



WE NEED A MOVEMENT

What if I said that there was a small group of urban entrepreneurs, educators, and community workers who had developed a plan to transform our conditions? That is, we could literally turn “hoods” back into neighborhoods? I am convinced that we can, and I’m betting everything I have on this plan.

Give me 30 minutes of your time to show you that I have a structured plan for how we could feasibly begin the process of massive social change in the urban community. Not only can we do this, we can do this without funding, without outside help, without government assistance, and without some sort of miracle. If you’re not convinced, you won’t have to read another word about it. I just need 28 more minutes to show you that this is something that can work and I stand behind it. If you like what you read, all I will ask of you is that you lend us your blessing and whatever support you would like to offer. No obligation other than that.

So what’s this all about?

We’re all well aware of the problems our people face. We already know the hood is in bad shape. But so are Black and Brown people in the suburbs. And so are Black and Brown people throughout the world. There are, of course, pockets of hope and resistance, but what we need is a concerted effort to change things across the board. We don’t need more rhetoric. We need solutions. We need these solutions to be implemented far and wide, in a way that spreads like wildfire.

It’s clear that we need a movement. Not another flash-in-the-pan reactionary kinda thing. Not another boycott that lasts a few weeks. Or a protest that lasts a day and fizzles out. Nor do we need another political or cultural organization that will compete with other organizations for membership and attention. What we need is a comprehensive and universal solution, one that provides a sustainable infrastructure. This is what led me to the

idea of a “360” Movement that addresses all our problems and allows everyone to contribute to the solutions.

The problems we face are layered and multi-faceted. Some of them are inter-generational, and their roots are centuries deep. Yet surprisingly, the solutions are very simple. Thus the core values of the 360 Movement are very simple.

For any number of reasons, we have often been too consumed in petty disputes, debates or distractions to effectively work together to combat our problems. It’s time we adopt a platform that we can agree on; a set of values and commitments that represent our common interests, and effective strategies to solve our communities’ problems. To do this, we don’t have to abandon our cultures and ideologies. We simply have to place a greater value on doing what actually works and recognizing those who are doing the work rather than those who want to talk and lead us nowhere.

We have compiled a list of the MANY problems facing Black and Brown people here in the U.S. (and internationally) and have spent the past few years compiling solutions from the best practices already established by our predecessors (Martin Delany, Marcus Garvey, Elijah Muhammad, Cesar Chavez, Robert F. Williams, Afrika Bambaataa, Kwame Nkrumah, and countless others), as well as developing modern applications of these best practices. And because most of our problems aren’t truly “new,” we have also dedicated research and testing identifying emerging problems. We’ve surveyed hundreds of community members, educators, program coordinators, and grassroots organizers to develop an up-to-date analysis of today’s problems and their potential solutions.

How This Started

In the wake of Trayvon Martin’s killer being found not guilty and going unpunished, I found myself feeling a sense of disgust coupled with a bitter familiarity. In many ways, we are horrified by audacity of the outcome, but also unsurprised. We are USED to feeling this way. We are USED to feeling that our children will most likely be abused, ignored, miseducated, profiled, beaten, caged, or killed by the same place we yearn to discover the American Dream.

This country’s poor might be the foundation of our economy, but they are certainly not respected as such. The poor are meant to remain poor, and only occasionally do they let a poor fool win, just to reinforce our faith in the lottery system of capitalism. Even the middle class – who exist as a sort of social “buffer class” so that the poor don’t eat the rich – worry that they, too, are seen no different from their poor relatives, despite how hard the middle class has worked to be “disciplined and responsible.”

This is especially true in communities that have been repressed and oppressed since the birth of this country. After all, the stealing of indigenous land, the genocide against its inhabitants, and the brutal slave trade that produced America’s largest caste of “involuntary minorities”...well, all these things are older than this country itself. They are literally older than America. American society was BUILT on the backs of the same people it dehumanizes to this day.

But what does it take to change things? So that we don’t have to be USED to racial profiling, stereotyping, and job discrimination? So that we don’t have to be USED to the idea that our children are in danger, not just from criminals, but from the police force that our tax dollars pay to protect them? What will it take for Black and brown lives to have

enough value so that people can't simply GET AWAY with murdering unarmed children, adults, and seniors?

