

## REACHING OUT TO TROUBLED TEENS

From my years spent growing up on Chicago's tough Westside, my years as a legendary gang chief, and from my experience as a founding director of the non-profit group 'Ready-Set-Work,' I know, up-close and personal, the struggles our children face each and every day.

At a time when **teenagers face greater stress, temptation and peer pressure than ever before**, positive male role models are few and far between.

Young people are the toughest to reach. They're sophisticated and cynical. They resent anyone who doesn't get it; who doesn't have real credentials; who can't walk the walk.

**WELL, I GET IT. I've been there. I've lived it and I speak the language.** You can't **fail to feel** my street credentials.

**It's the eyes that say it all.** If you look deeply enough you'll see a lifetime of hard-learned lessons and hard-won wisdom. You'll see stories of hardship, loss, betrayal, love, laughter and discovery.

Look hard enough and you'll see the tracks of roads taken, of paths lost; of bridges burned and bridges built.

Just look into my eyes and see the **knowing** in them.



## WHAT EVERYONE'S SAYING....

"Too many kids get sucked into the dark side because they don't know how to say no. They don't think they have options. Most kids are good kids – they just get lost. Burrel's got the map that shows the way home."

**Bobby Simmons, NBA #21 Milwaukee Bucks**

"Media images today celebrate violence, drugs and abuse. Kids want the power, the glamor and respect they think goes with gangsta.

They couldn't be more wrong. In the penitentiary – if you're lucky enough to make it there alive – you might make 16 bucks in a good month. Burrel tells it as it is. Listen to him."

**Norm Nixon, Broadcaster and Former-NBA Player:  
Lakers/Clippers**

"Burrel is powerful. When he's got the podium, every kid in that room just eats up his words."

**Ed Bohlke, Founder:  
Ready-Set-Work Foundation.**

"I worked with Burrel and Ready-Set-Work to provide work-experience and employment for a number of teenagers. Burrel's energy, passion and belief that each of us can make a difference, is inspiring."

**Eileen Porter, Owner/Operator McDonalds Restaurants, Chicago**

"It's all about instant gratification, living for the day, not seeing or caring about the big picture. There's too few people out there trying to show young people a different way out. Listen to this man – he's been there."

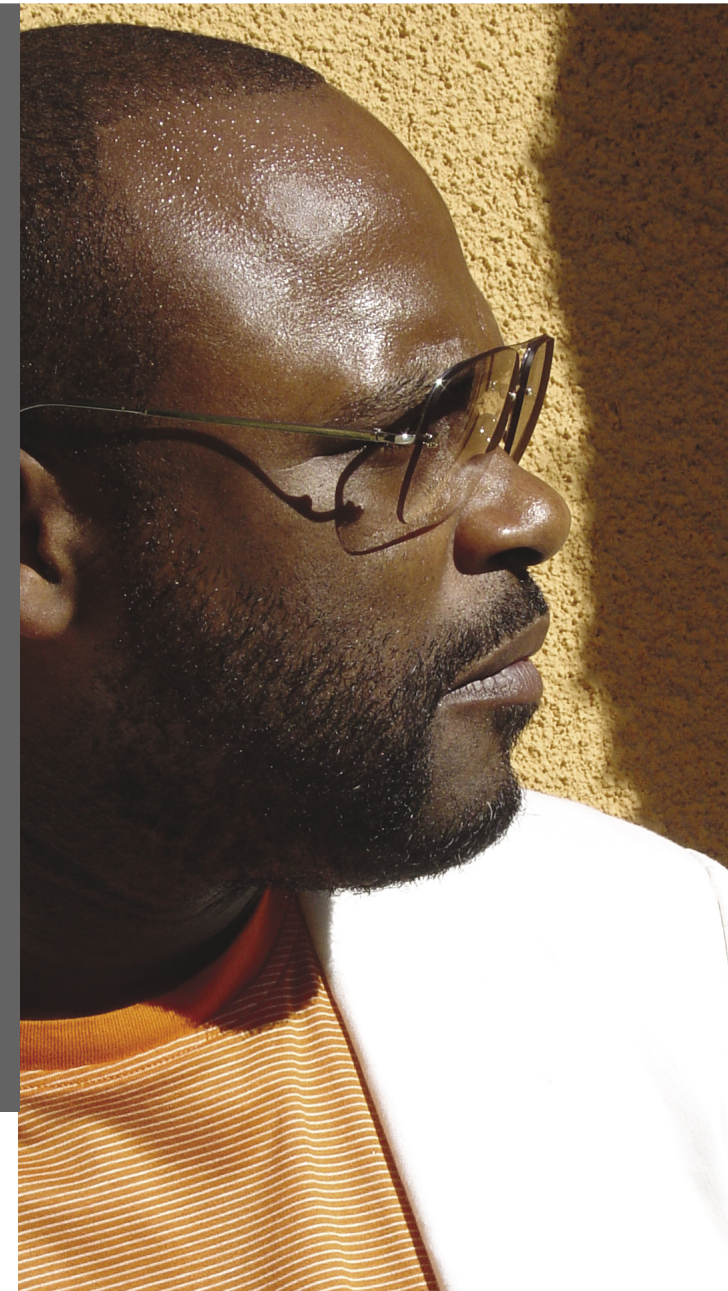
**Jim Jones, CEO Diplomat Records**

**Burrel Streetwise Inc.**  
**Life Coaching Without Sugar-Coating**

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## WHAT'S YOUR CHILD UP AGAINST?

- Being pressured to join - or trying to get out of – a street gang
- Being bullied, or being a bully
- Too little self-confidence; too much self-loathing
- Experimenting with drugs
- No drive
- Just impossible to live with!

One thing's for sure, young people today are a heck of a lot more savvy than we were. But for all the trappings and apparent sophistry, the **temptations, pressures, betrayals and bewilderments** are all too familiar.

As parents, we wish with all our hearts to be able to shelter our children from having to take the same tough roads we took. We've already earned our stripes – often painfully – so why can't we just transfer that wisdom to our kids?

Why can't we teach them a degree in 'life-experiences,' **implant a pre-programmed computer chip**, or just fight their fights for them?

How many times have you watched your child battling and wished that **it was you** in the ring?

**Because that's not how life works.** You can love, support and guide your children, but you cannot insulate them from **learning the tough lessons first-hand**.

**Why?** Because **following** their own path is the only way they can equip themselves for the tough road ahead. To deny that experience would be to deny them the chance to become the unique, full-fledged, self-sufficient individuals they must become.



## IN MEMORY OF MARSHAWN

My son **Marshawn** was shot dead before his 21st birthday in a mindless, senseless, stupid act of violence. The shocking, gut-wrenching waste left me hollow and grieving. Over time I have understood that my son made his own choices. **You can love him with all of your heart, but you cannot live your child's life for him.** From tragedy comes wisdom, and in this case, renewal. My grandson was born a few weeks after my son's death. He's handsome, full of life, and represents new hope for us all.

## HOW WE WORK TOGETHER

- Come to me in LA, or if possible, I'll come to you. Let's try to meet face-to-face, as body language is rich communication.
- I am not a psychiatrist, a psychologist or any other formally qualified 'ist.' I am however **a streetwise graduate of life and a 'master in the human condition.'**
- Working from the heart, I utilize my vast life-experience to **communicate, connect and influence.**
- Don't expect miracles. It takes time to build trust – but even the thickest fortress walls can be breached...
- And don't expect kid gloves. My style is 'real,' high energy, irreverent, honest and **kick-ass!**
- **There are no 'silver-bullets,'** but by opening a channel of communication, you are starting to bridge the chasm.