

A NEW MISSION FOR VETERANS, A SOLUTION FOR SOCIETY



I'M HUMAN

2024

ADDRESSING THE WAR ON HUMANITY THROUGH WORKFORCE DEVELOPMENT

THE PROBLEM

A War on Humanity!

Multiple wars are raging globally, but there's a more pervasive war—a war on humanity itself.

Divisiveness, anxiety, depression, and a lack of purpose are eroding the fabric of society.

Research shows 90% of Americans believe we are in a mental health crisis, exacerbated by the COVID-19 pandemic.

THE STATE OF OUR NATION

A Nation in Crisis!

57% of Americans believe partisan conflicts dominate too much attention.

78% say important issues receive too little focus.

Anxiety, depression, and suicidality are at unprecedented levels across all demographics, especially among veterans.

THE VETERAN CRISIS

Our Veterans: A Crisis Within a Crisis

PTSD rates are alarmingly high among veterans, with nearly 1 in 3 from wars in Iraq and Afghanistan affected.

Military suicide rates are four times higher than deaths in war operations, with 22 veterans lost to suicide daily.

Veterans struggle with reintegration into civilian life, facing depression, anxiety, and a lack of purpose.

THE WORKFORCE CHALLENGE

A Workforce Under Pressure

The workforce is struggling with issues like imposter syndrome (71% of executives), lack of civility, and mental health challenges.

Workforce development is critical, with employers emphasizing dependability, teamwork, and problem-solving.

There's a need for a new approach to workforce development that also addresses mental health and well-being.

THE SOLUTION

The I'm Human Project...A Dual Purpose Solution

"I'm Human" addresses two critical challenges: the mental health crisis among veterans and the workforce development needs of today.

Workforce Development as the Battlefield: The modern workplace is a microcosm of society, where issues like divisiveness, lack of purpose, and mental health challenges are magnified. By transforming workplaces, we can lead the charge in healing the broader societal rifts.

Veterans Leading the Charge: Veterans bring unparalleled leadership, teamwork, and resilience to the workforce. They are not only equipped to thrive in these environments but also to lead by example, fostering a culture of unity, respect, and productivity.

A Two-Front War: By integrating veterans into the workforce through the "I'm Human" platform, we are tackling the war on humanity on two fronts: giving veterans a renewed sense of purpose and transforming workplaces into environments that value human connection, mental health, and collaboration.

THE VETERANS' ROLE

Veterans: Our New Army for Workforce Development

A New Mission: Veterans, who once served to protect the nation, are now being called upon to protect and strengthen the fabric of our society by leading workforce transformation.

Skills for the Modern Workplace: Veterans are trained in adaptability, problem-solving, and teamwork—skills that are critical for workforce development and creating resilient organizations.

Healing Through Service: By taking on this new mission in the civilian workforce, veterans find a sense of purpose, which is essential for their mental health and well-being. At the same time, they bring the discipline, leadership, and ethical standards of the military to the workplace, helping to build a more cohesive and resilient workforce.

THE I'M HUMAN PLATFORM

A Platform for Unity, Purpose & Workforce Development

Transforming Workplaces: The "I'm Human" platform offers a comprehensive approach to workforce development that goes beyond technical skills. We focus on building emotional intelligence, fostering respect, and encouraging collaboration—essential elements for any successful organization.

Veterans as Catalysts for Change: Veterans, through their training and experience, are ideally positioned to serve as catalysts for this transformation. Their involvement in the workforce not only benefits their personal reintegration but also sets a powerful example of leadership and resilience for others.

Social Reinforcement through Media: What sets us apart is our ability to reinforce these changes socially. As a multi-media social impact company, we leverage various media platforms and tools to create positive change and make a meaningful impact in society. By using storytelling and communication, we influence perceptions, behaviors, and attitudes on a large scale.

A Ripple Effect: As veterans help transform workplaces, the impact ripples outward into the larger society, helping to bridge divides, reduce conflict, and promote a culture of empathy and understanding—key components in the war on humanity.