Will it take a show of Black people valuing their own lives? Perhaps. But this idea should not be weaponized against our poor. Our poor suffer the most, thanks to the worst schools, an absence of community resources, governmental neglect of urban decay, environmental racism, and barriers to upward mobility. In other words, they are white supremacy's victims. Those of us who share middle class ideals should not be so quick to blame the poor for social conditions they did not create. Meanwhile, the middle class should also consider how they are often within inches of joining the poor. And with an equal chance of being shot or falsely imprisoned. In other words, don't get ahead of yourself.

So what does it take to change things? I personally don't expect to change the minds of people who have been pretty consistent at keeping us under their thumb. It's us who have to change. We ALL have to start valuing our own lives, and those of each other. We DO need to bring pride back into our minds, our homes, and our communities. We NEED educational resources, training, and support to create businesses, schools, and advocacy groups with actual power and authority. With over TRILLION dollars in buying power, there's no lack of capital, just a lack of consensus and commitment. That's where I decided to intervene.

People want change. They want solutions. But they want change and solutions that will benefit them in both the short term and the long term. If things don't seem to benefit people in the NOW, many people won't get on board, expecting some long term result. But we can generate real results. The people who are coming together to complete this survey, I know you're the same people who will create the principles, protocols, and programs we need. What we are proposing is not a boycott, not a march, not a rally, not a protest, not a petition, not a fundraiser. We are proposing a new way of doing things. Well, it's kinda the old way, really. For starters, we're talking to the people first. Finding out what people need, and what people are prepared to do. No rhetoric. No theories. Just concrete solutions and commitments.

Who We Are

I am the founder of Supreme Design Publishing, a company that has exclusively published "self-help" literature for the urban community since 2008. We've accomplished some pretty exceptional things with the work we do, not the least of which is getting young men and women in the "hood" to actually read books showing them how to change their lives and communities. We had already begun transitioning our publishing staff into roles more appropriate for a community-based initiative. The more we changed the way we did things, the more people became excited about the potential of what we were doing. Because we've seen how our books engage people, we've embarked on a larger campaign to get people immersed in the work of not just changing their own lives, or even their communities, but quite literally changing the world. We developed a system by which this can be done, and it isn't a pipe dream, cult, or pyramid scheme. It's real and it's practical.

To make this system viable, we're reviving a nonprofit I cofounded in 2001. Initially, the goal was to serve at-risk youth in Atlanta. Today, we find ourselves having the capacity to reach entire communities throughout the world. We christened the nonprofit 360 Solutions. In any community, no matter what language they speak, "360" represents a circle. It represents inclusion and comprehensiveness. And these are the kinds of solutions we need.

As we told people about our plan to “change everything,” it wasn’t long before people began referring to it as the 360 Movement and I’m not opposed to that. To me, “360” emphasizes collectivity, holistic approaches and comprehensive solutions while “Movement” suggests the principle of “action” over debate, stalling, escapism, and so on. A “movement” is bigger than a program, project or organization. It is something that – if it is done well – will outgrow and outlive us.

360 isn’t a political party, a culture, or an organization so much as it is a platform and structure for community development. What we’re promoting is a structure by which communities of people can engage in study and work that improves their communities, even those that appear most destitute and impoverished. With the help of strategic planners and curriculum developers, we’ve mapped out the work of community change in such a way that anyone can participate with some level of significance. We’ve structured things to be inclusive of people with mental and physical challenges, as well as the homeless and the incarcerated. We’ve also begun engaging international communities, with preliminary groundwork already laid in Mexico, the UK, France, Ghana, and South Africa. I’ve personally invested all of my time and money into making this happen, and am thankful that so many others have volunteered to do the same.

What do we hope to accomplish?

Comprehensive social change. And it won’t take a fundraiser for ten million dollars, an organization comprised of ten million people, or a battalion of ten million angels. It will only take people like you and me, working together on a campaign we can agree on.

