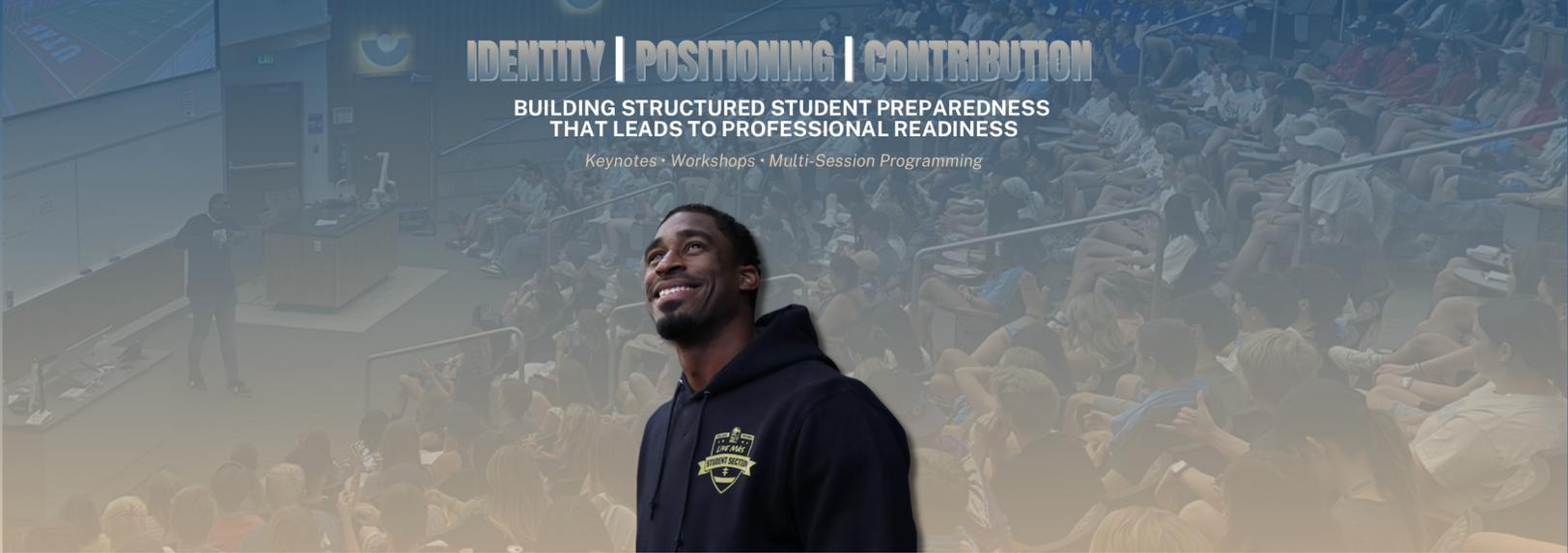


IDENTITY | POSITIONING | CONTRIBUTION

BUILDING STRUCTURED STUDENT PREPAREDNESS THAT LEADS TO PROFESSIONAL READINESS

Keynotes • Workshops • Multi-Session Programming



MEET K. SCOTT



Kenneth Scott is a former professional athlete, speaker, and adjunct professor at Rice University who partners with institutions and organizations nationwide to strengthen student preparedness that leads to professional readiness.

Before entering education and entrepreneurship, Scott built a career in professional sales leadership, working across small business, mid-market, and enterprise environments where communication, positioning, and value articulation were essential to driving results.

Today, his work bridges athletics, higher education, and professional development spaces, equipping students with the clarity, strategic awareness, and communication skills required to enter opportunities ready to contribute.

KEYNOTES & WORKSHOPS

PRESSURE, NO MATCH FOR PURPOSE.

In high-pressure environments, performance is expected. Clarity is not. This experience challenges students to reflect on their journey, define who they are beyond circumstance, and anchor themselves in purpose. When identity becomes clear, direction follows.

Participants will:

- Gain clarity around their identity, strengths, and personal drivers
- Develop language to articulate who they are beyond titles or performance
- Build confidence rooted in purpose rather than external validation



TY MORRIS

“Reflecting on my journey, including the challenges and failures, helped me better understand who I am and what drives me. Remembering what I've overcome fuels my ambition and reminds me that I'm capable of more.”

BRAND, WITH PURPOSE.

Professional readiness requires more than talent. It requires strategic positioning. This experience introduces students to communicating identity with clarity and aligning their story with the environments they enter.

Participants will:

- Communicate their story with structure and clarity
- Develop awareness of how professional environments define value
- Strengthen their ability to build authentic and strategic connections



ARIEL WORKENEH

“I learned how to turn my story into a way to communicate value. Sharing an authentic narrative creates stronger professional relationships and opens the door for more meaningful opportunities.”

CULTURE, OF CONTRIBUTION.

Readiness is demonstrated through contribution. This experience shifts students from self-definition to value creation. Participants learn how to identify opportunities to add value, take initiative, and move from participation to meaningful impact.

Participants will:

- Identify practical ways to add value in academic and professional settings
- Strengthen initiative and execution skills
- Connect personal strengths to measurable contribution



MISHEL DHANANI

“This class helped me move from treating my baking as a hobby to building it as a real business. It gave me the confidence and structure to take action and turn what I love into something tangible.”



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