JAMAHL KEYES — THE MAGIC MOTIVATOR

High-Impact School Assemblies & Youth Leadership Keynotes Empowering K-12 Students Through Magic & Motivation

25+ Years of Proven Impact - 100% Turnkey Production - Curriculum & SEL Aligned - Title I Approved

Jamahl Keyes delivers transformational school assembly programs and youth keynotes that bridge the gap between high-energy entertainment and real-world Social-Emotional Learning (SEL). Raised by a dedicated career educator who used magic to spark classroom engagement, Jamahl has spent over 20 years inspiring millions of K-12 students across North America.

Designed specifically for school principals, student activity directors, counselors, and PTO/PTA boards, this presentation package provides all necessary details to evaluate, approve, and schedule an

Official Presenter Bio (For Committee Review & Announcements)

Jamahl Keyes—known nationally as **The Magic Comic** and **The Magic Motivator**—combines world-class sleight-of-hand, clean observational humor, and life-changing motivational storytelling. Inspired by his mother's legacy as a public school teacher, Jamahl understands how to hold the attention of today's visual, fast-paced youth. Whether presenting to primary elementary students or high school seniors preparing for college and careers, Jamahl delivers practical, actionable lessons on respect,

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PROGRAM MODULES & CURRICULUM ALIGNMENT

TAILORED ASSEMBLY MODULES BY GRADE LEVEL

Program Title	Target Audience	Core Focus / SEL Themes	Key Student Outcomes
"The Magic In You"	Elementary (K–5)	Literacy, Character, Respect & Kindness	Boosts reading enthusiasm, teaches empathy, and builds positive classroom behavior.
"Be a Buddy, Not a Bully"	Elementary & Middle (K–8)	Anti-Bullying, Inclusion, Kindness	Equips students with bystander intervention tools and conflict resolution skills.
"Level Up Leadership "	Middle & High (6–12)	Self-Discipline, Peer Pressure, Goal Setting	Teaches students how to make intentional choices and resist negative peer influence.
"Next Level Readiness"	High School (9–12) / College Freshmen	Career Vision, Self-Advocacy, Mental Resilience	Prepares graduating seniors for college transitions, workforce entry, and personal accountability.

Self-Awareness & Growth Mindset: Students learn that mistakes are stepping stones to skill mastery, utilizing magic as a metaphor for practice and perseverance.

Self-Management & Focus: Interactive routines demonstrate how self-control and attention directly lead to personal academic achievement.

Social Awareness & Empathy: Anti-bullying sequences highlight the ripple effect of words and actions within the school community.

Responsible Decision-Making: Age-appropriate scenarios guide older students through evaluating long-term consequences versus short-term peer pressure.

Complimentary Post-Assembly Educator Toolkit Every booked assembly includes a downloadable **Teacher Discussion Guide** containing:

- 5-minute post-assembly classroom reflection prompts.
- Discussion worksheets tailored for individual grade bands.
- Follow-up SEL challenge activities for teachers to keep the momentum going.

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LAWRENCE Lead · Achieve · Succeed

ACPL

EMPOWERED YOUTH LEADERSHIP CONFERENCE

UNIVERSITY OF ARKANSAS

APCA

PTA every child. one voice.

METROPOLITAN SCHOOL DISTRICT OF PIKE TOWNSHIP

CLIENT IMPACT & TESTIMONIALS

High-Impact Client & District Track Record

Jamahl Keyes has brought performance excellence to leading educational environments and youth organizations across the nation:

- **Public & Charter School Districts:** Indianapolis Public Schools, Regional K-12 Academies, Title I School Networks.
- **Library & Literacy Tours:** Allen County Public Library System, Summer Reading Program Keynotes.
- **Youth Leadership Conferences:** State Student Council Conventions, College Orientation Weeks, Regional Youth Summits.

Before:

Award Winning Author and Keynote Speaker Charlie was searching for a closing Keynote that would truly energize and unite the audience of over 800 High School Students at a Conference.

After:

“Jamahl Keyes took the stage and absolutely blew the audience away. His finale wasn’t just entertaining — it was transformational. Students left with tears of laughter and hearts full of inspiration. The perfect closing speaker.”

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The Top 10 Reasons Educators Choose Jamahl Keyes (with Stats!)

The Real Magic In The His Presentation: Many speakers make the mistake of focusing on just one or two VAK style methods. But Jamahl Keyes, *The Magic Motivator*, combines 4 learning styles into every presentation.

Visual (65% of learners)

📊 **65% of the population** are visual learners, meaning they understand and remember information better when it's presented through images, diagrams, and visual aids.

