



THE RON CLARK ACADEMY

Amazing Shake Guidelines



VERSION 01 | FALL 2019

theamazingshake.com
[#theamazingshake](https://twitter.com/theamazingshake)

For questions, email
amazingshake@ronclarkacademy.com



The Ron Clark Academy's **Amazing Shake** is a dynamic and exciting live competition that rallies leaders and role models in a school's community together to teach students about professional skills for success.

These guidelines are designed to give you a **framework to confidently implement the Amazing Shake** in your own school or district.



TABLE OF CONTENTS

- 01 Introduction**
 - p.5* **Hosting the Amazing Shake**
 - p.7* **Preparing The Students**

- 02 Event Structure**
 - p.11* **The Gauntlet**
 - p.18* **Additional Rounds**
 - p.20* **Scoring**
 - p.22* **Volunteers**
 - p.23* **Sponsorship**

- 03 Toolkit**
 - p.26* **Logo**
 - p.36* **Scorecards**
 - p.37* **Gauntlet Station Graphics**
 - p.40* **Letter Template**



OVERVIEW

HOSTING THE AMAZING SHAKE IN YOUR SCHOOL OR DISTRICT

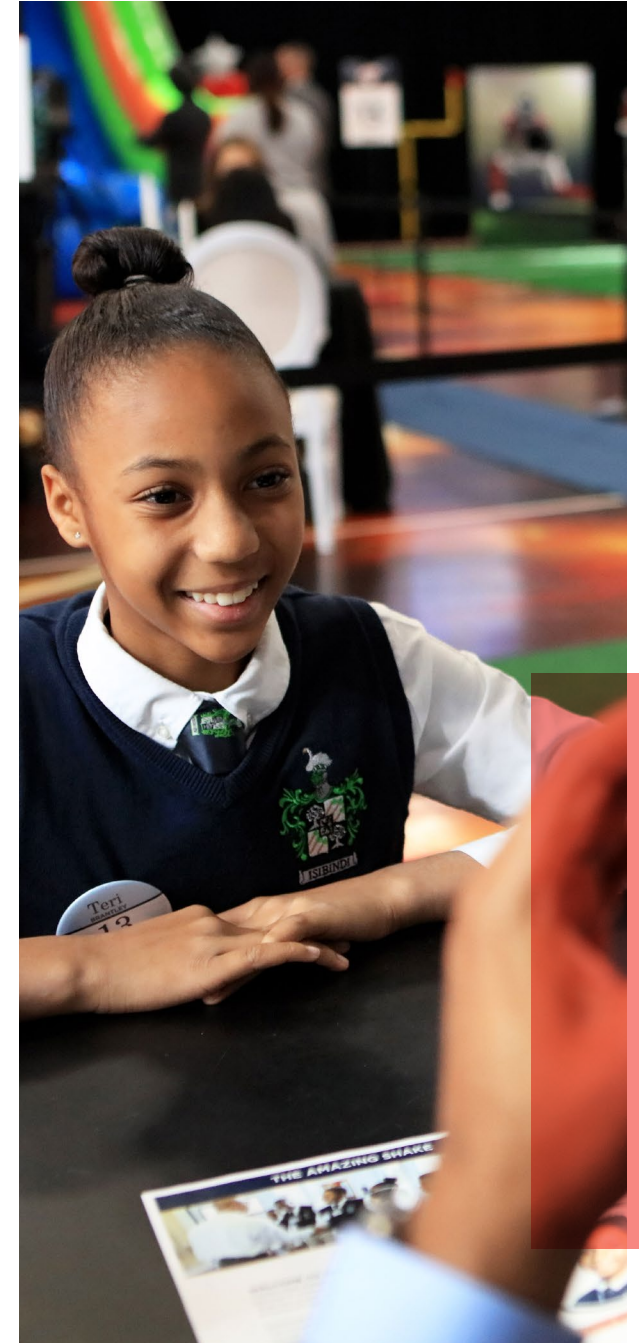
Bring the competition that develops professional skills for our next generation of leaders to your community



At the Ron Clark Academy, we place an emphasis on teaching our students manners, discipline, respect, and how to conduct themselves in a professional environment.

One of the dynamic, exciting, and proven ways that we do this is through the Amazing Shake competition. This annual contest allows us to test our students on these skills through a fun and memorable experience and enables us to engage with local business leaders on behalf of the school. The competition also introduces the students to the networks, roles, opportunities, and career paths that they may not have been exposed to before.

During the Amazing Shake, students learn and develop professional qualities — from the mechanics of a proper handshake to how to “work the room” — so that they are able to present themselves exceptionally well for opportunities today and in the future. The competition consists of case-scenario stations set up around the school (such as the first





“

“I’ve learned endurance through any situation and poise under pressure are the keys to success for this competition. Though having skills throughout the competition can be beneficial, in the end it’s really about being yourself.”

KEANEN ANDREWS,
2018 WINNER OF THE NATIONAL AMAZING SHAKE



round, called “The Gauntlet,” on page 11) that every student must pass through. After the first round, twenty-five of the top-rated performing students, judged by a group that is a mix of staff and local business leaders, continue on to the additional rounds that are hosted throughout the city. These additional rounds can range from the “Circle of Doom” panel interview at a volunteering business to an “executive interview” over a lunch meeting (see page 18). After each round, the group of top performers narrows and continues to advance through the series of challenges until ultimately there is one winner overall!

Every year, RCA hosts the Amazing Shake National Competition at Ron Clark Academy in Atlanta, Georgia. The competition is open to any student in the fifth through eighth grade during the contest’s school year. We encourage all schools to host their own local Amazing Shake competitions and send their top performer(s) to Nationals. (Districts are also encouraged to conduct district-level competitions with the winners from local area schools.)

We believe that these competitions will help students develop the skills that they need to succeed as the next generation of leaders in our communities and businesses. Keanen Andrews, the winner of the 2018 National Amazing Shake Competition, said it best: “Winning the competition is one thing, but to grow and learn from it is more important . . . I’ve learned endurance through any situation and poise under pressure are the keys to success for this competition.”

These guidelines will help you confidently implement a local- or district-level Amazing Shake for your school. **After you’ve hosted the event and crowned your Amazing Shake Champion(s), learn more about sending them to Nationals by visiting ronclarkacademy.com/AmazingShake**

ESSENTIAL SOFT SKILLS

PREPARING YOUR STUDENTS

Getting your students ready for the Amazing Shake should be an ongoing practice in skills development. Here are a few tips and tricks for how we do it at the Ron Clark Academy.



HOW DO WE PREPARE STUDENTS? As part of new student orientation for incoming 4th graders, we spend a portion of our day introducing the elements of the Amazing Shake. The first portion is the mechanics of a proper handshake: one that isn’t weak and shaky, but one that is firm and cused correctly and is accompanied by good eye contact. We demonstrate for the students what a weak handshake looks like and what a strong one looks like using a scale from 0-60, with 50 being the highest goal of firmness and 60 being way too firm. One by one, we practice with each student, giving feedback so everyone learns together.

We then move on to the other elements of a professional meeting. Those elements include:

- eye contact
- a smile
- introducing yourself
- asking the professional his/her name

For example: “Hi, my name is John Doe, and you are?”

We will practice with students on mastering that introduction with feedback along the way.

After the introduction, we will then move on to the next level: **Being a Good Conversationalist.** Good conversationalists will understand the right questions to ask when making small talk with a new person. They will understand to “go deeper” in their questions. Poor conversationalists will ask rapid fire questions with no relation to each other.

Example of a Good Conversationalist:

Student: “Hi, my name is John Doe, I’m a 5th grader here at the RCA, and you are?”

Professional: “Hi John, my name is Jimmy Hendricks, thanks for having me.”

Student: Thanks for being here. Is this your first time here at RCA?

Professional: Yes it is.

Student: Awesome, would you like a tour?

