

The Culture Strength System of Prevention

It takes a system to shape a culture.



CultureStrength

Science-Based Primary Prevention

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Founder of Culture Strength

Sexual Assault and Misconduct, Dating Violence, Stalking, and High-Risk Hazing...

These issues will not just go away. And every simple solution has been tried.

Campus professionals are in a difficult spot. There is more pressure than ever to prevent harm. Making prevention even more challenging, some students and populations are resistant to much of the training and messaging intended to prevent harm.

We help you have a system of training and messaging that connects with your hard to reach students and is adopted into their organizations to elevate behavior.

Our System approach is built from two award-winning workshops on sexual assault and dating violence that thousands of fraternity men have praised for years.

“ A statistically significant impact was shown across all thirteen outcomes measured.

- Assessment from a sample size of over 3,100 Sigma Nu Fraternity men.

It's like bringing in a speaker, except you're bringing in a System.

Choose Your Focus:

Fraternity and Sorority Community, Band, All Major Student Groups, or an All Campus Tailored System

(*For Athletics, ask about our Complete Strength System for Collegiate Athletics)

The Structure : Core Trainings + Integration

1 Leaders & Influencers Level 1 Training - The Social Strengths™ and Integration of The Strengths into Each Organization

- ✓ Beyond Awareness to True Buy-In – Leaders Level
- ✓ Applying The Social Strengths to social life & personal relationships
- ✓ Simple ways to integrate Social Strength Principles throughout your organization
- ✓ Calendar of Plans

2 New Members Pathway - The Social Strengths™ and Applying The Strengths in Your Social Life & Relationships

- ✓ Beyond Awareness to True Buy-In
- ✓ Applying The Social Strengths to social life & personal relationships
- ✓ Bystander Strengths Discussions

3 Leaders & Influencers Level 2 (or Whole Group) - Next-Level Bystander Intervention + Integration into Each Organization

- ✓ Award-winning Bystander Intervention workshop covering a spectrum of issues and ways of helping others
- ✓ Simple tools to integrate throughout organizations to strengthen the culture and skills for helping others

4 The Shift Discussions - Applying Social Strengths to Build Stronger Members and Chapters

- ✓ The High-Risk Hazing Prevention Workshop
- ✓ The Two-Pronged Approach of The Shift: Applying Behavioral Science to Build Resistance to High-Risk Hazing Activities AND to Increase Older Members Protecting Younger Members from their Own High-Risk Actions & Ideas



Our campus was looking for something different. We wanted something that spoke to a wide range of audiences, incorporated required sexual assault prevention content, and also engages students in conversations about healthy relationships in a way that also provided them with skills for navigating challenging and sometimes confusing situations. The Culture Strength workshop does all of that and more. Thank you, Culture Strength, for providing this powerful program for our students.

- John Achter, Ph.D., Associate Dean of Students, UW-Stout

Who delivers the training?

You Choose:

1. Our Trainers - Aaron Boe, Dr. Matt Gregory, or another certified Culture Strength Trainer
2. We train you to provide our workshops and licensed materials
3. A combination of our expert trainers and equipping your staff to provide our workshops

What are The Social Strengths™ all about?

What if you could get students in challenging populations to elevate their own behavior and group culture?

It's the only way it will work. You do not have enough power to change their culture and decision making from the outside.

It can't be done by threats, by pointing to abstract values, or with slogans and buzzwords. That's all been tried.

Engaging fraternity men, sorority women, and other challenging populations on serious issues is *tricky*.

Your audience includes skeptics, survivors, and people of different worldviews and backgrounds.

Training & messaging that does not connect can evoke greater resistance to future programming.

We saw that without an approach that can fit naturally within an existing culture but then work to *elevate* that culture, all talk of culture change will be wishful thinking.

Over a decade in the making, The Social Strengths are the root-level mentalities and fundamental skills of ethical and healthy interpersonal actions.

This approach bypasses common resistance, defensiveness, and mocking. Since it's those within your most challenging populations who buy-in and adopt these principles and standards, we increase ethical actions from the inside out.

“ The Social Strengths approach provides men with a new way to think about sexual misconduct and what it means in today's society. Men around the country are constantly educated on sexual misconduct, but it seems it is always the same type of information. Social Strengths breaks away from the typical and allows men to engage in a conversation around education and personal growth.

- Zachary Herge, Alumni and Leadership Consultant for Fraternity Men

Is this approach grounded in science?

We don't do anything that's not supported by science.

We apply a multidisciplinary approach on top of subject matter expertise to optimize both engagement and the ability to influence behavior. Our applied science approach draws from fields ranging from Behavioral Ethics to educational psychology to linguistics to allow us to help you have the most engaging and influential training and messaging.

Now you can go from having a speaker to having a system.

Contact us to schedule a call or to inquire about availability

info@culturestrength.com

About the Developers and Lead Trainers



Aaron Boe, M.S.Ed. – Lead curriculum developer Aaron Boe is the award-winning author of *In a Relationship: Avoid the Worst & Experience the Best in Your Social Life and Relationships*, the developer of an award-winning Bystander Intervention Training, and the developer of The Social Strengths approach. Earning separate honors from the ASAE, his workshops proved to engage and influence fraternity men. His Applied Behavioral Science approach has provided science-based ways to engage challenging audiences and achieve lasting buy-in.



Matthew Gregory, Ph.D. – Dr. Matt Gregory is a senior administrator and experienced Title IX officer and trainer and a past president of ASCA. Matt is a former law enforcement officer. He completed his dissertation over a decade ago on men's involvement in the prevention of violence against women. He is a talented speaker and a true expert consultant on a spectrum of issues relating to Title IX and other student conduct issues.

Now Scheduling