What we’ll do is:

- Develop a systemic approach to developing a body of “best practices” in how to solve urban problems, by consulting with people who are already doing these things, and pairing them with writers and teachers who know how to turn these solutions into “step-by-step” guides and handbooks.
- Make these educational resources part of a structured curriculum available in traditional (paperback) and multimedia (ebook, audiobook, and video) formats.
- Create an entire university worth of literature showing people how to get engaged in these solutions.
- Promote this literature through the best practices in urban marketing, including the simplest things you can offer a reader of nonfiction literature: interesting content and the potential for prosperity.
- Allow readers to meet online to discuss solutions, strategies, and resources, but actually give these readers real-world expectations and opportunities to meet and collaborate in their cities.
- Provide the people a movement to identify with, which allows various levels of participation, ranging from a director to a supporter. This is what we call the 360 Movement. It is a comprehensive approach to all the problems affecting urban communities.
- Continuously develop relationships with activists, leaders, educators, professionals, and celebrities that support 360.
- Create businesses by allowing 360 members to come together using 360 principles to change their communities while also running financially viable businesses. The application of best practices is what makes the businesses more profitable than one not

applying our recommendations. Our literature essentially acts as a mentor for community development.

- ❑ Offer a specialized 360 Educator Certification process as well as a 360 Urban Business Certification process. 360 Educators, Business Owners, and Local Reps become certified through 360 Solutions, an accredited member of both the International Coaching Federation and the National Business Incubator Association
- ❑ Direct 360 Members into every area of human activity, from becoming Internet media professionals (who steer online discourse in the right direction) to agricultural leaders and school owners.
- ❑ Create structures that are replicable so they can be copied and used across communities.
- ❑ Provide ongoing support and resources to keep the movement moving.

There's much more to this plan, of course. But if what you've read sounds promising, please let me know if you are on board in any way. I understand you need to be sure that nobody will run off with a sack full of money, or that we won't all have to sacrifice ourselves in front of a giant pigeon statue. I can promise you it's nothing like that. It's what one of my colleagues calls "salvation without denomination."

I'm convinced it can work. I'm convinced that, through this movement, people can regain control of their own lives while also transforming their communities. I don't want us to compete with any organization, charity, culture, political party, religion, or movement. I just want our PRINCIPLES to be widely understood and supported. And this is why I would be honored for you to give us your blessing. If there is anything more you would like to contribute, the opportunities are unlimited.

By combining an educational curriculum (much of which we'll make available for free) with a business development program, we can give people more incentive to participate in such a movement. We can truly change the economic, social, ethical, and educational landscapes of our communities, and I am betting my life on it. It is my hope that I can count you as a supporter of this plan.

For more on the way we design our curriculum, see the document titled "The 360 Curriculum."¹

WHAT WE DO

A comprehensive solution is needed. We seek to address all areas of human activity, focusing on the problems experienced by the urban community. After surveying over a thousand people from around the globe, we arrived at twelve key areas where we should concentrate our efforts to reduce the problems we experience. These areas are known as the 12 Fields of Social Change. They are as follows:

¹ This is a working draft of the introduction to a much more extensive text. This text is still being compiled as you read this, and will include all of the documents named above but not found in this document. We'll be making those documents available as soon as we feel they're worthy of your review!

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|-----------------------------|--------------------|---------------------------|---------------------|
| 1. Worldview | 4. Culture | 7. Physical Health | 10. Family |
| 2. Education | 5. Justice | 8. Mental Health | 11. Politics |
| 3. Child Development | 6. Business | 9. Outreach | 12. Media |

Thanks to the responses of community members from across the Diaspora, we've identified some of the most significant problems we encounter, some of the root causes for these problems, and potential solutions to these problems.

1. Worldview

Many of us suffer from the lack of a positive self-image, or an understanding of our place in the world. Because our communities have been oppressed for so long, and history has been rewritten so that we think it has ALWAYS been that way, many of us find it difficult to envision a better reality. This is just as true for well-educated people as it is for uneducated people. We have to create effective means by which to teach our communities to see themselves as great again, as well as means by which we can "self-actualize" into our full potential.

We will provide curriculum, programs, and resources in the following areas: Knowledge vs. Faith/Belief, Ideology, Cosmology, Concepts of Self, Sense of Purpose, Problem-Solving Process, Theology, Critical Thinking, and Strategic Planning.

