

KENNETH SCOTT



250+
WORKSHOPS
DELIVERED



50,000+
STUDENTS
REACHED



**OPPORTUNITY
READINESS
PROGRAMMING**

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

“

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**



BUILDING CONFIDENCE. CONNECTION. READINESS.



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**HELPING STUDENTS BUILD THE SKILLS,
SYSTEMS, AND RELATIONSHIPS NEEDED
TO CREATE OPPORTUNITIES**

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.



WATCH HOW
THIS COMES TO LIFE



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**.

WHAT STUDENTS DEVELOP



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

Interactive experiences that build skills and spark growth.



MULTI-SESSION PROGRAMS

Deeper development through structured curriculum and practice.



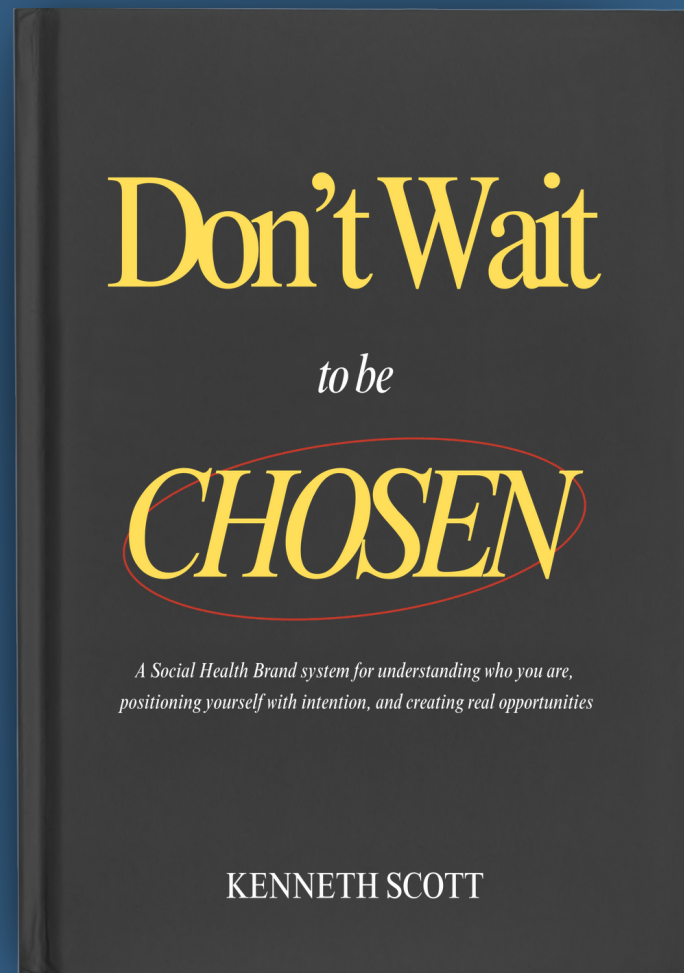
KEYNOTES

High-impact talks that inspire, challenge, and activate.

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**.



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.

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.



MOPSI (VALUE CREATION)

Helps students understand what matters to others, connect their capabilities to those priorities, and develop ideas that create value.



EACH FRAMEWORK IS PAIRED WITH GUIDED APPLICATION, ALLOWING STUDENTS TO **ACTIVELY BUILD, REFINE, AND APPLY THEIR BRAND IN REAL TIME.**

THE PROOF

WHAT STUDENTS ARE WALKING AWAY WITH

From classrooms to campuses nationwide, students are gaining clarity, confidence, and the tools to create real opportunities for their future.



"This gave me the tools to define my brand, communicate it clearly, and actually execute on my goals."
— Jake Pessin



"This helped me better understand who I am, how I show up, and how to communicate that with confidence."
— Grace Yang



"I learned how to use my story to build my brand and create real opportunities through authentic connection."
— Eduardo Ruiz



LED BY THE CREATOR OF THE SOCIAL HEALTH BRAND

K. Scott is the creator of the Social Health Brand system, a structured approach that helps students and student-athletes turn identity into real opportunities.

