



**INTENTIONAL  
LIVING ALLIANCE, INC.**

***Intentional Living: Inmate Training Program  
Proposal***

**Presented To:**

**XXXX Foundation**

**c/o xxxxxx**

**Address**

**City, State and zip**

**Contact:**

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## Executive Summary

Intentional Living Alliance (ILA) is a 501(c)(3) non-profit organization committed to providing prisoners with a unique opportunity to create meaningful change in their lives – preparing them to constructively engage in employment and socially positive behavior upon release – with the long-term aim of curbing the rate of criminal recidivism.

ILA's *Intentional Life: Inmate Training Program* grew out of the successful process of conducting The Intentional Life™ program with the incarcerated in order to prepare them for living their intentional life on “the outside.” Through training, opportunities, and resources, ILA aims to provide inmates with the knowledge, skills, tools, inspiration, and support they require to gain control of their lives and intentionally achieve the life and success they only hope is possible.

The *Intentional Life: Inmate Training Program* is beneficial for all types of inmates, including those who have suffered abuse, have abused others, and/or suffer from drug or alcohol addiction. According to a study by the United States Department of Education, nearly 25% of prisoners who have taken some type of training while in prison are less likely to return to prison within three years of their release. The study also demonstrated that for every dollar spent on educating the inmates, there are two dollars saved because many will avoid re-incarceration.

The *Intentional Life: Inmate Training Program* takes the rehabilitation concept further in providing practical, powerful and proven training that promotes long-term behavioral change for life-long benefit. The program is a nine-week course with two sessions a week focused on nine key areas of life [primary relationship, family, career, finance, health, social, community, spiritual, and personal]. Through reinforcement and practical exercises, the program has the capacity to transform the lives of inmates so they become contributing members of society upon release, reducing the rate of offenders recycled back into the prison system and making the community a better and safer place to live.

We kindly request a grant in the amount of \$X for the *Intentional Life: Inmate Training Program* (**specific detail as to number of course/prisons**) to support these inmates and to curb the rate of recidivism in Arizona's prisons.

## Assessment of Need

Even as many regions in the United States have experienced a reduction in crime rates, incarceration rates continue to rise dramatically.<sup>1</sup> The largest increase in the nation's prisons is of “recycled offenders.”<sup>2</sup> According to the

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<sup>1</sup> West, H. C. & Sabol, W. J., (2008). Prisoners in 2007. U.S. Department of Justice, Office of Justice Programs. Washington D.C.: Bureau of Justice Statistics. Retrieved March 7, 2009 from <http://www.ojp.usdoj.gov/bjs/pub/pdf/p07.pdf>

Management and Training Corporation (MTC) Institute, the United States corrections system has “become a revolving door for recycling criminal behavior, and... recycled offenders now account for 52% of the prison population.”<sup>3</sup>

The national problem is reflected in the difficulties faced in the state of Arizona, in which many prisoners receive no rehabilitation whatsoever, and an increasing number of offenders return to crime and prison despite growing expenditures for corrections. A 2005 study conducted in Arizona calculated that more than 40% of inmates monitored over a ten-year period returned to custody<sup>4</sup>. Arizona prison staff anecdotally estimate that this figure may now be higher. Many of Arizona’s prisoners lack the necessary skill-sets to be successful in the outside world and do not envision another path besides the life of crime that results in their re-incarceration.

However, there are measures that can be taken to change this bleak scenario. The same Arizona study analyzed patterns in recidivism and concluded that rehabilitation programs reduce recidivism rates by at least 25%. Other studies indicate that firmly structured educational and drug treatment programs in prisons can have a positive personal impact on the offender, significantly reducing crime and victimization in the communities, saving millions of dollars in tax-payer funding, policing, and re-incarceration.

A significant component of many of the current prison rehabilitation programs is a focus on attitude change. However, a person can have the most positive attitude possible but without the knowledge, skills, and correct coaching, there is little chance that a permanent change will take place. The creators of the Intentional Life™ program believe – as evidenced through more than 25 years of work in behavioral change programs – that new habits are only formed through a four-step proven process called the ‘Cycle of Mastery’ (attitude, knowledge, practice with coaching, and repetition).

With the limited funding available for prisoner rehabilitation, it is essential that any program for inmates be designed in a cost-effective manner with long-term behavioral change at the heart of the program.

## **Program Overview**

Based on 25 years of experience, research, and training, the Intentional Life™ system helps people develop the attitudes, knowledge, skills and habits that they need to live their lives with clear intentions. The system uses time-tested training methodologies catering to each participant’s unique learning style, ensuring an appealing, motivating, and enlightening experience which will retain inmates’ attention while providing them with the type of training they

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<sup>2</sup> IACP/COPS. (2007). Offender Re-entry. National Policy Summit Final Report.