Example of Poor Conversationalist:

Student: "Hi, my name is John Doe, I'm a 5th grader here at the RCA, and you are?"

Professional: "Hi John, my name is Jimmy Hendricks, thanks for having me."

Student: Thanks for being here. Is this your first time here at RCA?

Professional: Yes it is.

Student: Do you like ice cream?

Once the elements of the Amazing Shake are introduced and practiced, we will schedule a practice round with other staff members to engage in a mock "meet and greet" to give students the opportunity to rotate and receive feedback from multiple people.

Protip:

One way to keep the Amazing Shake preparation going is to shake the hand of every student each day they enter and leave your classroom. It's one easy way to get a good grasp of their skill and provide them with quick feedback and a goal to achieve.

When a student hears "John, that handshake was at a 10; squeeze harder and give me more eye contact. I need a 50," that students knows immediately what to improve on for the next check-in.

“

“There is nothing noble in being superior to your fellow man; true nobility is being superior to your former self.”

ERNEST HEMINGWAY

“

“Investing in yourself is the best investment you will ever make. It will not only improve your life, it will improve the lives of all those around you.”

ROBIN SHARMA



APPRECIATION
CONFIDENCE
COMMON SENSE
COMPASSION
COURAGE
DEPTH
DISCIPLINE
ENTHUSIASM
HONESTY
HUMOR
HUMILITY
JE NE SAIS QUOI
MANNERS
POISE
RESPECT
SOCIAL GRACE
and **SOUL**

**LEARN MORE AT
THEAMAZINGSHAKE.COM**



EVENT STRUCTURE

THE GAUNTLET STATIONS

Round One of the Amazing Shake is always a big spectacle: The Gauntlet is a fast-paced series of creative and unique scenarios to challenge the students!

At RCA, the Amazing Shake's Round 1, the Gauntlet, transforms our school into a giant obstacle course where each station is a creative challenge. We place one business leader from the local community as the judge for every station (so finding the right volunteers to help with your event is crucial, see page 22). The students go through each station one at a time, spending one minute interacting with the volunteering judge. During that time, the professional judges the student on qualities such as handshake firmness, eye contact, confidence, common sense, and more (see the rubric on page 20).

If a large number of students is participating, we recommend letting sixty children go through the stations and then providing a five minute break for all of the volunteers. Judging the Amazing Shake for more than two hours is tiring, so if you have over 120 students competing, you may want to consider having the judges work in shifts so that no one has to be there more than two hours.

When students leave the Gauntlet, their score card should be collected so that the tabulators can begin totaling the scores and ranking the students from the top performer to the one who received the lowest number of points.

SAMPLE AMAZING SHAKE AT A GLANCE

1. THE GAUNTLET

Each student goes through an obstacle course where each unique station is headed by a business leader who judges their performance in the real-world task on handshake firmness, eye contact, confidence, and more (see rubric on page 20).

The top 25 students from the Gauntlet are named, and they move on to additional rounds around the city.

ADDITIONAL ROUNDS — A FEW IDEAS!

2. CIRCLE OF DOOM

Students engage in one-on-one speed questions from a group of local business leaders seated in round-robin fashion.

3. WORK-A-ROOM

Students mingle with a group of professionals as if they are at a business party or networking event.

4. CORPORATE PRESENTATION

Students give marketing pitches to a local business on how they would rebrand the company.

5. LUNCH INTERVIEW

The two finalists will have one-on-one lunch interviews with business leaders (or admissions counselors) in a real-world scenario where they try to impress the interviewer and land the job.

GAUNTLET STATION IDEAS A lot of care and attention goes into planning all of the stations for the Gauntlet. We encourage schools to get creative when devising these real-world challenges (and to mix it up each year), but we want to provide you with a list of ideas that we have implemented at RCA — and even some graphics and assets to get you started on building the stations (see page 37). *With the exception of the first and the last three, the other stations are in no particular order.*

01 MAKE UP ARTIST Before the students go through the stations, they are put behind a curtain where a makeup artist is set up. The student is told to sit in a chair in front of the makeup artist's mirror while he or she makes sure the student is looking their best! They may straighten the student's tie or brush their hair lightly. This "secret" station exists before the others to see if the student is appreciative and engaging or just quiet and bored.

Right before the child is to enter the Gauntlet, the makeup artist should ask for the score card and give a total that reflects how the child interacted with him/her during that station. For example, did the child introduce himself/herself, ask for the person's name, show appreciation for their help, make eye contact, present his/her hand upon meeting you, etc.

02 CORPORATE INTERVIEW The station(s) features an interview desk with a corporate logo above it (Delta? Comcast? A well-known company in your local community?) and a chair in front of the desk for the student. The judge sits behind the desk and asks the student, "So, you want a raise. Can you give me the reason why you think you deserve to be paid more by our company?"



It is important to let the students know as they go through the Gauntlet that they should be prepared to roleplay certain situations. For example, if a person is acting like the student is their boss, they should play along. To answer the above question, a response that would garner a good score would say something like this, "As you know, I have worked here at Coca-Cola for the last 20 years, and as a veteran here I have led more successful initiatives than any other executive. In addition, I led the marketing campaign last year that brought in over \$100 million in revenue for our company. Therefore, my past record, coupled with my loyalty and performance over the last 20 years, have set me up for being the most deserving person for this promotion."

Another good response could be: "I am excited for the opportunity to use my skills and talents to take Delta Airlines

to the next level. In order to remain competitive, we cannot become complacent and set in our ways, and we must push ourselves to be bigger, better, and smarter as we make sure that we maintain our status as the premiere airline in the industry."

03 TRAVEL COMPANY This station is setup similarly to the corporate interview, with the travel company's poster printed beside the desk, but the judge is sitting in the chair and the student must take a seat behind the desk! When the student walks in, the adult asks, "So, I have heard you run the best travel agency in town, and I would love it if you could recommend a wonderful place for me to take my family on vacation."

A great response would be, "First of all, it is a pleasure to meet you and we are so excited that you would choose Smith's

Airlines for your next vacation. Could you tell me a little about your family? Do you have children? If so, what are their ages?"

After learning how many are in the prospective client's family, they might ask, "And are you interested in traveling during the summer or a different time of the year?"

After hearing their answer, an example response would be, "If you are interested in traveling with your three children during the summer, you really can't go wrong with a trip to Disney. Has your family ever been?"

04 DINNER PARTY TOAST When the student walks in, the judge explains that they are the host of a dinner party, and they must give a 30-second toast to their guests.

05 PRESS CONFERENCE The station is set up like a press briefing, featuring a podium with the seal of the White House on the front. The student must act as a journalist and answer questions from the volunteer(s) and/or judge about the government shutdown or some other current event.

06 OSCARS SPEECH This station is setup like a stage with an Academy Awards banner and a small podium. When the student walks in to the side of the stage, a volunteer announcer on stage declares "And the Oscar goes to . . ." and reads the name of the student from a card. The student then must give an acceptance speech. At the 40-second mark of the student's speech, the announcer interrupts and says, "I am so sorry. There's been a mistake. Actually, you didn't win." Then we see how the student handles this!

