



The Attitude Advantage Program

Curriculum, Methodology & Research Framework

A Message From the Founder

Hi, I'm [Jesse LeBeau](#).

Over the years, I've had the privilege of speaking to more than one million students across the United States through school assemblies, youth leadership events, and mentorship programs. Those experiences have given me a unique window into the challenges teens face today.

What I've seen again and again is this: most teenagers have far more potential than they realize.

But many struggle with confidence, direction, peer pressure, and the pressure that comes with growing up in today's world.

The Attitude Advantage Program was created to help bridge that gap.

At the heart of our program is a simple belief: **confidence changes everything**. When a teen becomes more confident, it often impacts every other area of life, from decision-making and friendships to motivation, resilience, and the willingness to pursue meaningful goals.

Our goal is not just to motivate teens for a moment, but to help them build the mindset, habits, and personal responsibility that allow them to succeed long after the program ends.

Inside the program, students are challenged to take ownership of their choices, believe in who they are, and begin building a vision for the future they want to create.

I've seen firsthand what happens when young people begin to believe in themselves and take responsibility for their lives. Everything changes.

It's an honor to play a small role in helping teens discover what they're capable of.

Thank you for trusting us to support your family.

Respectfully,

Jesse LeBeau

Founder | The Attitude Advantage Program



Program Overview

The Attitude Advantage Program is a **12-week interactive mentorship experience designed specifically for teenagers.**

The program focuses on helping teens develop the internal skills that research consistently shows contribute to success and well-being during adolescence and beyond.

These include:

- confidence and self-belief
- personal responsibility
- goal setting and motivation
- positive peer relationships
- healthy habits and discipline
- purpose and life direction

At the heart of the program is a simple belief: **confidence changes everything.** When teens begin to believe in themselves, they are more likely to take responsibility for their choices, engage in healthier relationships, set meaningful goals, and follow through with greater consistency.

Through mentorship, guided discussion, and real-world challenges, students learn how to take ownership of their lives and move toward their goals with confidence.



Program Structure

The Attitude Advantage Program combines several key components that reinforce learning and encourage real-world application.

Weekly Interactive Coaching Sessions

Each week students participate in a live interactive coaching session led by Jesse LeBeau and the TAAP coaching team.

These sessions include:

- guided discussions
- reflection exercises
- personal development lessons
- real-life application strategies

Personalized Coaching Support

Students also receive one-on-one coaching sessions with a TAAP coach to provide individualized support and accountability.

Positive Peer Environment

Teens participate alongside other students who are focused on improving their mindset, habits, and confidence.

Research consistently shows that positive peer environments significantly increase the likelihood of behavioral growth during adolescence.

Weekly Growth Challenges

Each lesson includes practical challenges designed to help teens apply what they learn in real life.

Our approach is designed to make personal growth **engaging, relatable, and actionable**, so teens do not just hear the message, they begin to want it for themselves.

When students feel involved and supported, they are far more likely to take ownership of their growth and apply what they are learning in their daily lives.



How This Program Differs from Traditional Therapy

The Attitude Advantage Program is not designed to replace therapy or clinical support when those services are needed.

Instead, the program focuses on personal development and forward momentum.

While many therapeutic approaches focus primarily on understanding past experiences and emotional challenges, the Attitude Advantage Program focuses on helping teens build skills and habits that move them forward.

The program emphasizes:

- confidence building
- goal setting
- personal responsibility
- positive habits
- future direction

Students are encouraged to reflect on their experiences, but the primary focus is on helping them develop the mindset and behaviors that support the future they want to create.

The environment is also intentionally designed to be **engaging, interactive, and fun**, helping teens feel comfortable participating and opening up.



Why Teens Often Respond Differently to Mentorship

One of the realities of adolescence is that teenagers often struggle to hear important guidance from the people who care about them most.

Parents naturally want to guide and protect their children. However, during the teenage years it is common for young people to resist advice from parents as they begin developing independence and personal identity.

In many ways, it becomes a case of **“the same message, but a different messenger.”**

Mentors can often deliver the same principles parents are teaching, but in a way that teens are more open to receiving.

This dynamic is widely recognized in youth development and mentoring research. Studies consistently show that supportive relationships with trusted mentors outside the immediate family can significantly improve adolescent confidence, motivation, and decision-making.

The Attitude Advantage Program creates an environment where teens can hear important life lessons in a fresh context, surrounded by peers who are also working to grow.

Rather than being lectured, students are invited into conversations that encourage reflection, participation, and personal ownership.

