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# THE UMOJI MASTER FACILITATOR'S GUIDE

Curriculum: The Genesis Rebirth Pathway

Instructor Level: Executive Coach / Scholarly Practitioner

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[PAGE 1: THE PHILOSOPHY]

## THE UMOJI WAY: A GUIDE FOR FACILITATORS

To the Leader of the Room,

You are not a guard. You are not a parole officer. You are not a social worker.

You are a Talent Scout.

Your job is not to "fix" broken people. Your job is to reveal the **Genius** that has been buried under trauma and time. When you step in front of the room to teach the UMOJI Curriculum, you must embody the **Standard of Excellence**.

### THE 3 RULES OF THE ROOM:

1. **The "Gucci Energy" Rule:** The environment must feel expensive. Clean the room. Play low-fi jazz or soul music as they enter. Wear your best clothes. If you treat them like executives, they will behave like executives.
2. **The "No War Stories" Rule:** We acknowledge the past, but we do not live there. If a participant starts "glamorizing" the old life, pivot immediately: *"That was your survival tactic. What is your success tactic?"*
3. **The NGUVU Rule:** We validate strength. Catch them doing something right. Praise their insight, their posture, and their vision.

You are the mirror. Show them what they can become.

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[PAGE 2: MODULE 1 - TEACHING "THE REBIRTH" (SURVIVAL)]

## MODULE 1: THE GENESIS REBIRTH

Focus: Stabilization & Dignity (0–72 Hours)

Goal: Stop the bleeding. Start the breathing.

### THE HOOK (Opening Statement):

"Welcome home. For the last few years, you were told when to wake up, when to eat, and where to stand. Today, that ends. You are the CEO of your next 24 hours. Let's build the plan."

### KEY DISCUSSION POINTS:

- **The Mental Cleanse:** Ask the room, *"What is the first thing you want to eat/wear/do that proves you are free?"* (Connect this to dignity, not just pleasure).
- **The Dead Weight Audit:** This is the hardest part. Ask, *"Who is waiting for you that you know you shouldn't see?"* Be honest about the danger of "loyalty" to people who want you to fail.
- **The "I AM" Anchor:** Have them stand up and say their "I AM" statement out loud. Correct their posture if they slouch.

FACILITATOR TIP:

If they seem overwhelmed, slow down. Remind them: "You don't need a 5-year plan today. You just need a 72-hour win."

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[PAGE 3: MODULE 2 - TEACHING "THE REIGN" (PROSPERITY)]

## MODULE 2: THE PROSPERITY ARCHITECTURE

Focus: Mindset, Money & Value

Goal: Shift from "Hustling" to "Building."

### THE HOOK (Opening Statement):

"Who here wants to get rich? (Wait for hands). Good. But 'Rich' is temporary. 'Wealth' is permanent. To get wealthy, we have to stop thinking like consumers and start thinking like owners."

### KEY DISCUSSION POINTS:

- **The Rebranding:** Roleplay this. Have them introduce themselves. Stop them every time they say "inmate," "felon," or "con." Make them replace it with "Builder," "Father," "Planner."
- **The 70/20/10 Rule:** Draw this on the board. Explain that the "F-U Money" (Savings) is their freedom insurance.
- **Skill Translation:** Ask, "*What job did you have inside?*" Then help them rename it for a resume. (e.g., Kitchen Worker = "High-Volume Food Logistics").

### FACILITATOR TIP:

Watch for the "Fast Money" trap. If they talk about illicit shortcuts, ask: "What is the hourly wage of a 10-year sentence?" (The math always equals zero).

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[PAGE 4: MODULE 3 - TEACHING "THE STANDARD" (EXCELLENCE)]

## MODULE 3: THE STANDARD OF EXCELLENCE

Focus: Authority, Leadership & Legacy

Goal: Becoming the person others look up to.

### THE HOOK (Opening Statement):

"There is a difference between being 'free' and being a 'leader.' A leader changes the temperature of the room just by walking in. That is the UMOJI Standard."

### KEY DISCUSSION POINTS:

- **The "GQ" Inspection:** Discuss appearance. It's not about expensive brands; it's about fit, cleanliness, and grooming. *"How you present yourself teaches the world how to treat you."*
- **The Diplomat's Protocol:** Discuss conflict. *"When someone disrespects you, they are trying to drag you down to their level. The 'Power Move' is to refuse to go down there."*
- **The Mentorship Voucher:** Challenge them. *"Who are you teaching? If you aren't lifting someone else up, you are just taking up space."*

### FACILITATOR TIP:

This session should feel serious and ceremonial. Speak more quietly. Make them lean in.

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## [PAGE 5: MODULE 4 - TEACHING "THE INNOVATION" (CREATION)]

# MODULE 4: THE INNOVATION LAB

Focus: Creativity, Tech & The Future

Goal: Using the past to design the future.

### THE HOOK (Opening Statement):

"The system was designed to keep you in a box. Innovation is how we break the box. You have survived things most people can't imagine. That gives you a superpower: You can see solutions others can't."

### KEY DISCUSSION POINTS:

- **The "Glitch is the Gift":** Ask, *"What was the hardest thing you went through?"* Then ask, *"How could you create a service or product that stops that from happening to someone else?"*
- **The "Dream-Design-Deploy":** Give them permission to be messy. Hand out the "Prototype Pass." Tell them, *"I want to see your bad ideas, because the bad ones lead to the great ones."*
- **Afro-Futurism/Future Casting:** Ask them to describe the world in 10 years and where they fit in it.

FACILITATOR TIP:

Bring high energy. Play faster music. Use colorful markers. This is the fun part.

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[PAGE 6: THE GRADUATION PROTOCOL]

# THE COMMENCEMENT CEREMONY

**Facilitator Instructions:** Do not just hand them a paper. Make it a moment.

1. **The Call to Order:** Have everyone stand.
2. **The Affirmation:** Read the "**Unity is OUR Identity**" tagline together.
3. **The Handshake:** Look them in the eye. Shake their hand firmly. Call them by their new title (Mr./Ms./Architect/Builder).
4. **The Challenge:** Give them one final directive.
  - *"You have the tools. You have the map. The only variable left is **You**. Go make us proud."*

FACILITATOR'S OATH

I pledge to see the King/Queen in every person who walks through these doors. I will teach with passion, lead with integrity, and serve with excellence. I am UMOJI.

**Unity is OUR Identity, and We Help People!**



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