2. Education

Research shows that Black and brown children outperform other children in nearly every measurable area, right until they reach school age. Then what happens? Our communities typically suffer from substandard schools that provide poor meals, poor curriculum, poor instruction, poor expectations, poor disciplinary policies, poor leadership, and poor relationships with families and the community. As it is, we send our children to schools that teach them how to stay poor. We have to create more effective and culturally appropriate models of education.

We will provide curriculum, programs, and resources in the following areas: Independent Schools, Homeschools, Mentoring/ Non-formal Education, Adult Education, Life-skills/ Soft Skills Training, Infusing Education into Other Areas, Liberation Theology, Online Education, Teacher Training, and Transforming Traditional Teachers.

3. Child Development

So much of what we become as adults is influenced by what happens to us between conception and age four. Unfortunately, our children are likely to experience chemical, physical, or emotional trauma during those years, effectively stunting our future growth in ways that remain difficult to measure. We have to create better models by which to raise our children.

We will provide curriculum, programs, and resources in the following areas: Culturally-Relevant Best Practices in Parenting, Prenatal Care, Childbearing/ Midwifery, Early Child Development and Psychology.

4. Culture

Despite serious challenges, our communities are somehow resilient enough to preserve many of the traditions and values that are found in our homelands. However, there is a lack of consensus about how these traditions can be made more universal, more structured, or how to ensure a balance between entertainment, recreation, and the serious work that must be done. We have to begin these discussions and nurture models of collaboration, support, and understanding.

We will provide curriculum, programs, and resources in the following areas: Teaching and Maintaining Traditions, Values, Ethics, Principles, and Rites; Cross-Cultural Collaboration; Developing Healthy Social Structures and Value Systems; Sports and Competition; and Arts, Style, and Entertainment.

5. Justice

It is a well-known fact that Black and brown people, particularly young Black men, are more likely to be profiled, harassed, arrested, convicted, and stripped of their rights than other communities. We have to educate our communities on the ways this system works while developing systems and advocacy groups that prevent the regular abuses of justice we suffer.

We will provide curriculum, programs, and resources in the following areas: Navigating the Legal/Judicial System, Advocacy, Juvenile Justice, Prison Issues, Alternatives to Incarceration, Business Law, Family Law, Tort Law, Human Rights, Civil Rights, Liberation of the Oppressed, Indigenous Peoples' Issues.

6. Business

Economic clout is a basic building block of self-determine. Yet our communities are marked by a lack of thriving businesses and high rates of financial mismanagement. We have to create models by which we can be financially self-sufficient, and businesses with a commitment to the community can thrive.

We will provide curriculum, programs, and resources in the following areas: Economics, Personal Finance, For-profit Development, Nonprofit Development, Employment, Job Readiness, Consulting, Marketing, Accounting, Entrepreneurship, Business Management, Property Ownership, Industry, Manufacture, Export, Construction, Skilled Trades, and International Trade.

7. Physical Health

Our communities are graveyards, not only because of physical violence, but because of serious health issues that prevail at rates you can't find anywhere else on Earth. We have to create means by which healthy living is practical, achievable, affordable, and rewarding.

We will provide curriculum, programs, and resources in the following areas: Physical Health and Fitness, Healthy Communities, Healthy Diet, Holistic Health, Gardening and Farming, Sustainable Living, Urban Survival, and Environmental Activism.

8. Mental Health

Thanks to generations of oppression, we also suffer from significant mental health issues, which are often misdiagnosed or undiagnosed. Even when diagnosed, these issues are rarely treated effectively. We have to develop and employ culturally-relevant mental health treatment protocols that allow us all to live up to our full potential, rather than as broken versions of what we could be.

We will provide curriculum, programs, and resources in the following areas: Mental Health, Emotional Wellness, Psychological Issues, Personality Disorders, Cognitive Issues, Therapy, Counseling, Grief, PTSD, and Addictions and Recovery.

9. Outreach

Our communities are marked by serious gaps in awareness and communication. Our middle-class is disconnected from our most marginalized populations, in nearly every way, despite the fact that people from these two groups are often related by blood. We have to engage each other in dialogue, collaboration, and mutual respect and support.