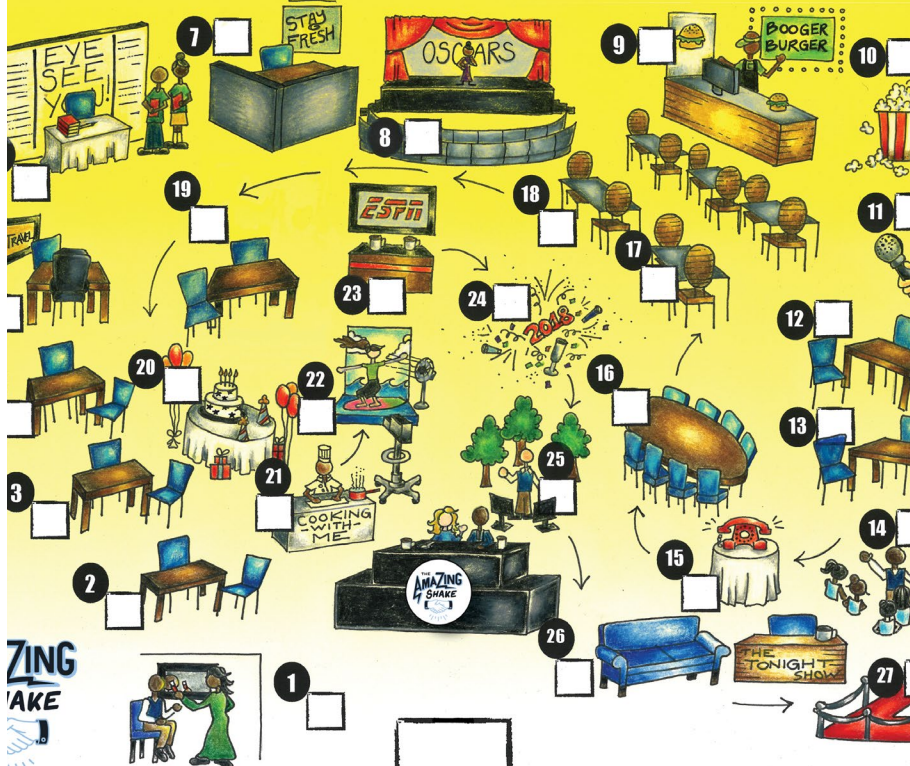
07 STAY FRESH When the student enters behind the curtain, there is an interview desk set up with a large “STAY FRESH” logo sign behind it. The adult is standing near the desk’s chair. As soon as the student turns the corner into the station, the adult says, “Welcome. We are so excited to have you interview for a job today at ‘Stay Fresh!’ Have a seat!” When they sit down, the adult sits on a whoopee cushion and says, “Oh, excuse me.” We then see how the student handles it and remains composed during the rest of the interview.

08 ETIQUETTE This station is set up like a nice restaurant, and a judge (who is knowledgeable about dining etiquette) evaluates how a student sits down and behaves over a shared meal.

09 PEP TALK Students are told that they are the coach of a girls’ basketball team and that they are down by 15 points at halftime. They have to go in and give the players a pep talk to rally them to come back and take the lead!

10 SNAP & FRESH The judge hands the student a drink bottle and tells them that the brand, Snap & Fresh, is the first sports drink that quenches your thirst and brushes your teeth at the same time. The student must then immediately create and perform their own 30-second commercial, in front of a camera, to market this new product. They can sing, rap, act or do whatever they want — but they have to get the message out effectively!

11 RESTAURANT MANAGER Students will walk around a curtain and find themselves behind the counter of a restaurant, “Booger Burgers!” A volunteer or judge then places a Booger Burger-branded apron and/or hat on them, as well as a nametag that says “Manager.” One of their employees (a



MAP OF THE GAUNTLET!

This is an example of the map of RCA’s 2018 Amazing Shake. These maps are printed on the back of the scorecards for judges and volunteers. Students also receive a copy of the map, and after each station they present it to the judge so that the person can place a score by their station number. The students are told not to look inside the score card to see their score. They are to say thank you and move to the next station. After the Amazing Shake is over, the students are given their cards so that they can see where they ranked in the school and which stations affected their scores both positively and negatively. We encourage you to create your own map with creative station icons and/or fun titles, but to get you started, we have created one for you that you can use for your first Amazing Shake, and you can download it here: TheAmazingShake.com/Toolkit

volunteer adult) is at the cash register fussing with a customer (another volunteer, or the judge). As soon as the student enters, the customer says, “I demand to see the manager,” and the employee says, “Well, great — here they are now.” We then see how the student handles the situation.

Note: If the manager doesn’t ask what’s wrong, the customer says, “I am furious that you are charging \$3 for a burger with such a small piece of meat.” It’s even better if you have a real burger there on the counter!

12 MOVIE THEATER NIGHTMARE Before entering the station, the student is told by a volunteer that they are the manager of a movie theater, and that the bulb for the projector went out right before the big ending of the new *Avengers* movie. The crowd is furious! Inside the station, set up like a theater, there are four or so volunteers, holding popcorn, who start yelling when the manager walks in. The student has to calm them down and offer something that will make them happy

Note: One of the volunteers can playfully throw some of his or her popcorn at the manager!

13 LOCKER ROOM INTERVIEW The student is escorted into a “locker room” station. They are given a pen and pad and told that they need to interview the #1 player in the NBA after he just lost the NBA Finals because he missed the final shot. There are other reporters already interviewing him. The player is sitting by a locker with a towel around his shoulders. The student has to “get in there” and get a question in!

14 TELEPROMPTER The student must stand in front of a camera and do a report by reading off of a nearby teleprompter.

The backdrop could be a weather report or a map of voting precincts. The student is told to always talk into the camera while reading the teleprompter. (Note: It’s even better with multiple cameras and teleprompters so that the student must stay alert and switch to whichever camera is “active”!)

15 COOKING SHOW A cooking table is set up with ingredients and a back drop with a *Cooking With Me!* TV show sign. A sign is taped to the table with a recipe printed on it. The student receives an apron and is told to describe to the audience how to make the recipe. The student is judged on whether they just look down and read the recipe out loud, or if they really put their own flare to it for the audience!

Note: We recommend a simple, five-step recipe.

For example:

1. Introduce yourself to the audience and welcome them to your cooking show
2. Pick up the cucumber and put it in the bowl
3. Pick up two tomatoes and put them in the bowl
4. Shake some salt into the bowl
5. Present the bowl to the audience and say, “There you have it! Cucumbers and tomatoes with salt!”

It is okay to let the students know ahead of time that they will have a cooking show challenge station. Tell them that they will need to describe to the audience what they are doing *while* they are doing what the instructions say. For example, “The first thing you need to do is to take farm fresh cucumber and place it in a regular sized cooking bowl. Next, you will take two plump tomatoes and add them in as well.”

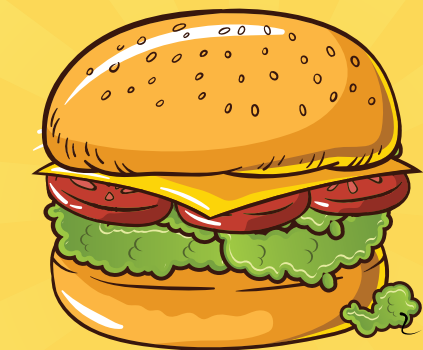
16 BIRTHDAY BASH The student sits down surrounded by a group of people holding presents. One of the volunteers wishes the student happy birthday and then hands the the child a gift box and tells them to open it. Inside, there is a portrait photo of the gift-giving volunteer and he or she is smiling really BIG! The judge then watches to see how the student handles and responds to a gift like this. If the student simply says “Thank you,” then the volunteer can ask, “So where are you going to hang it?!”

17 PROJECT AMAZING RUNWAY This station features a complete runway with two volunteer models wearing great outfits. Chairs line the side where other volunteers, in fancy sunglasses, watch the show. The two models walk the runway first, and then the student is told that they are a model as well, and that they have to walk the runway and show off their school uniform!

The student is judged on their confidence and poise. Students that “go for it” and are good natured about the station should receive high scores.

18 COMMERCIAL A few days before the competition, students are given a script for a commercial and told to memorize the lines in order.

During the competition, they have to record a commercial for “Big Juice Bonanza,” and the script reads: “Are you tired? Run down? Listless? Do you poop out at parties? Well if so, you need to try this amazing new drink called Big Juice Bonanza! With one sip you can get a jolt of adrenaline, jubilation, and euphoria all at the same time! So what are you waiting for? It’s time to try it for yourself.” (CHILD TAKES SWALLOW OF JUICE IN A SMALL CUP) “It’s so tasty too!”