The I'm Human Institute for Empathy, Compassion and Excellence

The I'm Human Institute: Training the Next Generation of Leaders

Introduction to the Institute: The I'm Human Institute for Empathy, Compassion and Excellence will be a dedicated facility where members of our Armed Forces can enroll in world-class human potential training programs.

Three Career Paths:

Entrepreneurship: Graduates will have the opportunity to learn about the franchise industry and become franchisees, providing them with the tools to build their own businesses.

I'm Human Ambassadors: Graduates can become Ambassadors, engaging in training American workforces and spreading the principles of empathy, compassion, and excellence across the nation.

Corporate Placement: Graduates will have the opportunity to work within various businesses and organizations, bringing their unparalleled skills, knowledge, and leadership training to drive change on a human level.

The I'm Human Institute for Empathy, Compassion and Excellence

Evidence-Based Training: The Institute's programs are grounded in research from leading institutions like Harvard and Stanford and have been successfully implemented in 108 countries and 30 languages.

Impact: These programs empower individuals to overcome personal limitations, achieve professional fulfillment, and contribute positively to society, making the Institute a cornerstone of the "I'm Human" initiative.

THE IMPACT

Transforming Lives, Workplaces, and Society

Veteran Empowerment: By providing veterans with meaningful roles in workforce development, we reduce rates of depression, anxiety, and suicide among this vulnerable population.

Workplace Transformation: Organizations benefit from the unique strengths veterans bring, such as leadership, problem-solving, and teamwork, creating more resilient and productive workplaces.

Societal Healing: As workplaces transform, so does society. By addressing the war on humanity within the workforce, we create a foundation for broader societal change—reducing divisiveness, fostering unity, and promoting mental health and well-being.

WHAT IS THE I'M HUMAN PROJECT?

At its core, I'm Human is an education and training company.

Why? The only way to begin to shift mindsets is with education and training.

So what makes us so different than all the other programs?

We've organized a strategy to converge an Education & Training company with the elements of a Lifestyle Brand and a Multi-media Social Impact company.

The business units include:

Workforce Development | Social Media & Podcast | Merchandise & Apparel | Documentary Film

We believe we are the only Workforce Development program in America with a brand, message and multi-media strategy that is so compelling, that all of the things we teach are then reinforced socially!

PLACE YOUR BETS!

BET ON AVET

This will be set up as our crowd funding platform to help those Veterans interested in becoming a franchisee raise any financial capital they may need to launch their new business.

BE AN AMBASSADOR!

I'm Human Brand Ambassador



Each Brand Ambassador will have graduated from the I'm Human Institute for Empathy, Compassion and Excellence with a certification to teach I'm Human's RESPONSIVE Leadership Program.

This program has been designed to elevate any organizations workforce both internally and externally.

With I'm Human's training programs, organizations will see drastic improvement in workforce culture, recruitment, retention, productivity and an overall improved Civility Index.

WE'VE ALREADY STARTED!



I'm Human is pleased to announce it's first assignment:

Workforce Consultancy

The State of New York, County of Schenectady
Department of Social Services

A CALL TO ACTION

Join Us in This Mission

We invite you to invest in "I'm Human" and be part of a movement that transforms lives, workplaces, and communities.

Your investment will help us scale this initiative, recruit more veterans, and expand our impact across the nation.

Together, we can address the war on humanity and build a stronger, more united society.

I'M HUMAN COMPANY PROFILE

CORPORATE ORGANIZATION & CONTACT INFORMATION:

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Approved as an IRS 501(c)3 nonprofit organization.

BRAND MESSAGING

**Why do we as humans limit ourselves when data and history
show how limitless we really are?**

Why do we label ourselves?

What makes you human?

**Our faces hold the stories of our past,
and the hope for the future.**

**I'm Human is dissolving the illusions
of separation.**

**Self development starts with self
and ends with unity.**

**The stories we tell ourselves hold
immense power, shaping our
perceptions and beliefs.**

There is divinity in diversity.

APPAREL samples













I'M HUMAN