<sup>3</sup> MTC Institute (2009) Stay Out of Prison: Programs that Help Offenders Stay Out of Prison

<sup>4</sup> Arizona Inmate Recidivism Study

need to maintain their skills upon release from prison.

The *Intentional Life: Inmate Training Program* will help ensure the reduction of recidivism because it is built on the premise that attitude is the foundation on which new habits and skills are built, but it is the principles, knowledge, skills, tools and inspiration which create the new structure through which their new life will be led.

Intentional Living Alliance has run four successful programs in the Durango prison system in Maricopa County, Arizona with out-of-pocket funding of the Executive Director. The Intentional Life™ program instructors who ran these programs and prison staff all have witnessed from the first class that inmates apply the material they learn even while in jail. Because the *Intentional Life: Inmate Training Program* is designed in practice not theory, the more class members put into practical application in their daily lives, the more their old skills are replaced with new ones and their old habits are replaced with new habits geared toward living a productive life integrated within society.

The proposed program will run a similar course as the previous four, with modifications based on feedback and lessons learned.

## **Operation Plan: Program Strategy, Goals, Objectives, Activity Plan**

### **Strategy**

The *Intentional Life: Inmate Training Program* is designed to assist the under-served population of prison or jail inmates raise their self-esteem; identify their purpose and values; and learn coping skills to deal with the everyday challenges of life. The program builds within each inmate a comprehensive and sound personal structure integrating the nine areas of life [primary relationship; family, career, finance, health, social, community, spiritual and personal] to produce peaceful, purposeful, powerful and productive “Intentional” individuals. Another key factor of the program is based on the concept of “looping.” Each class member takes the material, knowledge, and newly formed skills they learn in each session and uses them as the basis for their practice in the real world.

### **Goal**

Inmates have the knowledge, tools, and support they require to gain control of their lives, transform their behavior, become contributing members of society, and avoid re-incarceration upon release.

### **Objectives**

- Inmates are able to proactively avoid criminal or gateway activities and actions in prison and upon release.
- Inmates improve their communications skills, personal time management, and other necessary life skills.
- Inmates have tools and self-awareness to fight any form of addiction (drugs, sex, gambling, food, etc.).

- Inmates are able to establish and maintain healthy and successful relationships (marriages, parent-child, siblings, and neighbors, etc.).
- Inmates are able to set personal financial goals and meet them.
- Inmates are able to productively cope with and overcome bouts of depression.
- Inmates are able to overcome periods of laziness and procrastination to achieve their goals or important life tasks.
- Inmates are better able to balance the different demands, rights, and obligations of life.

### **Main Program Activities**

The program is a condensed version of The Intentional Life™ program. The program comprises nine weeks, consisting of two, two-hour sessions per week. The nine-week course focuses on nine key areas of life [primary relationship; family, career, finance, health, social, community, spiritual and personal]. The class members practice what they are being trained inside the classroom in order for them to gain confidence and comfort with the principles, knowledge, skills and tools. They are then given assignments to complete and practice in between sessions.

The *Intentional Life: Inmate Training Program* Process:

- Assist inmates in assessing their personal situations so that they have a better understanding of the circumstances that brought them to prison.
- Help inmates place common life situations into categories, from which the inmates identify issues and place them into a priority ranking, according to the impact these issues have on them and their lives.
- Guide inmates to determine the desired outcome for each of the issues and the overall situation. This step incorporates special ILA models, such as the “double triangle” and back-planning to make action plans.
- Require inmates to make a commitment to the first action in the action plan.
- The inmates then see they can set obtainable goals and actually reach them, giving them the confidence they need to make changes in their personal lives and become more productive individuals.
- Leverage their personal success into goal-setting for their family lives and future careers. Inmates learn how to assess their family and career problems, identify key issues, and create action plans which will improve these situations.

### **Expected Outcome and Benefits**

After completion of the program, inmates tend to have a better outlook on life and become better more manageable inmates. Prison directors have reported that guards have better rapport with the inmates as well. The immediate effect is that the inmate becomes a better thinker and makes better choices, while looking forward to leaving the prison and not returning. Inmates who have successfully completed the program report that the program is one of the first times in

their lives that they feel that someone actually cares about who they are and what they do. The program's methodology carries over into their family and any career they undertake when they are released

The following indicators will be measured against program outcomes:

- **X** percent of inmates report a more positive and optimistic outlook on life and the possibilities for their life.
- **X** percent of inmates report better, more positive interaction with cellmates and detention officers.
- Prison staff report better, more positive interaction between **X** percent of inmates and their cellmates and detention officers.
- **X** percentage reduction in negative incidents in participants' pods.
- **X** percent of inmates who self-report better use of their free time in activities such as reading and completing their assignments.
- Prison staff report better use of **X** percent of inmates' free time.
- **X** percent of inmates report better relationships with families and friends with whom they still communicate.
- Prison staff and relevant staff report better planning and more intentionality regarding **X** percent of inmates' court appearances and involvement with their cases.
- Prison staff report that **X** percent of inmates that exhibit better attitude control in all situations.
- **X** percent establish goals for a different life in prison and upon release.
- **X** percent of inmates attend more classes and achieves higher educational paths.