**BOOGER
BURGER**

Home of the Big Booger

GRAPHIC TOOLKIT

Learn more about using RCA’s provided graphics for most of these station ideas on page 37 of these guidelines.

These graphics and more resources are available for download at AmazingShakeWithUs.com/toolkit

What they don’t know, however, is that the juice in the cup is straight pickle juice. It is definitely not “tasty.” This station is always a hoot!

19 THE TONIGHT SHOW The student sits down at a talk show host’s interview desk and the host asks him or her, “How do you think you did in the Amazing Shake?”

(And if there’s time, “What was your toughest challenge?”)

After each interview, hold students quietly until there is a group of five.

20 GROUP INTERVIEW Five students at a time sit down and a host asks the whole group, “So, tell me, how would the world be different if we didn’t have airplanes?” (or a similar, challenging question).

21 RED CARPET Parents cheer as students come out of the interviews. A volunteer at the end of the carpet does on-camera press interviews with each.

EVENT STRUCTURE

ADDITIONAL ROUNDS

The 25 top-scoring students from the Gauntlet are named and advance to additional rounds in the community.



The Gauntlet is a fun way to engage the widest range of students that want to participate in your school or district. But after the winners of Round 1 are selected, it's time for them to leave the school and participate in additional rounds that take place in civic and business centers in your city for real exposure to more of these professional scenarios.

At RCA, we recommend having four to five additional rounds following the Gauntlet, with each round narrowing the participating group of students, until the final round where there are only two students remaining and one must be crowned the winner of the Amazing Shake. Similar to the Gauntlet stations, we vary the actual rounds each year so that they stay fresh and interesting for every competition. But we will provide several ideas for additional rounds that we have created.

01 CIRCLE OF DOOM This is a panel where each student stands in the middle of a group of professionals and must



answer lightning-round questions one-on-one from each leader around the circle. In 2017, RCA students answered questions from lawyers at Alston & Bird.

02 WORK-A-ROOM Networking is an essential skill to develop! In this round, students mingle with professionals as if they are at a business party. They must meet all of the attendees and engage with them. The professionals score students on eye contact, handshakes, and poise at the event.

To prepare students for this round, remind them that they only have 30 minutes to cover the entire room. Suggest that they try to speak to groups of three to four adults at a time instead of talking one-on-one. Prior to ending each conversation, the students should ask the adults to score their card. If they forget to ask a person to score their card, the adult shouldn't remind them. We usually have one person staged as a CEO in the room, and the students are told that if they find the CEO they get a bonus 10 points on their card. This shows students the importance of seeking out certain key individuals at events.

In order for this station to work well, you must have at least 2 adults participating for every child in the room.

A secret tip is to tell students that when they enter the room, all of them will start talking to the first adults they see, which will limit the available adults. If they first walk to the back of the room, however, there will not be other students there and that will give them an opportunity to interact with a large group of adults by themselves, therefore giving them a chance to garner a lot of points.

03 CORPORATE PRESENTATION The point of this round is that students must research a company and present ideas to them about their work on an impressive and in-depth level. In 2017, RCA students gave marketing pitches to executives at JE Dunn on how to rebrand their company.

04 LUNCH INTERVIEW The final round is where the top two remaining students have one-one-one lunch meetings with an executive from the city (or an admission counselor from a college or university). These longer interviews are where the executives get to really know the student and the student gets to really present their skills. The highest-scorer from this round is declared the winner of the Amazing Shake!

These are just a few ideas for additional rounds. Over the years, RCA students have gone to the state capitol's "Free Speech Plaza" to give civic engagement speeches, been interviewed at CNN's headquarters by Don Lemon, even flown to New York City to tour Google NYC's office, participated in admissions interviews at NYU, and prepared business pitches for executives at Atlantic Records!

It's important to get creative and get outside of the school, but to also work with connections in your own local business and civic communities. For example, Lakeside Middle School in Anderson, South Carolina, designed rounds of their competition to include lunch with the superintendent and school board members, a Skype conversation with Ron Clark, and a pre-game pep talk to Clemson FB Coach Aiken.

After you've crowned your Amazing Shake Champion(s), learn more about sending them to Nationals by visiting ronclarkacademy.com/AmazingShake

EVENT STRUCTURE

SCORING

Helpful rubric and example for judges scoring the Gauntlet.



SCORING THE GAUNTLET Scoring the Amazing Shake is an important aspect of planning an efficient and successful competition. With good scoring practices in place, you will help ensure a good ethical competition is had while also keeping it within a specific time frame that doesn't last extraordinarily long.

When scoring students in each challenge of the Gauntlet, it's important for each judge to give **one comprehensive score** at each station, taking into account how the student handled all the skills (charisma, confidence, poise under pressure, common sense, eye contact, and handshake) that we look for overall.

The gauntlet gong goes off every 60 seconds, so it's important for judges to engage with each student and score while moving the student along between the gongs. The cycle repeats until all students have cycled through.

Gauntlets tend to run long when judges are taking one minute to score 1-5 on a rubric for each listed skill at every station.

See the example below of instructions that judges receive prior to arriving for the Amazing Shake.

Hi Judges! Please arrive to RCA no later than 7:45 AM. You will be placed at a station. Students will visit you, one at a time, and spend 60 seconds interacting with you. At the end of the 60 seconds you will hear a gong. At that time, ask for the student's card and give them a score by writing a number in the box beside your station number. You can give them a score of 0, 1, 3, 5, 7 or 10.

You are basing your score on the following criteria:

- *Charisma*
- *Confidence*
- *Poise Under Pressure*
- *Common Sense*
- *Eye Contact*
- *Handshake*

Please only give a score of 10 if the child is spectacular.

Some of our students are 10 years old and some are 14. Please don't give a high score to a 10 year old just because they are cute. Don't say to yourself, "Wow, he did a good job for a 10 year old." Judge all of the students on the same criteria.

Don't feel bad about giving a child a score of zero. We don't coddle our students; this is a life lesson.

After one hour of judging students, you will have a 6 minute break. Then, you will judge for one more hour and you will be finished. At that time, you can have lunch with us and hear the results, or if you need to, you can feel free to leave.

At the end, we will offer you the opportunity to share advice with the students about what they could have done better. You also might want to make note of students who do a great job so that you can highlight them. You don't have to share comments if you don't want to.

DETAILS OF YOUR STATION

You are at STATION 23.

You will be in a hospital bed. The student (playing the doctor) will walk into your hospital room. The student has been told that you think you have to stay in the hospital for two more weeks but the test results are great and they get to tell you that you are going home that day!

As the child walks in, you should look sad and say, "You know, I am sick of being here. You are the world's worst doctor, you know that?"

They will then give you the good news that the test results are great and that you will be going home that day.

You should reply with, "What do I do if I get home and start having the pains again?"

Follow with, "I don't have anyone to drive me home." If they respond that they will take you home, that isn't realistic. A

more appropriate answer would be that the hospital can call a taxi for them or that we can a relative to come get you if you provide the number.

You will then give the child a score of 0-10.

Thank you so much! See you in the morning!

AFTER THE GAUNTLET FEEDBACK Once all students have cycled through the Gauntlet, and the staff volunteers in the tabulation room are finalizing the scores, we believe that this is when the most important element of the Amazing Shake occurs: the feedback from the judges.

One by one, we give all of our volunteer judges an opportunity to share what they saw students exhibit doing well and the things they saw that students could have done better. This valuable information helps the students tremendously when processing if they handled a particular station the right way.

