



NATIONAL CENTER for  
**YOUTH ISSUES**

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*Speakers Bureau*



# Julia Cook

NATIONAL LEVEL SPEAKER, AWARD-WINNING AUTHOR,  
EDUCATOR, AND FORMER SCHOOL COUNSELOR

Julia Cook, M.S. is a national award-winning children's author, counselor, and parenting expert. She has presented in thousands of schools nationally and internationally, regularly speaks at education and counseling conferences, and has published almost one hundred children's books on a wide range of character and social development topics. The goal behind Cook's work is to actively involve young people in fun, memorable stories and teach them to become lifelong problem solvers. Inspiration for her books comes from working with children and carefully listening to counselors, parents, and teachers, in order to stay on top of needs in the classroom and at home. Cook has the innate ability to enter the worldview of a child through storybooks, giving children both the "what to say" and the "how to say it."

A BRIEF LOOK AT JULIA'S KEYNOTE SESSIONS (continued on back)

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## Teach Students, Not Content

This session will give you an authentic insight into the challenges that come along with impacting today's K – 12 students and ignite ideas that will help you tackle those challenges more effectively.

For students to thoroughly understand a concept, they must SEE IT, HEAR IT, FEEL IT, DO IT, DEMONSTRATE IT TO SOMEBODY ELSE, and most importantly, RELATE IT TO SOMETHING THEY ALREADY KNOW. This presents a tall order for all educators who are over-loaded with content to deliver, given limited time to do it in, and often have minimal financial resources for innovative teaching materials. Throw in large classroom sizes and the behavior challenges that teachers are currently facing, and what used to be doable and fun, at times can seem impossible and over-whelming.

Drawing from decades of experience in education, Julia Cook delivers real-world strategies for building relationships, boosting mental wellness, dealing with trauma, emotional regulation, and creating learning experiences that stick. Packed with authentic classroom examples, research-informed insights, and a few laugh-out-loud moments, this session encourages educators to reframe challenges as opportunities for connection and creativity. It offers practical tools to transform your classroom – and your outlook, revealing why emotional connection is the KEY to lasting learning and educator fulfillment. Julia offers hands-on methods for making valuable connections with kids, managing stress, maintaining mental health, and implementing positive behavior strategies.

Walk away with ideas that allow you to connect with kids more effectively, making them feel seen, heard and validated. Discover how stories, concrete visuals, and other tricks of the trade, can help you make your content more relatable, meaningful, and interesting. When kids are actively engaged in a classroom, behavior issues decrease, you get control of the energy in the room, and teaching becomes fun again. We all know the "What to do." Now let's figure out the "HOW TO DO IT!"

Students are and always will be more important than the content we are teaching them.

Instead of teaching "great stuff" to our students, we need to reframe and start teaching our students "great stuff!"

Contact Robert Rabon at [rrabon@ncyi.org](mailto:rrabon@ncyi.org) or 423-309-4300 to engage Julia for your event

## **I Need a LARGE Re-Charge! – Boosting Mental Wellness**

School counselors live in GIVE GIVE GIVE world! In order to survive, we must take care of ourselves. In this interactive, uplifting, fun-filled talk, Julia Cook identifies the key ingredients of mental wellness. She will also offer effective strategies for building and maintaining well-being. Enjoy listening as you grow STRONGER TOGETHER! You'll laugh, you'll cry... but most important you will walk away with tools you can use for a lifetime of healthy!

According to the World Health Organization, the definition of mental wellness is living in a state of well-being in which people:

- realize their own abilities
- are capable of coping with the stresses of life
- can work productively and fruitfully
- can make contributions to their community

When you work in the kid-building world...this is a tall order to maintain!

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## **Joy: It's an Inside Job**

The demands on school counselors often feels overwhelming. Each day we are confronted with behavioral issues, inequity, suicidal ideation, and diversity challenges...and that's on top of working with students on future career options and post-secondary education, and keeping track of all the data and documentation.

When the school counseling tidal wave begins to swell, how do you stand strong and continue to pour out the encouragement, wisdom, and support your students need?

In this heartfelt, engaging talk, Julia Cook shares what it's taken her years to figure out. Happiness is momentary, but Joy is a constant state of contentment that is not shifted by the chaos around us. Through stories and practical steps, Julia teaches us how to shift our thinking and actions so that we can:

- move from looking for temporary happiness to finding long-term joy
  - develop a process for self-care that inhibits burnout and compassion fatigue
  - inspire others to find their own inner joy
  - be a school counselor who looks forward to Mondays
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## **Got Hope? NOPE!: Understanding the Importance of Hopefulness**

The most tragic thing a person can lose is their hope. Without hope, despair takes over. Without hope...a child becomes hopeless. Hopeless children don't try, have poor relationships with others, and feel helpless. In terms of resilience and well being, hope is a critically important predictor of success. Research tells us that by the time children are 10 years old, they have maximized the amount of hope instilled in their minds. This poses two very unique challenges for parents, teachers, and counselors...How do we help children increase their amount of hope prior to the age of 10, and how do we help them maximize their hope potential after the age of 10. In this research-based, humor infused keynote, Julia Cook explores the components of hope, discusses the results of the Hope Scale for Children, defines the differences between hope and optimism, and presents a blueprint for maximizing hope growth and potential in children, teens and adults.

"Hope is our children's window for a better tomorrow!" Ready...Get "MIND SET"...GROW!

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## **Reboundaries and Resilience: Enhancing Skills that Foster Boundary Recognition, Determination and GRIT!**

How do we accomplish the great task of teaching our kids the BIG LIST of everything they need to know and succeed in life when they believe that all of their needs are being met through screen time?How do we teach our kids online safety? How do we allow technology to add to our children's life as opposed to taking from it?How do we create an environment where kids genuinely "want it" more than we want it for them?

In her research-based keynote, Julia takes a look at how creative world-class parents and educators are answering these questions and helping children thrive with strength and confidence in their ever-changing world!

## Unlearning Helplessness: Motivating the Underachiever

In Julia's presentation, *Unlearning Helplessness: Motivating the Underachiever*, she shares how underachieving occurs when students have a significant gap between their abilities, and what they achieve in school. In this interactive session, she will discuss the four types of underachievers, explore the characteristics and causes of underachieving, and present effective solutions that can reverse this problem.

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## School Counselor/Educator's Survival Kit

In Julia's presentation, *School Counselor/Educator's Survival Kit*, she'll use common objects to give counselors and educators tips on how to navigate each and every day successfully. A simple item - such as a toothpick - helps remind you to "pick" out the good qualities in everyone... including yourself. What about a "tissue?" A tissue helps remind you to dry someone's tears - maybe your own - and be aware of the tears of others. You'll laugh and learn as Julia shares her stories and many insightful tips.

### A BRIEF LOOK AT JULIA'S BREAKOUT SESSION

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## Books That Make a Positive Difference

In Julia's presentation, *Books That Make a Positive Difference*, she leads an entertaining discussion on the use of storybooks to offer children and adults a fun way to learn important people skills. Teach your students to become life-long problem solvers! Julia will demonstrate humorous and effective ways to use books on such subjects as anger control, grief, following instructions, tattling, bullying, personal space, interrupting, and personal safety. The writing and publishing process will also be explained - learn to become a published author!

**BY JULIA COOK**

**Julia has written almost one hundred books!  
For more visit [www.ncyi.org](http://www.ncyi.org).**