We will provide curriculum, programs, and resources in the following areas: Prison Outreach, International Outreach, Work with the Homeless, Mentoring/ Street Outreach, Organizing, Self-Determination, Land Rights, and Community Control.

10. Family

Our communities are broken because our families are broken. We lack the kinds of support, stability, and counseling required to make family life desirable and successful. We have to reclaim the importance of sustainable family structures.

We will provide curriculum, programs, and resources in the following areas: Dating, Love, Relationships, Families, Coparenting, and Custodial Issues.

11. Politics

Our communities are either excluded from participating in progressive political/civic action, or unaware of how to do so effectively. We also don't always understand how politics is found throughout society, not simply in our branches of government. We have to develop models to govern our own communities and to ensure accountability from the political leaders who are supposed to represent us.

We will provide curriculum, programs, and resources in the following areas: Conflict Resolution, Violence Prevention, Mediation, Community Governance, Civic Leadership, and International Alignment/Solidarity.

12. Media

Our communities are stereotyped, exploited, criminalized, dehumanized, and “dumbed down” by Western media. We have to control, support, and enjoy our own media.

We will provide curriculum, programs, and resources in the following areas: News Media, Music, Television, Film, Radio, Social Media, and the Internet.

HOW WE CAN DO IT

Together, we can solve all of the problems of urban America. Eventually, we'll tackle all of the problems experience by impacted communities throughout the world. The success of this initiative depends greatly on the strength of our Platform, Principles, Processes, People, and Programs.

Platform

Our platform is one of comprehensive social change. 360's Platform represents a paradigm shift in the way we think about ourselves, our communities, and the way we go about embracing, engaging, educating, and empowering our communities. In fact, we would have called it the 360 Paradigm, but we're not into using big words when they're not necessary. The success of our Platform requires that we do more than simply support it in our minds, but that we live by it. We cannot do so with egos that are bigger than our outcomes, or with attitudes that reflect scorn or pessimism. To live by our Platform sincerely and successfully, we must embrace, engage, educate, and empower the communities we work with.

EMBRACE: The 360 Platform begins with a foundation of love for our people, no matter where they fall within the spectrum of victimization, while making it clear we do not condone nor tolerate the conscious victimization of others. We must embrace our people in love, and if we cannot love them, we should not ask as if we intend to help them. People can smell that fake activist BS from a mile away. Further, what will a broken and hurting people do if we are only putting them down and not making them feel better?

ENGAGE: We cannot expect people to learn if we do not engage them in wanting to learn what we have to teach them. We cannot simply assume that people should already want this information. An engaging curriculum is an effective curriculum, so our platform must demonstrate that this learning process is not another boring waste of time and energy.

EDUCATE: Good education requires a curriculum that is mapped out to aid people in getting from wherever they are to wherever they want to be. Most people want to be healthy, happy, self-sufficient, and significant (or self-actualized). Our curriculum must help people get from the depths of poverty and self-hatred to the heights described above.

EMPOWER: As noted above, good education can get people to where they want to be, and nobody wants to be stuck at the bottom, sick and miserable. Thus, it's not that we need to "transform our communities." Our communities can revive themselves, if we simply give them CPR. That is, we have to provide the necessary Curriculum, Programs, and Resources for community members to empower themselves and transform their environments together.

Principles

Our platform addresses 12 Fields of Social Change, along with the position we take in those areas. The standards of our platform are many, but they begin with 12 core principles, known as our 12 Goals. These Goals are found in the document titled “The 360 Platform.”

Processes

There are many processes by which we convert principles into practices. Just as with the parable of Jesus turning water into wine, we have to transform fluid ideas in flexible practices and programs. This is done through systematic processes or deliberation, facilitation, organization, supervision, and so on. These processes are critical in ensuring the integrity of our principles as our programs spread far beyond the sites where they originate. These processes are described in the document titled “360 Processes.”

People

Competent and caring personnel are key to the success of any organization, program, or campaign. Competence refers to an individual’s qualifications, which include prior training, work experience, or independent research. Caring refers to that individual’s level of drive, determination, and ambition. The people who make 360 effective cannot simply be qualified, they have to care enough about the success of 360 that they work overtime even when no one is watching.

Programs

In addition to our books and related products (ebooks, audiobooks, videos, etc.), 360’s curriculum will play a significant role in the development of dozens of community-based programs.

