

# KENNETH SCOTT

CREATOR OF THE SOCIAL HEALTH BRAND SYSTEM  
FORMER PROFESSIONAL ATHLETE | PROFESSOR | AUTHOR

250+ WORKSHOPS | 50,000+ STUDENTS REACHED



*"This experience was transformative. I gained the confidence to share my story and a clearer understanding of who I am and what I bring."*

*- Chali Taylor, RICE Student Athlete*

SCHEDULE A  
CONVERSATION



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# THE EXPERIENCE

TURNING IDENTITY INTO OPPORTUNITY

Students don't struggle because they lack potential. They struggle because they don't know how to translate who they are into something that creates opportunity.

This experience provides a structured process to help them do exactly that.



## IDENTITY

STUDENTS GAIN CLARITY ON WHO THEY ARE, WHAT DRIVES THEM, AND WHAT THEY BRING TO THE TABLE.



## POSITIONING

STUDENTS LEARN HOW TO ALIGN WHO THEY ARE WITH THE RIGHT ENVIRONMENTS, AUDIENCES, AND OPPORTUNITIES.



## OPPORTUNITY

STUDENTS DEVELOP THE ABILITY TO COMMUNICATE THEIR VALUE, CREATE ACCESS, AND TURN CONVERSATIONS INTO REAL OUTCOMES.

[WATCH HOW THIS COMES TO LIFE →](#)

## WHAT STUDENTS WALK AWAY WITH

CLARITY ON WHO THEY ARE AND WHAT THEY BRING  
CONFIDENCE IN HOW THEY COMMUNICATE  
A STRUCTURED WAY TO APPROACH OPPORTUNITIES  
THE ABILITY TO BUILD MEANINGFUL CONNECTIONS  
A REPEATABLE SYSTEM THEY CAN USE LONG-TERM

HOW THIS CAN BE BROUGHT IN  
WORKSHOPS | MULTI-SESSION PROGRAMS | KEYNOTES

# THE SYSTEM

## THE STRUCTURE BEHIND THE EXPERIENCE

This work is not based on motivation. It is built on a structured system that helps students understand who they are, position their value, and communicate it in a way that creates real opportunities.

## CORE FRAMEWORKS



### IKIGAI (IDENTITY)

Helps students understand what drives them and where they create value.



### SOCIAL IMPACT TRIANGLE (PERCEPTION)

Shows how performance, image, and exposure shape how others evaluate them.



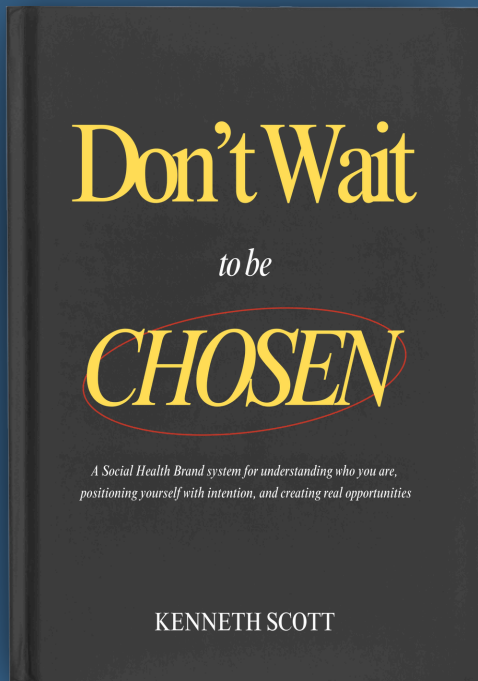
### OASIS (UNDERSTANDING THE GAP)

Helps students identify where they are, where they want to go, and what's getting in the way.



### PCSB (POSITIONING THE SOLUTION)

Teaches students how to communicate their value in a way that makes sense to decision-makers.



This book serves as the foundation of the experience, giving students a clear structure they can apply in real time and carry beyond the program.

STUDENTS DON'T JUST LEARN WHAT TO DO. THEY LEARN HOW TO THINK, COMMUNICATE, AND POSITION THEMSELVES TO CREATE OPPORTUNITY.