GRAPHIC TOOLKIT

Learn more about using scoring and take a look at a sample scorecard from RCA's Amazing Shake by downloading it from the graphic toolkit at:

TheAmazingShake.com/toolkit

EVENT STRUCTURE

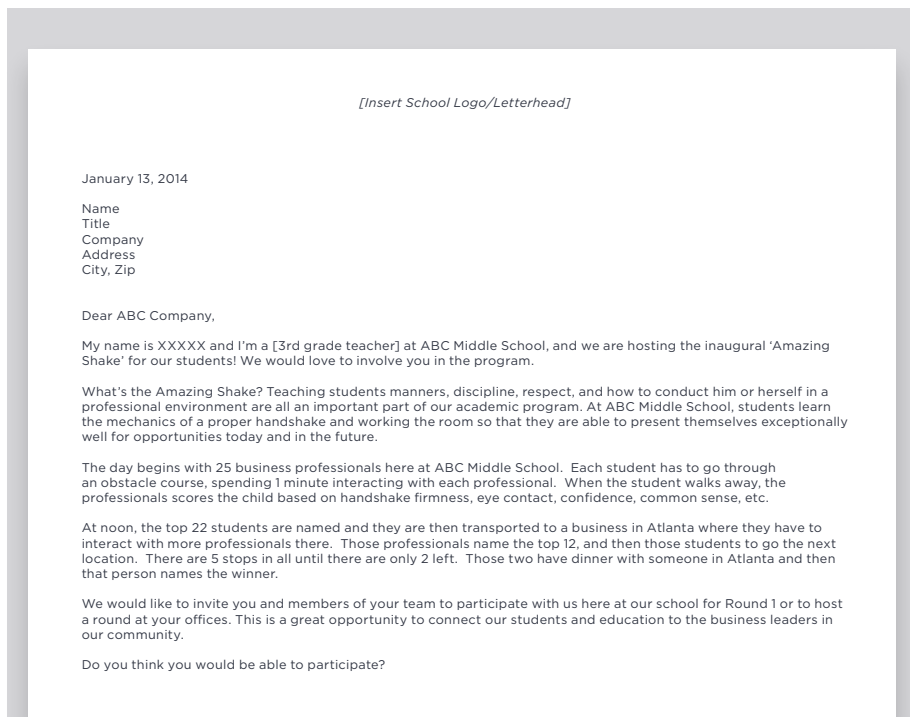
ASKING VOLUNTEERS

Volunteers from the local civic and business community are essential to running your own Amazing Shake event



It should be obvious by now that this event will require a lot of help from your local community! But finding strong volunteers to help with the Gauntlet stations, judging, and the additional rounds such as Circle of Doom, Work-A-Room, and executive lunch interviews is so important. It opens up the professional world to the students and introduces them to all sorts of career paths and opportunities out there.

We recommend that **the students invite the volunteers** for the best results. Teachers and staff should help students identify who they should invite from the community, and then encourage the students to write the actual letters to them. Have the students stress to the volunteers that this opportunity is fun and exhilarating, but one that's taken with great seriousness. Participating in the Amazing Shake should be a great honor for any and all professionals in your community.



SAMPLE LETTER

To make it even easier to implement the event and ask for volunteers, we are providing a sample letter for you to give to your students.

Students should tweak the text of the letter to make it special for each volunteer they asking. Text for the sample letter can be seen on page 40, or downloaded as a Word file at TheAmazingShake.com/toolkit

EVENT STRUCTURE

EVENT SPONSORSHIP

Take your request for volunteers one step further by asking their companies and organizations to help sponsor the event!



The event can be bigger and better with a little help from some of the professionals that are participating! The Gauntlet is a perfect event for other companies and organizations to help sponsor. Offer to use the logo of a local company or brand on things like the job interview desk station(s). This could be a great opportunity for their logo to be represented with a good cause in the community, and if press attends the event, then the company would be represented in photos. Additional rounds, such as Work-A-Room, can happen on-site in a sponsor's office, which would be even better press coverage and exposure opportunity for that company.

When reaching out for volunteers, soliciting sponsorship that stresses these benefits could help you find companies that help make the event happen. Even just helping set up stations and covering things like printing, signs, or transportation would be a huge help that will make your Amazing Shake take it to the next level!





TOOLKIT

RESOURCES AND GUIDELINES FOR OUR GRAPHIC ASSETS

Providing the Amazing Shake logo and other visual assets to help other schools kickstart their own competitions



We are making the brand marks and other graphic assets available to participating schools so that implementing the Amazing Shake in your school or district is now easier than ever!

The following pages have sections on using our logo — in its various formats — as well as our colors and fonts; sub-branding your partner school's edition of the Amazing Shake; using scorecard templates; and implementing graphics for several ideas for stations of the Gauntlet (see page 11 for the station ideas, and page 37 for the corresponding provided graphics).

All of the materials are available for download at TheAmazingShake.com/toolkit. When using any of RCA's provided assets, however, participating schools must follow the usage guidelines explained in this booklet.





Lettering

Icon



3.1 LOGO PRIMARY

The Amazing Shake logo is the primary representation of our brand's identity system.

It is composed of two parts: the energetic and custom lettering and the handshake icon. The lettering is clean and easy to read, even at small sizes, featuring playful lightning bolts and 3-Dimensional shadows that feel like a superhero title as well as letters that look like they're drawn by hand. The icon makes it clear what the competition is about, revealing the creative twist on the brand name.

The logo comes in a version for white/light backgrounds (where the text is in black, and the hands in the icon are transparent), and a version for black/dark backgrounds (where the text is in white, and the hands in the icon are filled in with white as well).

3.2 LOGO SECONDARY

The brand system also utilizes a secondary logo where the lettering is separated out by itself. While the full logo (3.1) should be the primary use, the secondary logo can be used for smaller-scale graphics or repeating patterns, where the full logo would print too small or feel like too much for the layout.



3.3 LOGO ALTERNATE

There is also an alternate wordmark-only version of our logo. This is only for use in the smallest of applications, like a thin webpage header, a pencil, a letterhead, or a small print application such as the back of the neck on a t-shirt.

Wordmark

THE AMAZING SHAKE

THE AMAZING SHAKE



3.4 USAGE CLEAR SPACE

Adequate clear space for the Amazing Shake logo — in primary, secondary, or alternate wordmark form — should be maintained at all times. No other text or graphics should come within this space, or else it obscures the clear branding of the event and reduces the equity behind the name and graphics.

The clear space for all versions of the logo is defined as the height of the lettering on all sides.

In the primary logo, one easy way to remember this is that lettering the lettering is roughly one-half the height of the overall logo.

For the secondary or alternate logo, this means that the clear space is equal to the height of the secondary or alternate logo.

3.5 USAGE SIZING

The Amazing Shake logo is designed to be scalable from large sizes to small sizes necessary on mobile screens.

The smallest we would recommend for the Amazing Shake primary logo is 72px tall, or roughly 1” tall in print.

Smaller sizes are okay, but if possible, should be replaced with the secondary or alternate logo, depending on the available surface area.

If a shorter area is needed, the secondary logo can be placed at a minimum of 43px tall (or 0.6” tall in print).

For slimmer but wider formats, the alternate logo can be placed at a minimum of 12px tall (or roughly 0.16” tall in print).



Full Logo,
Minimum Size = 1” Tall or -1” Wide



Secondary Logo,
Minimum Size = 0.6” Tall or -1” Wide



Alternate (Wordmark) Logo,
Minimum Size = 0.16” Tall or -2” Wide

SONDER SANS

32pt

SONDER SANS

21pt

SONDER SANS

18pt

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
 1234567890
 AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP
 QQ RR SS TT UU VV WW XX YY ZZ 1234567890

Gotham / Proxima Nova

32pt

Gotham / Proxima Nova / Helvetica

21pt

Gotham / Proxima Nova / Helvetica

18pt

GOTHAM Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 PROXIMA NOVA Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 HELVETICA Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

3.6 BRAND FONTS HEADLINES

The Amazing Shake uses Sonder Sans Black for all headlines. The font is designed by Andrew Herndon, and available for free for personal use (www.behance.net/gallery/41199179/Sonder-Free-Type-Family) or name-your-price for commercial licenses (gumroad.com/l/Sonder)

3.7 BRAND FONTS TEXT

For all other text such as paragraphs and longer sub-headlines, we recommend using a cleaner, easier-to-read modern sans-serif. Gotham is our preferred choice (from Hoefler & Co). Proxima Nova is a nice alternate that is available through Google Fonts and Adobe TypeKit. Helvetica is a good fallback if the first two are not available.