To advance the goals of the 360 Movement, we offer members the opportunity to participate in a community-based program incubator, also known as a public incubator. A public incubator is similar to a business incubator, except that its intent is to accelerate the development of ideas for the benefit of the public good. A public incubator incorporates specific processes of research, planning, implementation, monitoring, measurement, and refinement to develop community ideas into effective programs that serve the public interest.

Within the 360 Model, each program must address one of the 12 Fields of Social Change in some specific, measurable way. Programs must address how the program will address its area of need, how this program will run, how it can be funded, monitored, measured (including being held to the criteria established by 360 Platform), and how it will be sustainable. Program developers are responsible for heading these efforts, but will be supported by the 360 Movement in many ways, including (a) consulting and guidance on planning and proposal writing, (b) assistance with securing funding, (c) availability of potential staff and volunteers, (d) curriculum for program participants, (e) marketing and referral services.

Most of our pilot programs will launch using existing 360 Publications as materials for engagement of participants or as curriculum/reference materials. In cases where a 360

Guidebook doesn't yet exist, program developers are trained to develop a curriculum that merges the available materials with the goals of the program to create a new curriculum. This curriculum will be developed using the provided template, and may later become a 360 Guidebook for future programs of its kind.

More details can be found in the document titled "360 Community-Based Programs."

Research-Based Best Practices

Despite the colloquial language and urban culture reference points employed so heavily in our books, these books are part and parcel of a stringent process of qualitative research. Most of our titles address curriculum and pedagogy, but they also report independent qualitative research in fields like ethnography, phenomenology, and sociology. All of our titles present the results of a serious process where we employ surveys, interviews, historical research, and action research to develop a body of best practices in any given field. In other words, this stuff works. It's not just rhetoric.

Our research process can be found in the document titled "Research-Based Best Practices."

360 EDUCATION

Above all, 360's goals can best be accomplished through increased access to culturally-relevant education and resources. These will be delivered in a variety of formats and languages. Some (but not all) of the ways in which we approach education are described below.

360 Courses and Workshops

To further support our education initiatives, we'll offer courses in real-world settings as well as online courses.

By Spring of 2014, online courses will be offered through our own online university, where students can become "360 Certified" in a number of fields related to the 12 Fields of Social Change. We'll launch with a limited number of courses, but will quickly expand as we add instructors and students. These online courses will incorporate multimedia content produced by 360, made available via service providers like YouTube, UStream, and iTunes. This way, students anywhere in the world can learn about what we are doing and bring those lessons into their own communities.

By Fall of 2013, we'll launch "real-world" courses and workshops in all major cities with a 360 Presence, beginning with Atlanta, where such classes have already begun. These classes, events, and workshops will be held weekly on Sundays, and will follow a template so that people will encounter the same sort of "program" no matter what city they are in.

- On the first Sunday of the month, there will be a political education class, where members and guests will attend a lecture/discussion around that month's themes.
- On the second Sunday, there will be an arts-related social event, which can take the form of an open mic hip-hop/spoken word event, a fashion show, or a film showing.
- On the third Sunday, we'll revisit the topics of the political education class, with a focus on members participating in a sort of "Show and Tell" (but preferably a "Show and

PROVE” event) where they discuss ongoing developments and explain what else is needed, or deliver a 5-minute “mini-lesson” in an area they are equipped to teach.

- ❑ On the fourth Sunday, there will be another social event, this one even more people-centered, which can take the form of an outdoor event, a couples retreat, an activity for people with young children, or a singles mixer.

360 Conferences and Excursions

In addition to weekly events, we’ll have annual conferences, where 360 members from around the globe can come together and confer on best practices and participate in world-class sessions of professional development. We’ll also take members and supporters on a number of life-changing excursions, including a scheduled trip to connect with 360 supporters in South Africa and a “360 Empowerment” cruise featuring onboard workshops, both in 2014.

360 Training and Certification

Through our online university and real world courses, we’ll offer a specialized 360 Educator Certification process as well as a 360 Urban Business Certification. 360 Educators, Business Owners, and Local Reps become certified through 360 Solutions, an accredited member of both the International Coaching Federation and the National Business Incubator Association.