Please see attached testimonial letters from prison staff and past inmate participants in the program. These letters represent the types of stories of change that the program expects to continue to take place and increase with funding.

#### **Selection of Quotes from Testimonials**

#### **Monitoring and Evaluation Plan**

Intentional Living Alliance will conduct a mid-term review and final evaluation as well as regular consultations with prison staff and inmate participants. Program staff will establish a baseline during the first session for many of the program outcome indicators against which we will monitor change over time. The baseline, the midterm evaluation, and the final evaluation will provide valuable information on inmates' psychological and behavioral responses to the program activities and provide insight for future modifications of the program. ILA will also conduct surveys and check-in groups with program staff throughout the program to monitor progress and make adjustments and refinements to the program where necessary. With additional funding, ILA would like to perform follow-up with inmates upon release and after to monitor long-term change and recidivism. ILA is working with prison directors who have lamented

the lack of proper follow-up on recidivism in Arizona in general. Intentional Living Alliance's long-term goal is to create an integrated program that consists of a *Keep Out, Stay Out* Program.

### **Organizational Mission, Key Staff, and Capacity**

Intentional Living Alliance is a 501(c)(3) non-profit organization based in Phoenix, AZ whose primary mission is to work with the disadvantaged – such as inmates, those suffering with addiction and at-risk teens – to provide training, opportunities and resources which will give them the inspiration, knowledge, skills, tools and support to gain control of their lives and intentionally achieve the life and success they can now only hope is possible.

The principal vehicle to accomplish our mission is a program structure called 'Keep Out, Stay Out™' (KOSO™). KOSO™ is divided into three (3) segments: 1- '*Keep Out*' segment, which are facilities and programs designed to work with addicts and other disadvantaged persons prone to unlawful behaviors to prevent them from committing illegal acts therefore keeping them out of jail/prison; 2- *Inmate Training* segment, which is the process of conducting The Intentional Life™ program to the incarcerated in order to prepare them for living their intentional life on the outside; and, 3- '*Stay Out*' segment, which are facilities and programs designed to work with inmates released from jail/prison to assist in their re-entry to society as productive citizens and give them what they need to prevent criminal behaviors therefore ensuring they stay out of jail/prison.

The Inmate Training component is integral to our approach, an area that is often underfunded, and the primary thrust of the proposed *Intentional Life: Inmate Training Program*.

**Joseph M. Price** is the Executive Director of Intentional Living Alliance (ILA™) and the Founder and President of Intentional Achievements (IA™). He is a contributing author of Roadmap to Success with Stephen Covey and Ken Blanchard, and author of the book series "9-Keys to Measurable Intentional Success." Mr. Price has over 25 years of experience in the training and development field with proven abilities and demonstrated performance in areas such as: 1) Organizational and Staff Development; 2) Design and Implementation of Performance-Based Training Programs; 3) Strategic Visioning and Planning; 4) Company Culture and Change Management; and 5) Leadership and Management Development. Joe has designed and instructed programs and seminars for companies such as AT&T, GWRRA, Wal-Mart Distribution, Intel, Volvo Cars of North America, Air Products & Chemicals, Inc., and has also performed as a speaker, facilitator, workshop conductor, and Quality consultant for many groups and associations. Prior to founding IA™, Joe was the General Manager, Senior Instructor and Corporate Solutions Director for Dale Carnegie Training® of Southeastern PA.

Joe's company, Intentional Achievements, provides professional and personal training and coaching to help individuals achieve greater success and happiness through the comprehensive Intentional Living System™. Following

a desire to apply his business acumen and behavioral program skills to the non-profit sector, Joe and his colleagues formed Intentional Living Alliance about 10 years ago. After applying the program to different sectors, Joe and the Intentional Living Alliance team found a true need with the underserved population of prisoner inmates. Joe and the team believe that this demographic is often overlooked and considered a lost cause. Joe and the team have worked over the past several years to adapt the principles of the Intentional Living System™ to address the specific needs of the prison inmate population.