3.8 BRAND PALETTE COLOR VALUES

The Amazing Shake’s “Amazing Peach” should be the primary color used on visual materials for the competition. It works best as an accent color — a bright “pop” for call-out words or graphics — but can be used as small background fills as well. Just try not to go overboard; it’s a really strong color!

Slate, Coal, and the other gray tones of Slate — in conjunction with a stark, pure white — pair well with Amazing Shake to create a color palette that is bold and attention-grabbing.

Slate has a variety of tints for use on the web and in print. The darker tints can be used for paragraph text, while the lightest tints function nicely as background fill colors when something with just a little bit of contrast is needed to set an area apart from an otherwise white fill.

Amazing Peach

CMYK 3/59/41/0
 RGB 247/135/130
 HEX #F78782

Pantone 486 C / U

Slate

CMYK 77/65/50/45
 RGB 50/55/70
 HEX #323746

Coal

CMYK 77/65/50/73
 RGB 25/28/35
 HEX #191C23

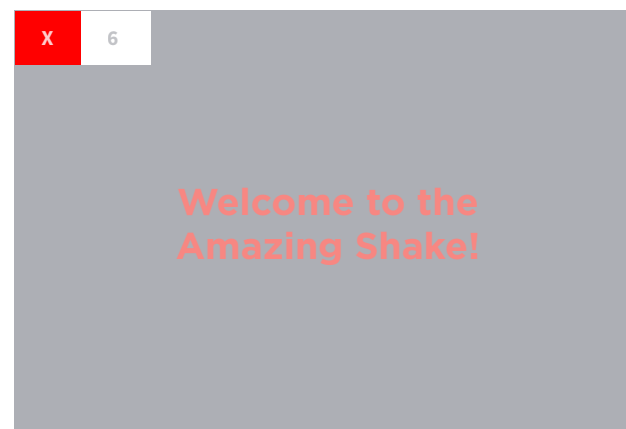
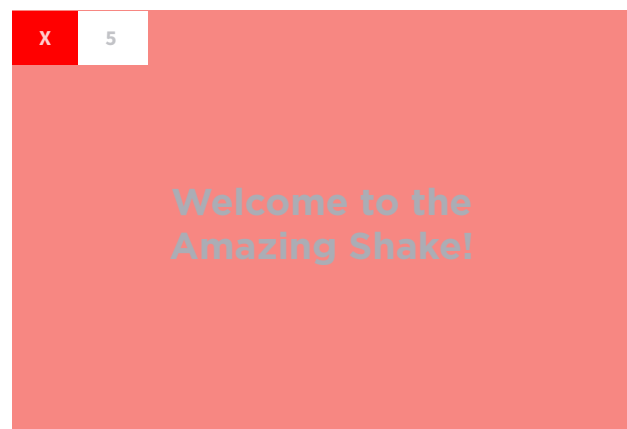
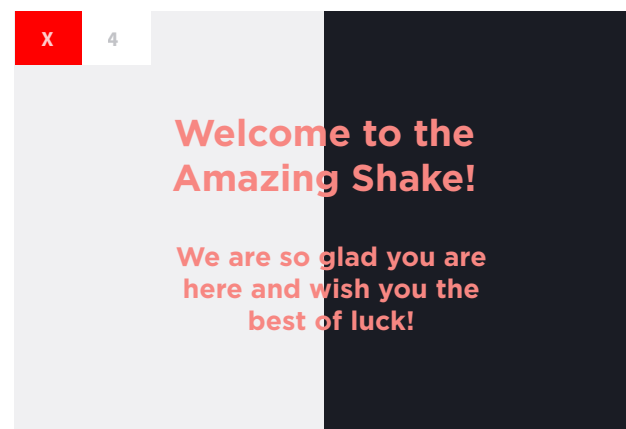
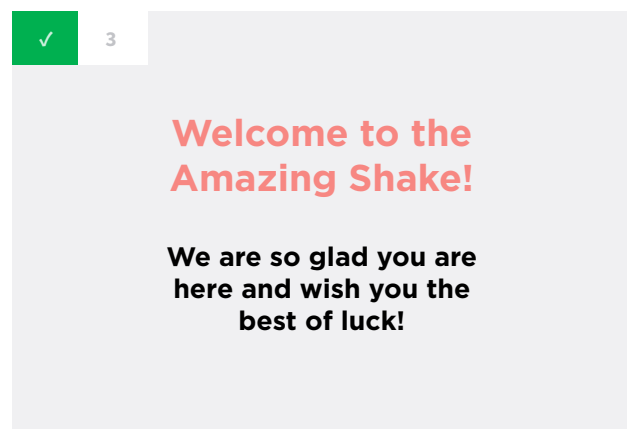
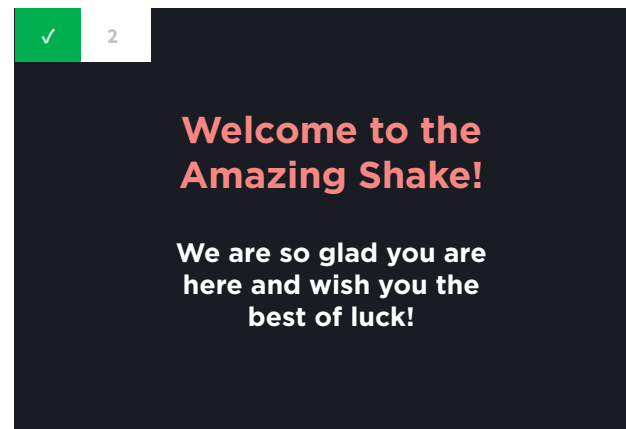
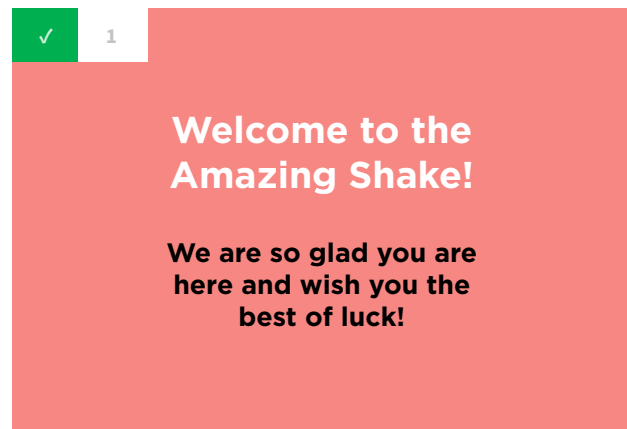
Slate 80% HEX #5C606A

Slate 60% HEX #85888F

Slate 40% HEX #ADAFB5

Slate 20% HEX #D6D7DA

Slate 8% HEX #F1F1F2



3.9 BRAND PALETTE COLOR COMBINATIONS

The Amazing Shake icon, typography, or any other graphic elements should only be used in the approved color combinations.

1. White or black text is acceptable on Amazing Peach backgrounds. We recommend white text for headlines, and black text for longer, smaller text or paragraphs.
2. For black/dark backgrounds, using Amazing Peach is ok for headlines, but please only set longer, smaller text or paragraphs in white text.
3. For white/light backgrounds, using Amazing Peach is only acceptable for headlines or accents, never for small text.
4. Never set small, long-form text in Amazing Peach.
5. Do not use medium gray tones on an Amazing Peach background fill.
6. Do not use Amazing Peach elements on a medium gray background fill.

3.10 MAKING IT YOUR OWN SCHOOL SUB-BRANDING

To create a sub-brand of the Amazing Shake featuring your school or district's name in a lockup with the competition logo, please follow these guidelines.