Auditory (30% of learners)

🔊 **30% of students** are auditory learners who retain information more effectively when it's spoken aloud, whether through lectures, discussions, or storytelling.



Kinesthetic (5% of learners)

✋ **5% of learners** are kinesthetic learners who learn best through hands-on activities, physical engagement, or movement-based tasks.
— *Source: Western Governors University (WGU)*

Audience Participation Boosts Retention by Up to 90%

Interactive, participatory learning—like what engaging speakers or teachers offer—dramatically increases retention and understanding.

1 Instant Student Engagement

📊 **Statistic:** According to a Gallup poll, only **47% of U.S. students feel engaged in school**. Jamahl's approach flips the script by drawing students *in* instead of zoning them out.

2 Real-Life Lessons That Stick

📊 **Statistic:** CASEL reports that students involved in **high-quality SEL programs** see an **11% increase in academic achievement**. Jamahl's programs are aligned with SEL standards and leave a lasting impact.

3 Relatable and Real

📊 **Statistic:** A 2021 study by *Education Northwest* found that **students are more likely to engage when speakers reflect their experiences or backgrounds**—especially in underserved communities.

4 Critical Thinking Skills

📊 **Statistic:** According to the *National Assessment of Educational Progress*, only **37% of U.S. high school seniors** are proficient in critical thinking and problem-solving. Jamahl's approach makes these essential skills both fun and relevant.

5 Academic Motivation

📊 **Statistic:** Students with a growth mindset are **3x more likely to improve their grades**, according to *EducationWeek*. Jamahl's message reinforces this mindset using fun and memorable metaphors.

6 Leadership and Confidence Building

📊 **Statistic:** Youth programs that focus on leadership development can lead to a **20% increase in self-esteem and school participation**, according to *Youth.gov*.

7 Mental Health Awareness

📊 **Statistic:** According to the CDC, **more than 40% of high school students report persistent feelings of sadness or hopelessness**. Jamahl helps break the silence with stories, strategies, and support.

8 Resisting Peer Pressure

📊 **Statistic:** The National Institute on Drug Abuse reports that **peer pressure is a leading factor in early drug use**—starting as young as age 12. Jamahl's presentations build resistance skills in a creative, effective way.

9 Real-World Readiness

📊 **Statistic:** A study by ACT found that only **53% of students feel prepared for life after high school**. Jamahl's presentations help bridge that gap with real-world strategies and inspiration.

10 Promoting Diversity and Inclusion

📊 **Statistic:** A 2020 *EdWeek* survey showed that **67% of educators believe schools must improve cultural inclusivity**. Jamahl brings that inclusivity to life through authentic storytelling and respect for all identities.

JamahlSpeaks.com

TECHNICAL RIDER

To ensure the best possible experience for your students, please review the following technical requirements for Jamahl's performance.

1. Performance Space

- A cleared performance area of at least 15 feet wide by 15 feet deep.
- This can be a stage, a gymnasium floor, or a cafetorium. Please ensure the area is swept and free of debris.

2. AUDIO / VISUAL

- A high-quality PA/Sound system capable of reaching the entire audience clearly.
- One (1) wireless handheld microphone or a wireless lavalier/headset microphone. (Jamahl may bring his own headset, so please have an XLR or 1/4" input available).
- Access to a power outlet near the performance area.

3. Lighting

- Standard general stage wash or a well-lit gymnasium is perfectly fine. The audience must be able to clearly see the performer's face.

4. Load-In & Setup

- Jamahl will need access to the performance space at least 60-90 minutes prior to the start time for load-in, setup, and sound check.
- Please provide a reserved parking space close to the load-in doors.

5. Hospitality & Green Room

- Two (2) bottles of room-temperature water.
- A secure, private area (office, empty classroom, or green room) for Jamahl to change and prepare prior to the performance.





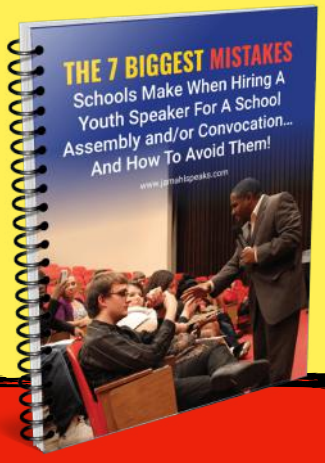


Reserve Your Desired Date Today!

Official Website: **CLICK HERE**

Reserve Your Date / Booking Form: **CLICK HERE**

Media & Press Assets:: **CLICK HERE**



Avoid costly assembly pitfalls. Download Jamahl Keyes' free guide on the ***7 mistakes schools make when hiring youth speakers and how to choose curriculum-aligned SEL programs***.

CLICK HERE To Download