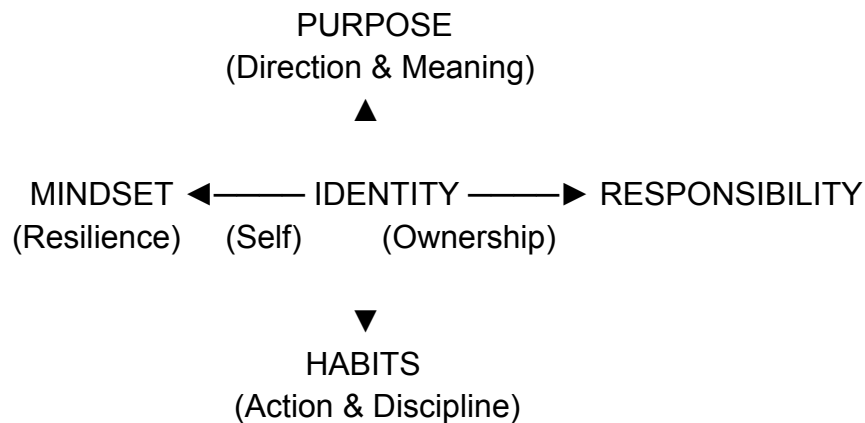


The Attitude Advantage Framework

The Attitude Advantage Program is built around a developmental framework focused on five key areas of adolescent growth.

These pillars represent the internal systems that influence how teens make decisions, respond to challenges, and pursue their goals.

The TAAP Development Model



Identity & Confidence

Adolescence is a critical period for identity formation.

Teens who develop a strong sense of identity are better equipped to make healthy decisions and resist negative peer pressure.

Lessons focus on:

- self-confidence
- self-awareness
- personal values
- healthy self-esteem



Mindset & Attitude

A teen's mindset strongly influences their resilience, motivation, and behavior.

Students learn how to respond to setbacks, maintain optimism, and develop emotional resilience.

Responsibility & Ownership

Students learn the importance of taking responsibility for their choices and actions.

This pillar emphasizes accountability and personal ownership.

Habits & Discipline

Daily habits shape long-term outcomes.

Students learn how to build productive habits, set goals, and stay motivated over time.

Purpose & Direction

Purpose provides direction and motivation.

Students begin exploring their goals, passions, and how they want to contribute to the world.



Core Life Lessons

Throughout the program, students explore structured life lessons designed to strengthen character, resilience, and personal responsibility.

These lessons include topics such as:

- Be Your Own Driving Force
- Attitude Is Everything
- Finding Your Purpose
- Embrace Your Uniqueness
- Take 100% Responsibility
- Take Action
- Go All In
- Self Motivation
- Goal Setting
- Creating Good Habits
- Hard Work & Commitment
- Visualization
- Standing Up For Yourself
- Choosing Positive Friends
- Turning Negativity Into Motivation
- Character Development
- Being Likable
- Forgiveness
- Humility
- Learning From Others
- Managing Social Media
- Serving Others
- Believing in Possibility
- Adapting Your Dreams

Each lesson includes guided reflection, discussion, and real-world application exercises.



The Science of Teen Motivation

The Attitude Advantage Program draws from research across several fields of psychology and adolescent development.

Studies consistently show that teens thrive when they develop three key psychological drivers.

Autonomy

Young people need to feel a sense of control over their choices and direction.

Programs that support autonomy help teens become more motivated and engaged.

Competence

Confidence grows when teens develop skills and experience progress toward their goals.

Structured challenges help students build competence and self-belief.

Connection

Positive relationships with mentors and peers are among the strongest predictors of healthy adolescent development.

The program emphasizes mentorship and positive peer influence.

These principles are widely supported by research in **Self-Determination Theory**, one of the most influential frameworks in modern motivation science.



Research Supporting the Program

The principles taught in the Attitude Advantage Program are supported by decades of research in adolescent psychology, motivation science, and youth development.

Below are several foundational studies that support the core ideas taught throughout the program.

[Self-Determination as a Psychological and Positive Youth Development Construct](#)

Research in Self-Determination Theory shows that young people thrive when three core psychological needs are supported: autonomy, competence, and connection. Programs that foster these elements significantly increase motivation, engagement, and long-term well-being.

[Purpose as a Form of Identity Capital for Positive Youth Adjustment](#)

Studies demonstrate that adolescents who develop a sense of purpose show stronger resilience, improved emotional health, and greater persistence when pursuing long-term goals.

[Development of the State Optimism Measure](#)

Research indicates that optimism and positive mindset are strongly associated with improved emotional well-being, healthier decision making, and better long-term life outcomes.

[How to Form Good Habits: A Longitudinal Field Study on Habit Formation](#)

Habit formation research demonstrates how consistent behaviors gradually become automatic patterns that shape long-term success and personal development.



Putting the Goal Back Into Grit: Academic Goal Commitment and Achievement

Goal commitment and persistence are strongly correlated with academic success, resilience, and personal achievement.

The Effectiveness of Assertiveness Training on Stress, Anxiety, and Depression

Research shows that assertiveness training can significantly improve confidence, communication skills, and emotional well-being among students.