360 Educators and Counselors

Many of our local reps will be trained to act as educators who can convey our curriculum to their communities. These 360 Educators will know the 360 Platform, its Principles and Processes, the available Programs in their community, and the network of 360 Personnel who can support anyone interested in guidance or direction. Some of these educators will be working at 360 Centers, particularly those hosting educational programs, or in independent schools and community-based programs. Others will work mainly in an outreach capacity, serving marginalized populations who don’t (or can’t) typically participate in traditional educational programs. Others may include self defense/ martial arts instructors, those who can teach technical trades, coaches, and youth mentors. Additionally, counselors who know and identify with our Platform will include marriage and relationship counselors, personal training, dieticians and nutritionists, life coaches, business coaches, and financial advisors.

360 Centers

Through the administrative end of the 360 Urban Business Development Program, we’ll purchase properties through short sales, foreclosure auctions, and tax auctions. 360 Property Managers will train in real estate, scout these properties, and purchase those that meet our criteria. After this, properties will be renovated, occupied, and opened for business. It’s our goal that, by 2014, local “chapters” of 360 members will purchase properties in other states and do the same.

TYPES OF CENTERS

We'll seek to establish centers that serve community needs and interests. These centers should also allow for community members to learn about 360, to begin apprenticeships, and to receive some tangible "give back" from the business, even if they are not customers of the business itself. Possible businesses (both for-profit and nonprofit) include:

- African-Centered School
- Holistic Health Care/Wellness Center
- Barbershop/Natural Hair Salon
- Bookstore
- African-Centered Daycare
- Adult Ed/Training Center
- Rehab Center
- Martial Arts/Boxing Gym
- Group Home
- Student Housing (create clusters of homes)
- Recording Studio
- Proven Publishing Office

FULL-SERVICE CENTERS

Depending on the availability of space, the existence of interested businesses, and any relevant legal stipulations, some centers can house multiple initiatives. These are true "360" centers. More details on the 360 Centers can be found in the document titled "360 Centers." For information specifically related to 360-based Schools and Homeschooling, see the document titled "360 Schools."

BUSINESS DEVELOPMENT

The 360 Urban Business Development Program provides assistance to for-profit and nonprofit businesses and associations seeking to serve the public good, especially in distressed urban communities like those served by 360. This assistance is provided in the form of consulting (using a proven curriculum of best practices), resources (industry-specific tools and training in key areas such as organization, fundraising, hiring, marketing, manufacturing, etc.), and, in some cases, help securing funding or qualified personnel. As members of the National Business Incubator Association, 360 UBDP is the first business incubator to specifically target young urban entrepreneurs who may not have the resources or training to capture their potential markets, but who are skilled enough in their field to thrive once this market engagement and other key logistics are established.

More details can be found in the document titled "360 Urban Business Development Program."

A VIRAL CULTURE

Quite possibly the most important aspect of this initiative is not the practicality of our curriculum, but how we engage our audience. Basically, what you're reading now is mostly about the business end of 360. But the bigger picture of 360 will often overshadow the business behind it. Thanks to our approach to popular culture, social media, and street-based marketing, we know how to reach people on a purely cultural level. It's no coincidence that Supreme Design Publishing's books are quite possibly the only nonfiction texts making their rounds through the hands of young people living in the hood.

We know that political organizations are often ineffective at accomplishing long-term goals that are better accomplished through cultural movements. Throughout history, the greatest changes have come at the points when cultural movements have met with socially transformative ideologies, and these mergers were kept sustainable through the introduction of solid BUSINESS principles and organized thinking. Those dynamics are part and parcel of the 360 approach. We will integrate online media, music, film, television, art, fashion, street culture, and anything else that proves itself useful in reaching our audience. And once we engage that audience and show them what can be done, the rest is a snowball effect.

Together, we can solve all of the problems of urban America. Eventually, we'll tackle all of the problems experience by impacted communities throughout the world.

FAQ

Is the 360 Movement an organization?

