



**FEATURING WM. SUMNER**

# **SUPERHERO**

## **BOOT CAMP**

*Living with AD/HD and Loving It!*



## The Superhero Boot Camp: An Incubator for the Fantastic

"The average person places labels on things they do not understand. When someone's behavior or attitude does not fit their model or construct of "normal, they describe it as a "disorder." Superman can leap tall buildings, fly and has X-ray vision. Using the parlance of "normal" society, Superman has a Gravity Disorder, Human Airspeed Disorder, and Radioactive Vision Disorder – all labels to help the average person feel comfortable with their own lack of super powers."

- Carl Hartman, Creator & Series Producer

**Logline:** Superhero Boot Camp is an unscripted television experience about people with Attention Deficit Disorder; a poorly understood neural pathways condition that can lead to greatly increased mental and creative abilities. World-class mentors help program participants leverage their unique super-powers, neutralize personal demons and discover their greatness within. Viewers experience the participant's agony and ecstasy as they discover and hone their unique mental capabilities and set out to save the universe, or at least, as Steve Job's said, "... put a dent in [it]."

**Story:** Attention Deficit Disorder (ADD) is one of the monster buzzwords of our time. It is not well understood and is often misdiagnosed. Many of those that are *blessed with ADD* actually have extraordinary abilities to create. People like Thomas Edison, Michael Jordan, Steve Jobs, Bill Gates, Bill Cosby, Agatha Christie, Steven Spielberg, Walt Disney, Beethoven, Whoopi Goldberg, Babe Ruth, Tom Cruise, Albert Einstein, are **part of an insanely large list of individuals with ADD, who have fundamentally changed our world.**

Many from the list dropped out of high school or did not make it out of college. ADDers do not often fit within traditional corporate structure. These people are like the blind person who is labeled "handicapped", even though he possess superhuman hearing or superhuman abilities with touch. **People with ADD do possess deficits, but those deficits are commonly offset by superior mental and creative abilities.**

Since people with ADD do not fit within traditional norms, they fall through the societal cracks. They constantly battle and struggle with the "system". And yet - **their stories read like the best Hollywood movie scripts**, because these people defy the odds, fight off their personal demons and achieve amazing success.

**Superhero Boot Camp operates under the direction of William Sumner;** West Point graduate, former lead instructor for the Army Rangers and leading speaker for the Tony Robbins organization. Bill teaches program participants to leverage their extraordinary mental abilities or *super powers*; to alter their modes of thinking and change the world.

**The metaphor of "superhero" is used because comic book superheroes closely emulate challenges faced by people with ADD.** Program activities take individuals through the same types of learning challenges faced by fictional superheroes; building secret identities, creating lairs or tableaus that foster personal creativity, discovering true super powers – abilities and talents, and finally, learning how to deal with personal "kryptonite". These challenges are part of many transformational experiences required in developing a great superhero and are thus, integral parts of our program.

**Program activities and challenges are monstrous! Huge! Epic!** Befitting the training of any superhero! Guest mentors challenge the program participants to live beyond their potential.

Ultimately, the **final season episodes** will see each program participant exercising their powers, defeating their personal demons and, what Steve Jobs called "making a dent in the universe" by **creating remarkable products or developing projects that defy imagination.**

### Superhero Boot Camp Instructor, William Sumner

Bill Sumner is a West Point graduate, & was the lead instructor for the US Army Ranger Corps, then rose to having over \$1 billion P&L responsibilities with F500 companies. After earning his Master's in Social Work, became one of the top speakers for the Tony Robbins organization. Bill is now in private practice as a therapist & sought-after motivational speaker.

### Program Creator / Producer, Carl Hartman

Carl Hartman worked as a network executive and producer/director for GPN, the Emmy Award winning producers of Reading Rainbow. Carl has created and produced several nationally airing series for PBS, with responsibility for production budgets in excess of \$15 million. Carl's work was voted *Best of the Best* by his peers at PBS.

**Web Site, Treatment, Sizzle Reel & Details - <http://www.thesuperherobootcamp.com>**

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