Over the past year, Intentional Living Alliance has conducted four classes for inmates in the Maricopa County prison system to-date. Intentional Living Alliance program staff have witnessed inmates take on positive leadership roles; improve relationships with their detention officers and fellow inmates; positively change their relationship with their families, partners, and children; adopt new life goals, including changes in career and education plans.

### **Anticipated Challenges and Modifications**

Intentional Alliance has adapted and modified the program to address challenges that have come up in the pilot stages of the program. Examples include adjusting class size to reflect the larger opening enrollment that changes as inmates are released or transferred prior to completion of the program. Additionally, certificates are now given along completion of key components of the course to address the participants' needs when they must leave the program early. Instructors have received reports from inmates and prison officers that these certificates have been used as positive examples used in courtrooms to demonstrate inmates' behavioral changes and work to improve themselves and their lives. Furthermore, instructors soon learned that inmates took the program even more seriously than expected and wanted real-life examples of how to apply the principles off the bat. Instructors have developed better and more appropriate examples for how to use the information and principles right in the prison setting straightaway.

The main burden on the program has been financial. Staff and program expenses to-date have been donated or paid for out-of-pocket by the Director. With valuable funding from **XXXX Foundation**, Intentional Alliance could free up the Director's time to expand on existing partnerships and continue to build a sustainable program. Additional funding than requested at present would allow Intentional Alliance to develop a follow-up program to monitor inmates' progress upon release and to help support their continued success as they face challenges on "the outside."

### **Conclusion**

Intentional Living Alliance is committed to providing inmate prisoners with the knowledge, tools, inspiration, and support they require to create meaningful change in their lives. This underserved and often overlooked population consists of members that are desperately looking for a way out of their life of crime but have lost faith in themselves and the system. These are the individuals that Intentional Living Alliance seeks to challenge, guide, and support with





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the long-term goals of promoting positive behavioral change and of curbing their rate of criminal recidivism. The program has been focused on Arizona, but given the proven and expected successes, the program can be adapted for other regions of the United State. With generous funding from **X Foundation**, Intentional Living Alliance can continue to change the behaviors and lives of prison inmates and contribute to safer and better communities.

**Program Budget**

Category	Specific Activity	# of Hours	Unit Cost	\$ Cost/hour	Sub-Total	Total	Total for Program
<b>Program Design</b>						<b>\$ 3,000.00</b>	
	Initial consultation	2		\$ 150.00	\$ 300.00		
	Proposal Development	2		\$ 100.00	\$ 200.00		
	Solution Design	10		\$ 250.00	\$ 2,500.00		
<b>Content Competency</b>						<b>\$ 4,200.00</b>	
	Curriculum Development	-	-	-			
	Program Redesign	15		\$ 250.00	\$ 3,750.00		
	Statistics and Effectiveness Measurement	3		\$ 150.00	\$ 450.00		
	Testimonial Collection	-	-	-			
<b>Delivery</b>						<b>\$ 5,400.00</b>	
	Group Presentation	18		\$ 200.00	\$ 3,600.00		
	Instructor Prepration	18		\$ 100.00	\$ 1,800.00		
	1-1 Internal	-	-	-			
	Phone Contact	-	-	-			
	Custom Groups	-	-	-			
<b>Program Continuity</b>						<b>\$ 19,880.00</b>	
	Instructor Acquisition	-	-	-			
	Instructor Training	72		\$ 150.00	\$ 10,800.00		
	Mentor Training	36		\$ 150.00	\$ 5,400.00		
	Mentor Session Reviews	18		\$ 150.00	\$ 2,700.00		
	Mentor Planning	4		\$ 100.00	\$ 400.00		
	Mentor Reporting	4		\$ 100.00	\$ 400.00		
	Record-Keeping	9		\$ 20.00	\$ 180.00		
<b>Program Administration</b>						<b>\$ 3,950.00</b>	
	Printing	25	\$ 50.00		\$ 1,250.00		
	Material Re-Design	10		\$ 250.00	\$ 2,500.00		
	Facilities Coordination	-	-	-			
	Material Compilation	4		\$ 50.00	\$ 200.00		
<b>Organization Administration</b>						<b>\$ 1,400.00</b>	
	Business Licenses	-	-	-			
	Planning	4		\$ 150.00	\$ 600.00		
	Reporting	4		\$ 50.00	\$ 200.00		
	Clerical Support	10		\$ 20.00	\$ 200.00		
	Tax and Financial Support	4		\$ 100.00	\$ 400.00		
<b>Continuing Education</b>							
	Certification Maintenance	-	-	-			
	Acquisition of new Content	-	-	-			
<b>Industry and Community Contribution</b>							
	Professional Associations	-	-	-			
	Community Outreach	-	-	-			
						<b>\$ 37,830.00</b>	