSITION, SUBJECT TAUGHT	GRADE LEVEL	
SEMINAR LOCATION NUMBER: (Please see list above)		

List additional registrants on a copy of this form

SCHOOL NAME	
SCHOOL MAILING ADDRESS	
CITY & STATE	ZIP CODE
SCHOOL PHONE NUMBER	HOME PHONE NUMBER
()	()

Registration confirmations and login details are sent via e-mail

E-MAIL ADDRESS (REQUIRED FOR EACH REGISTRANT)	
HOME MAILING ADDRESS	
CITY & STATE	ZIP CODE

IMPORTANT – PRIORITY ID CODE: EVDJ6S1

METHOD OF PAYMENT – Team Discount Available

The registration fee is \$695 per person, for teams of three or more registering at the same time, the fee is \$645 per person. **Payment is due prior to the program.** No cash please.

☐ A check (payable to **Bureau of Education & Research**) is attached

☐ A purchase order is attached, P.O. #

 (Be sure to include priority ID code on the P.O.)

☐ Charge my: ☐ MasterCard ☐ VISA ☐ Discover

Account #

 Exp. Date:

 MO/YR

Billing Zip Code:

 3 Digit CVV Code:

 (Found on back of card)

Please print name as it appears on card

FIVE EASY WAYS TO REGISTER:

 **SCAN QR code or visit:**
at.ber.org/regVDJ



 **EMAIL this form to:** **register@ber.org**

 **PHONE toll-free:** **1-800-735-3503**
(Weekdays 5:30 am - 5:00 pm Pacific Time)

 **FAX this form to:** **1-425-453-1134**

 **MAIL this form to:** **Bureau of Education & Research**
915 118th Avenue SE • PO Box 96068
Bellevue, WA 98009-9668

Program Hours

All **Live Online** Institutes are scheduled 9:00 AM – 3:30 PM in the time zone indicated. Check in 15 minutes prior. Registrants will be sent login information by email four days before their Live Online Institute.

Fee

The registration fee is \$695 per person; \$645 per person for groups of three or more registering at the same time. Call us at 1-800-735-3503 for groups of ten or more. **Payment is due prior to the program.** Fee includes institute registration, a certificate of participation and an extensive digital resource handbook. The fee is the same for Live Online Institutes or Recorded Institutes.

WA residents: visit www.dor.wa.gov/TaxRateLookup to find your required WA sales tax rate.

Cancellations/Substitutions

100% of your paid registration fee will be refunded if you can't attend and notify us at least 10 days before the institute. Late cancellations made prior to the event date will be refunded less a \$15 service fee. Substitutions may be made at any time without charge.

Further Questions

Call the Bureau of Education & Research (800) 735-3503 or visit us online at **www.ber.org**

Program Guarantee

We stand behind the high quality of our programs by providing the following unconditional guarantee: If you are not satisfied with this program, we'll give you a 100% refund of your registration fee.



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VDJ6S1

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