The 360 Movement is not an organization, nation, or single entity of any kind. In essence, 360 is a cultural movement that involves various organizations, associations, groups, and businesses. The name “360” is the umbrella for many entities that identify themselves with the principles of the 360 Movement. The 360 Movement is legally recognized as 360 Solutions, a 501(c)(3) nonprofit organization. The 360 Movement’s charitable work is funded not by government agencies or grant providers, but primarily by the revenue generated by our for-profit ventures, foremost of which is Proven Publishing.

How do you keep people from claiming 360 who are not 360?

To protect the integrity of what 360 stands for, much of what we do is copyrighted or protected against businesses or individuals claiming 360 for financial gain. Otherwise, 360 is a “come as you are” thing, so people can support and identify with 360 so long as they are not misrepresenting its goals and practices.

Who is the leadership?

The 360 Movement does not have a single leader. It is governed by a constitution, known as the 360 Platform, whose principles and precepts determine the way individuals and associations who fall under the 360 umbrella should operate. The interpretation of these principles and precepts is the responsibility of an advisory board appointed by democratic election.

How do you keep track of membership?

The 360 Movement does not keep records of its members. Membership is determined solely by one’s participation in promoting the principles of the 360 Platform. Positions of responsibility, on the other hand, are dealt with in the same way that a nonprofit hires and supervises its staff and volunteers. This is done formally by 360 Solutions.

Do 360 members pay dues?

The 360 Movement has no dues. Members and supporters contribute to causes that promote the principles of the 360 Platform. Members can also volunteer to support 360 by subscribing to 360 Publications, or by purchasing wholesale orders of 360 Publications for resale.

How do you maintain transparency?

It is of the greatest importance that we ensure full transparency in the work we are doing. With the exception of membership rolls (of which there are none), all 360 Processes are available for public review. For full transparency, the minutes of 360 Meetings, including financial records, are published in a quarterly newsletter.

What about people who are already active in the community?

360 is designed to allow for people to get involved at any level of activity, whether they are mostly unaware of the issues in their community or the head of a local nonprofit that is actively tackling these issues. 360 provides the Platform, Principles, Processes, Personnel, and Programs to support any group or individual who is dedicated to improving their community. Anyone who identifies with the 360 Platform can easily learn how their ongoing work can be tied into the bigger picture of the 360 Movement.

SO WHAT DO WE NEED FROM YOU?

We need your support. We don't want your money. We don't even want you to go out and tell everyone about us. At least not yet. We simply want to know you're on board.

You're reading this because you want change. And change is coming. Even though I am often plagued by doubts and insecurities like anyone else, I am wholeheartedly CERTAIN that we are on the verge of something big. Something world-changing. And I want you to be a part of it. There's quite a lot to consider when you take a step back and look at what we're proposing. Fortunately, a lot of research and development has been put into these plans, so you're not walking into an empty lot, but there's still much to be done now that the foundation and framework are in place.

This will not be about rhetoric and rah-rah. This will be real work with real results. And I promise I'll make it interesting. For those who want to get involved with the work itself, we'll be announcing opportunities to get involved soon. Don't worry, I won't expect you to quit your day job. I don't think you'll even need to commit much time. We'll need people who can support with engaging the media, managing at a nonprofit level, managing regional teams, and supporting local programs. For now, however, you've got it easy! You don't even have to commit to ANY work! I just want to know that – whether or not you'll be involved in helping us get this thing off the ground – you're on board before we take flight. If so, please add yourself to our contact list by completing the survey at <http://bit.ly/16Rd90b>

There's also a more extensive survey where you can tell us about what you can bring to the table at <http://bit.ly/1530IUG>

If you have time and are interested in being involved, complete that one as well. If you'd simply like to tell me "I'm with it," that's fine as well.

The bottom line is that we *can* do everything that is needed, and change is coming. Change produced by our hands. Let me know if I can count you in. We won't be able to answer many questions now, but you can reach us at the360movement@gmail.com in situations requiring immediate attention. We'd otherwise love for everyone to connect with us by completing one or both of the surveys above. Over the next few months, we'll be sending out regular updates on our progress (never to exceed one email a week), so if you're not on our list, please visit www.bestblackbooks.com and sign up today.

Again, thank you for your time.

- Supreme Understanding

"Together, we can solve all of the problems of urban America. Eventually, we'll tackle all of the problems experience by impacted communities throughout the world."

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