Self-Esteem in Early Adolescence as a Predictor of Mental Health Outcomes

Studies show that higher levels of self-esteem during adolescence are associated with lower rates of depression and improved life satisfaction in adulthood.



Program Outcomes

The Attitude Advantage Program is designed to support measurable growth across several areas of adolescent development.

While each student's experience is unique, the program is designed to strengthen:

Stronger Self-Confidence

Students develop a stronger belief in their abilities and potential.

Personal Responsibility

Teens learn to take ownership of their choices and actions.

Motivation and Goal Orientation

Students develop the ability to set goals and pursue them with persistence.

Healthy Peer Relationships

Teens gain a deeper understanding of how their social environment influences their growth.

Emotional Resilience

Students learn to navigate challenges and setbacks with a constructive mindset.



The Attitude Advantage 12-Week Curriculum Map

The Attitude Advantage Program is delivered through a structured 12-week developmental journey designed to guide teens through progressive stages of personal growth.

Each stage builds on the previous one, helping students move from **self-awareness** → **responsibility** → **action** → **purpose**.

While each session stands on its own, the curriculum is intentionally sequenced to reinforce key developmental principles and support lasting behavioral change.



Phase 1

Foundation: Identity & Mindset

Weeks 1–3

The program begins by helping teens build awareness of their mindset, identity, and potential.

Students are introduced to the core philosophy of the program and begin developing a stronger sense of personal confidence and self-belief.

Key topics explored include:

- Be Your Own Driving Force
- Attitude Is Everything
- Embrace Your Uniqueness
- Stand Up For Yourself

During this phase, students begin recognizing that they have the power to shape their future through their attitudes and choices.



Phase 2

Ownership & Responsibility

Weeks 4–6

Once students begin developing confidence, the program shifts toward responsibility and personal ownership.

Students explore the idea that their choices, habits, and behaviors directly influence the direction of their lives.

Key topics explored include:

- Take 100% Responsibility for Your Life
- The Importance of Hard Work
- Commitment and Discipline
- Taking Action Toward Goals

This phase encourages teens to move beyond excuses and begin taking ownership of their future.



Phase 3

Action & Habit Formation

Weeks 7–9

At this stage, students begin applying what they have learned by developing positive habits and goal-driven behaviors.

The focus shifts from mindset alone to consistent action.

Key topics explored include:

- Goal Setting
- Creating Good Habits
- Self Motivation
- Visualization and Mental Preparation

Students begin developing routines and systems that help them stay motivated and focused on their goals.



Phase 4

Purpose & Direction

Weeks 10–12

In the final phase of the program, students begin connecting their mindset, habits, and goals to a larger sense of purpose and direction.

They explore the type of person they want to become and the kind of impact they want to make in the world.

Key topics explored include:

- Finding Your Purpose
- Surround Yourself With Positive People
- Serving Others
- Believing in Possibility
- Adapting Your Dreams

This final phase helps teens leave the program with a stronger sense of identity, direction, and confidence in their future.



The TAAP Growth Journey

The program is designed to guide students through four stages of personal development.

STAGE 1
Identity & Mindset
(Self Awareness)



STAGE 2
Responsibility
(Ownership)



STAGE 3
Action & Habits
(Behavior Change)



STAGE 4
Purpose & Direction
(Long-Term Vision)

This developmental journey helps teens move from simply thinking about personal growth to actively living it.



How the Curriculum Works

The Attitude Advantage Program integrates three key elements of effective youth development:

Mentorship

Students benefit from guidance and encouragement from experienced mentors who help them navigate challenges and stay accountable.

Peer Environment

Teens grow faster when surrounded by peers who are focused on personal improvement and positive choices.

Real-World Application

Lessons are reinforced through discussion, reflection exercises, and practical challenges designed to help students apply what they learn in their everyday lives.

Program Impact

When teens complete the program, they typically leave with:

- greater self-confidence
- stronger decision-making skills
- clearer personal goals
- improved responsibility and accountability
- a more positive outlook on their future

These foundational skills support long-term personal growth and success as teens transition into adulthood.



Real Families. Real Results.

While research provides valuable insight into adolescent development, the most meaningful validation of any program comes from the families who experience it.

Over the years, many parents have shared how their teens have grown through The Attitude Advantage Program by developing greater confidence, responsibility, and direction in their lives.

We invite you to hear directly from families who have participated in the program.

Parent stories and experiences can be viewed here:

[Watch Parent Stories & Experiences](#)



A Final Message

Every teen has potential.

Sometimes they simply need the right environment, the right guidance, and the right belief system to unlock it.

The Attitude Advantage Program was designed to help teens develop the confidence, responsibility, and mindset that will serve them for the rest of their lives.

We are honored to be part of that journey.

Learn More About The Attitude Advantage Program

<https://theattitudeadvantage.com/teen-program/>