

College by Design

Student and family learning guide

Education, relationships, and enterprise • Brian Kennedy Jr., M.Ed. • The Ballers Kingdom

Start here

This is a self-guided digital toolkit. It includes this learning guide, a printable workbook, a family companion and source/next-step references. You can use six weekly study blocks or move at a pace that fits your life. The workbook's steps correspond to the six learning steps below. Live classes, coaching, admissions services, individualized financial advice and access to an online academy are not included.

Choose a question that is real for you: a school or major decision, an internship, a return to education, a relationship you want to build, or a small offer you want to test. Keep the work manageable. Use a notebook, the printable pages or your own accessible format. You do not need paid software, advertising, inventory, debt or a completed sale to use this toolkit.

Your learning stance is growth, possibility, resilience and honest attention to circumstances. Look for more than one route. Learn from feedback. Build with other people. Name limits on time, money, access and support rather than turning them into a judgment of your character.

Choose your entry path

Preparing to enter college: Compare realistic educational routes and ask what each environment could help you learn, do and build. Include schedule, affordability questions and support alongside reputation.

Already enrolled: Connect your existing courses and resources to a project, work opportunity or small enterprise test. Look for evidence you can develop before graduation.

Returning adult: Start with the skills and responsibilities you already have. Verify current academic requirements and credit questions with an adviser. Choose a next action that fits your real capacity.

Family or supporter: Use the companion to listen, compare assumptions and agree on practical support. The learner chooses what to share. Support does not require taking control of their direction.

2. Direction and possibility

Step 1 • Turn a broad ambition into a question you can investigate.

What do I want education to make possible for me and, if I choose, for others?

A skill, interest or experience I can build on:

A need I notice in a person, group, workplace or community:

A way my skill might help with that need:

Two routes I could explore:

Route A: _____

Route B: _____

One assumption I have about these routes:

A question, source or conversation that could test the assumption:

One thing I can influence now: _____

One thing that requires support or someone else's decision:

My next action and date: _____