

# ANATOLIAH

*The Framework. The Challenge. The Pledge.*

Created by Berklee-educated founder Chelo, *The Anatoliah Experience* helps middle school students understand how **focus**, **self-talk**, and **emotions** shape the **decisions** they make every day. Below is the framework:

*Focus → Self-Talk → Emotions → Decisions*

Students learn how attention shapes internal dialogue, how internal dialogue influences emotions, and how emotions ultimately drive decisions.

Through guided reflection, interactive participation, and real-life application, students leave with stronger self-awareness and practical tools they can apply to their daily choices.

## Who is it designed for?

- ✓ Leadership classes
- ✓ Mentoring groups
- ✓ AVID students
- ✓ Student government
- ✓ SEL leadership groups.

## AV Requirements

Wireless microphone for assembly format

## Why Middle Schools Invite the Anatoliah Experience?

*Designed specifically for middle school **developmental stages***

*Structured **45-minute format** that fits standard schedules*

***Practical framework** students can apply immediately*

**"Students expressed how much they enjoyed the experience."**

*- Principal Lampron, Somersworth Middle School, NH*

**"His strength is in his capacity to convey complex ideas in a relatable manner."**

*- Principal Floyd, Robinswood Middle School, Florida*

## The Anatoliah Decision-Making Experience

The Anatoliah Experience has equipped thousands of students nationwide with a practical framework for strengthening their decision-making skills

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In 2012, Chelo was presented with two very different opportunities: an audition for *America's Got Talent* and an invitation to speak with incarcerated youth. He chose the latter. That **decision** became a defining moment in his work and deepened his commitment to helping young people develop the mindset and decision-making skills needed to lead.

## Material:

Each session includes a guided reflection tool designed to reinforce the Anatoliah framework. Students receive an 8.5 × 11 reflection guide that helps them better understand how **focus**, **self-talk**, and **emotions** influence their **decisions**. They also participate in the 5-Day “**Own The Mirror**” Reflection Challenge, a simple follow-up activity that encourages daily reflection and continued application of the framework throughout the school week.



### Intro

WHERE IN THE WORLD IS THE ORIGINAL ANATOLIA?  
WHAT WAS FIRST CRAFTED THERE 8,000 YEARS AGO?  
HOW DID THE ANATOLIAH EXPERIENCE BEGIN?

### The Anatoliah Framework

BE INTENTIONAL ABOUT WHAT YOU **FOCUS ON!**

- *(Clarity vs Distraction)*

BE MINDFUL OF HOW YOU **TALK TO YOURSELF!**

- *(Positive self-talk vs Negative self-talk)*

BE MINDFUL OF **YOUR EMOTIONS!**

- *(I control them vs They control me)*



**Q&A:** LET'S ANSWER ANY QUESTIONS YOU MAY HAVE ABOUT THE FRAMEWORK

### The 5-Day “Own the Mirror” Student Reflection Challenge

1. WHAT WAS THE BEST DECISION I MADE TODAY?
2. WHAT DECISION COULD I HAVE MADE BETTER TODAY?
3. WHAT DID I LEARN FROM BOTH DECISIONS?

School Days	Monday	Tuesday	Wednesday	Thursday	Friday
Today's Reflection Completed?	Yes / No	Yes / No	Yes / No	Yes / No	Yes / No

### The Anatoliah Framework

I WILL COMMIT MYSELF TO OPENING MY HEART AND MIND,  
TO BECOME A BETTER STUDENT.

I WILL FACE ALL OF MY CHALLENGES, IN AND OUT OF SCHOOL,  
WITH LOVE, HOPE, AND PURPOSE!



[www.Anatoliah.com](http://www.Anatoliah.com)



## Why Decision-Making Matters Now

begin shaping long-term behavior. They face peer pressure and comparison — often without a clear framework to process and manage those experiences.

## Investing in Stronger Student Decisions

The Anatoliah Decision-Making Experience is a strategic investment in strengthening student behavior, leadership, and school culture. Travel expenses within the continental US and take-home material cost included.

### **Full-Day Student Experience: Three 45-minute Sessions - \$2,100**

- ✓ *Allows the school to reach 90–240 students in a single visit.*
- ✓ *Ideal for leadership tracks, multiple grade levels, or several student groups.*

### **Half-Day Student Experience: Two 45-minute Sessions - \$1,500**

- ✓ *Allows the school to reach 60–160 students in a single visit.*

### **Single Leadership Session: One 45-minute Sessions - \$799**

- ✓ *A focused experience for one leadership group or classroom.*

## Learn more:

To see Anatoliah in action, read testimonials, or to book a date, please visit:

[www.Anatoliah.com](http://www.Anatoliah.com)