For the primary and secondary logo: set the title of the school in Sonder Sans Black (see Brand Fonts on page 30), all-caps, and at a point size roughly equal to the size of the "THE" in the logo. The name should be center-aligned underneath the logo, and separated from it by a distance also equal to the height of "THE."

For the alternate wordmark logo, follow the same rules, but the point size of the school name must be equal to one-half the height of the wordmark above it.

You may use Amazing Peach, or change the logo to your school's color - but only if the school color provides enough contrast from the black (or white) in the logo. Brighter, lighter colors are best!



3.11 USAGE

The Ron Clark Academy's the Amazing Shake brand marks include "The Amazing Shake" name and logos, and any word, phrase, image, or other designation that identifies the source or origin of any of RCA's Amazing Shake products. Please don't modify the marks or use them in a confusing way, including suggesting sponsorship or endorsement by the Ron Clark Academy of your school or institution. We do, however, encourage you to say, "We are using the Amazing Shake that was inspired by the Ron Clark Academy."

All materials about the RCA Amazing Shake are copyrighted and only intended for your internal school use. Information on the Amazing Shake cannot be presented at workshops or conferences without written permission. RCA is a nonprofit, and individuals are not to use the information here for personal monetary gains.

Trademark

The Amazing Shake name and assets are trademarked – please do not change them or alter them in any way except as is permitted in 3.10 School Sub-Branding rules (see page 33).

For questions, please email:

amazingshake@ronclarkacademy.com

You May Not

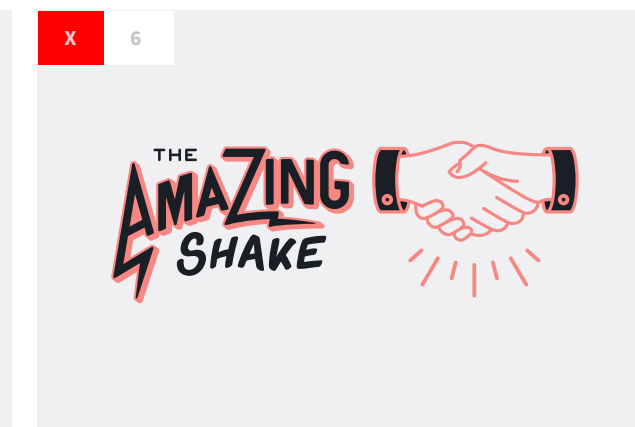
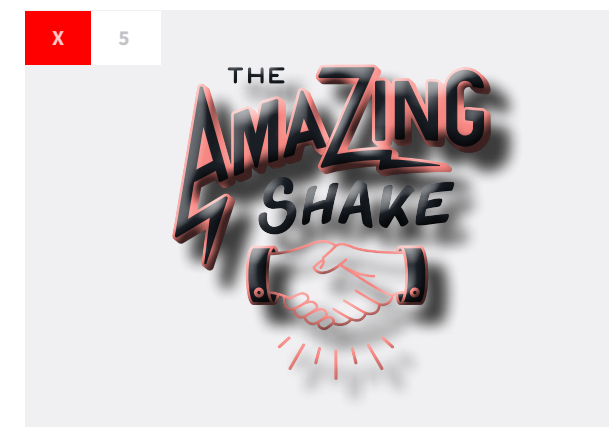
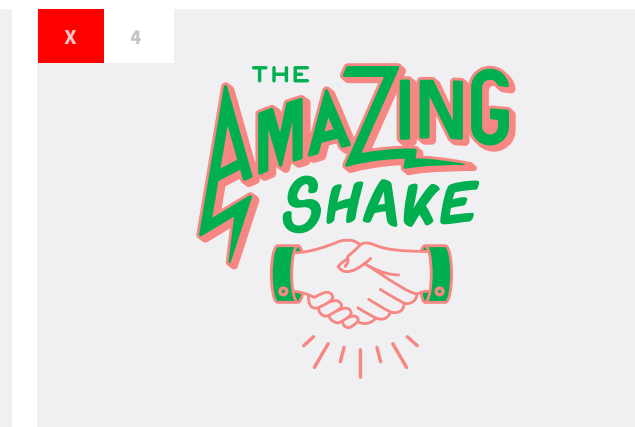
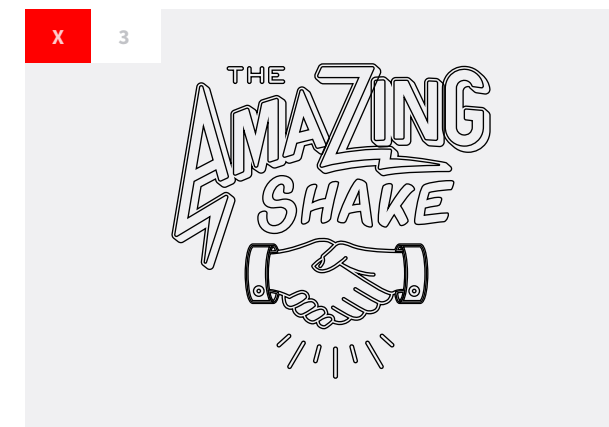
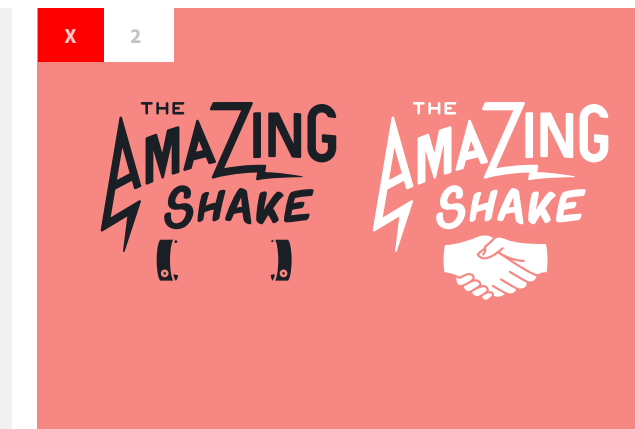
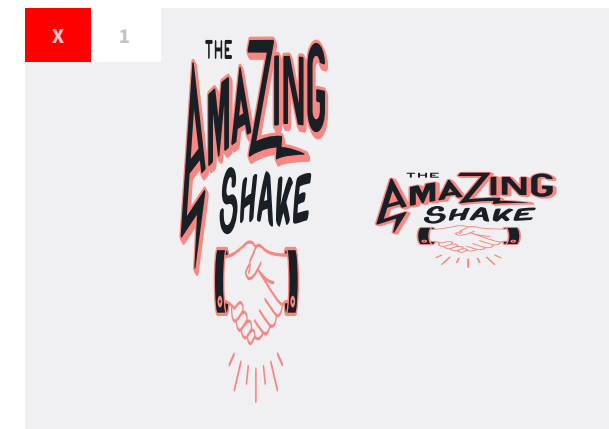
- Use any logos or similar imagery to represent the Ron Clark Academy Amazing Shake other than the examples we have provided in the downloads sections of the website.
- Overprint or obstruct any part of the RCA Amazing Shake name, logos, or other marks.
- Add special effects to any of our logos.
- Use old versions or any other marks or logos to represent the RCA Amazing Shake other than the ones provided.
- Re-distribute or otherwise make available any of our Amazing Shake logos or graphic assets through your own channels. Please always download them from the website directly!

3.12 USAGE

DO'S AND DONT'S

1. Never stretch, squish, or distort when resizing!
2. Do not put the full, primary or secondary logo on an Amazing Peach background fill, which would cause the details will blend into the background.
3. Never outline the logo or alter the design of it in any way.
4. Do not re-color the logo in any way except as is permitted in section 3.10's rules for sub-branding (see page 33).
5. Never add drop shadows or other 3D effects to the logo.
6. Do not alter the proportions of elements within the logo to each other to create a different lockup than the ones provided.

NOTE: When required, such as printing with limited colors, it is also acceptable to print the logo in black-only or white-only.



THE AMAZING SHAKE

SCORECARDS

Create your own scorecards that feature the unique Gauntlet stations and additional rounds for your competition



Each student should receive his or her own scorecard — ideally with their name and photo printed on the front, to really make them feel special! — at the start of the event.

They will then take this scorecard with them to each station of the Gauntlet, where the judge will record a score for them at the conclusion of every scenario. At the end of the Gauntlet, the students turn in their scorecards and the judges add up the total to give the cumulative score for each and every student. The top twenty-five students advance to the additional rounds for each school's event.

Scoring sections for the additional rounds are on the back of the same scorecard. Each participating professional volunteer in these rounds records their own score for the student, and the cumulative scores are totaled at the end of the round. For example, there should be a space for every single volunteer at the Work-A-Room networking event to record a score for that student!

ROUND 3 // WORK THE ROOM										
1	11	21	31	41	51	61	71			
2	12	22	32	42	52	62	72			
3	13	23	33	43	53	63	73			
4	14	24	34	44	54	64	74			
5	15	25	35	45	55	65	75			
6	16	26	36	46	56	66	76			
7	17	27	37	47	57	67	77			
8	18	28	38	48	58	68	78			
9	19	29	39	49	59	69	79			
10	20	30	40	50	60	70	80			
										TOTAL
ROUND 4 // CIRCLE OF DOOM										
1	6	11	16	21	26	31				
2	7	12	17	22	27	32				
3	8	13	18	23	28	33				
4	9	14	19	24	29	34				
5	10	15	20	25	30	35				
										TOTAL
ROUND 5 // DON'T LET THEM SEE YOU SWEAT										
1	5	10	15	20	25	30	35			
2	6	11	16	21	26	31	36			
3	7	12	17	22	27	32	37			
4	8	13	18	23	28	33	38			
5	9	14	19	24	29	34	39			
										TOTAL
ROUND 6 // NATION'S BEST										
1	3	5	7	9						
2	4	6	8	10						
										TOTAL

01
Student
NAME

SAMPLE SCORECARD

We are providing a sample scorecard template for schools to download and reference, but we encourage you to create your own based on the stations that you use in your version of the Gauntlet.

The sample scorecards are available at TheAmazingShake.com/toolkit

THE AMAZING SHAKE

GAUNTLET STATION IDEAS AND STARTER GRAPHICS

We encourage schools to really take their Gauntlet to the next level by putting care and attention into the design of every station!



The Gauntlet should be an obstacle course of scenarios that feel like real-world contexts and situations. To really make this come to life, we believe it is worth spending time printing business graphics for the station ideas or constructing playful environments that make each station feel more real!

To help get our participating schools started, we are providing graphic assets for seven different station ideas: the “Cooking Show,” the “Birthday Bash,” the “Oscars Speech,” the “Restaurant Manager,” “Stay Fresh,” “The Tonight Show,” and the “Travel Company” stations. For several of these stations, multiple graphics are provided ranging from wide-format banners to smaller table signs. Ask for sponsors for your event to help with the printing of these assets!




PROVIDED GRAPHICS

See TheAmazingShake.com/toolkit for more information or to download these materials.





COOKING WITH ME

For the “Cooking Show” station. Includes: a 46x28 poster; and a 22x28 patterned backdrop sign.




HAPPY BIRTHDAY

For the “Birthday Bash” station. This is a 60x36 banner.



RCA ACADEMY AWARDS

For the “Oscars Speech” station. Includes: a 96x48 “Academy Awards” banner; and a 18x36 Oscars logo sign.



BOOGER BURGER

For the “Restaurant Manager” station. Includes: a 46x28 poster; a 68x28 banner; and a 22x28 table sign.



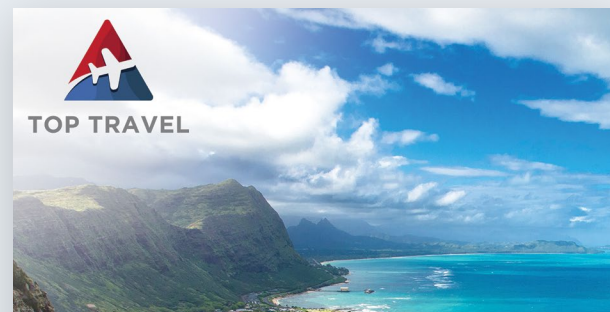
STAY FRESH

For the “Stay Fresh” interview station. This is a 36x48 poster for the Stay Fresh company and product.



THE TONIGHT SHOW

For “The Tonight Show” interview station. Includes: a 96x48 banner; and a 46x28 logo backdrop.



TOP TRAVEL

For the “Travel Company” station. This is a 36x48 travel advertisement poster.



It’s also important to remember that some of the stations can be very creative and engaging environments even without extra printed graphics. The “Etiquette” station, for example, can be a very easy-to-set-up Gauntlet scenario by using place settings brought by a volunteer, parent, or staff member. The “Teleprompter” station could be as complex as a multiple camera challenge with real teleprompters, or as simple as using one video camera on a tripod that the student speaks to while a volunteer holds cue cards.

We also encourage you to get creative with what you have and create Gauntlet stations that are unique to your event! But the care and attention that goes into crafting these stations will go a long way in helping the students really “get into it” and feel like this event is something very special to participate in.

THE AMAZING SHAKE

LETTER TEMPLATE

Get your students to write to local business leaders and ask them to participate in your Amazing Shake!



An important part of the Amazing Shake is the exposure to local business professionals and civic leaders who volunteer at the event and help out with running the Gauntlet stations, judging the contest, and even hosting students for additional rounds.

Help your students identify a list of dream volunteers. Think of local civic leaders who would love to participate. Seek out business owners who have a heart for training up the next generation of strong professionals, especially if you think they would have interest in sponsoring the event! Another valuable group of adults could be admissions counselors at local colleges. Think through the connections that already exist on behalf of parents or others on the school's staff.

Armed with this list of potential volunteers, have your students write to everyone on the list asking for their participation. The text of a sample letter is shown to the right, which you may copy and tweak for your event. It is also available to download as a Word document at TheAmazingShake.com/toolkit.



[Insert School Logo/Letterhead]

January 13, 2014

Name
Title
Company
Address
City, Zip

Dear ABC Company,

My name is XXXXX and I'm a [3rd grade teacher] at ABC Middle School, and we are hosting the inaugural 'Amazing Shake' for our students! We would love to involve you in the program.

What's the Amazing Shake? Teaching students manners, discipline, respect, and how to conduct him or herself in a professional environment are all an important part of our academic program. At ABC Middle School, students learn the mechanics of a proper handshake and working the room so that they are able to present themselves exceptionally well for opportunities today and in the future.

The day begins with 25 business professionals here at ABC Middle School. Each student has to go through an obstacle course, spending 1 minute interacting with each professional. When the student walks away, the professionals scores the child based on handshake firmness, eye contact, confidence, common sense, etc.

At noon, the top 22 students are named and they are then transported to a business in Atlanta where they have to interact with more professionals there. Those professionals name the top 12, and then those students to go the next location. There are 5 stops in all until there are only 2 left. Those two have dinner with someone in Atlanta and then that person names the winner.

We would like to invite you and members of your team to participate with us here at our school for Round 1 or to host a round at your offices. This is a great opportunity to connect our students and education to the business leaders in our community.

Do you think you would be able to participate?



THE AMAZING SHAKE

NATIONAL COMPETITION

Congratulations — you are ready to host your own local edition of the Amazing Shake!

After all of the confetti settles, send your top performers to compete in the **Amazing Shake Nationals** at the Ron Clark Academy in Atlanta, Georgia.

Learn more and register today at ronclarkacademy.com/nationals
#nationalamazingshake





2019 © The Ron Clark Academy

All materials about the Amazing Shake™ are copyrighted and only intended for your internal school use. Information on the Amazing Shake™ cannot be presented at workshops or conferences without written permission. RCA is a nonprofit, and individuals are not to use the information here for personal monetary gains.