A former professional athlete, professor, and author of *Don't Wait to Be Chosen*, he partners with institutions to help students understand who they are, position their value, and communicate it in a way that creates access and long-term impact.



EMPOWERING STUDENTS TO KNOW WHO THEY ARE, COMMUNICATE THEIR VALUE, AND CREATE REAL OPPORTUNITIES.



IDENTITY
Clarity on who they are



POSITIONING
Confidence in how they communicate



OPPORTUNITY
A pathway to real opportunities.

THE IMPACT

HOW STUDENTS ARE GROWING THROUGH THE SYSTEM

Across student reflections and end-of-course testimonials, powerful themes emerged around **identity**, **positioning**, and **opportunity**.

STUDENT REFLECTION INSIGHTS



IDENTITY

84%

of students referenced increased clarity around identity, story, or purpose.

- Increased self-awareness
- Greater clarity around strengths and purpose
- Stronger sense of identity and direction
- Increased confidence in who they are



POSITIONING

78%

of students referenced improved communication, networking, or personal positioning.

- Stronger communication skills
- Increased confidence building relationships
- Improved networking and self-advocacy
- Ability to communicate their story and value



OPPORTUNITY

81%

of students connected the experience to future career or leadership opportunities.

- Greater career clarity and direction
- Increased confidence pursuing goals
- Understanding how opportunities are created
- Actionable next steps for future success



Based on themes identified across student reflections and end-of-course testimonials.



“

“Reflecting on my journey, including both challenges and wins, helped me better understand who I am and what drives me. It gave me clarity and confidence that carries into everything I do.”

— Ty Morris

IDENTITY



“

“I learned how to communicate my story in a way that shows value. Sharing it authentically helped me build stronger relationships and opened the door to new opportunities.”

— Ariel Workeneh

POSITIONING



“

“This experience helped me take something I cared about and turn it into something real. I gained the structure and confidence to act on it instead of just thinking about it.”

— Mishel Dhanani

OPPORTUNITY



THE BOTTOM LINE:

Students are leaving with greater clarity about **who they are**, stronger confidence in **how they communicate their value**, and the tools to **create meaningful opportunities** for their future.

THAT'S THE POWER OF THE SYSTEM.

K. Scott

THE PARTNERSHIP

WAYS TO BRING THE EXPERIENCE TO STUDENTS

Flexible, high-impact experiences designed to **inspire**, **develop**, and **equip** students to live with purpose and lead with impact.

01 THE INTRODUCTION



KEYNOTES • ASSEMBLIES
• CONFERENCES

BEST FOR:

- Campus-wide inspiration
- Athletic departments
- Leadership conferences
- Student engagement events

INCLUDES:

- High-energy experience
- Storytelling + actionable frameworks
- Audience engagement
- Lasting inspiration + practical takeaways

02 THE APPLICATION



WORKSHOPS • COHORTS
• TEAM DEVELOPMENT

BEST FOR:

- Student-athletes
- Leadership programs
- Career readiness
- Classrooms & organizations

INCLUDES:

- Guided reflection + interactive learning
- Communication + positioning development
- Networking + relationship building
- Tools students can apply immediately

03 THE TRANSFORMATION



MULTI-SESSION PROGRAMS
SEMESTER EXPERIENCES

BEST FOR:

- Long-term student development
- Leadership pipelines
- District & school initiatives
- Athlete development programs
- Institutional integration

INCLUDES:

- Structured curriculum + weekly sessions
- Measurable outcomes + student growth
- Reflection, application & accountability
- Optional book & assessment integration
- Implementation support for long-term impact

04 THE EXPANSION



CONSULTING + STRATEGY
+ CUSTOM EXPERIENCES

BEST FOR:

- Schools & universities
- Districts
- Athletic departments
- Organizations & conferences

INCLUDES:

- Customized program design
- Curriculum & facilitator training
- Strategic planning + implementation
- Ongoing support + collaboration

EVERY EXPERIENCE IS CUSTOMIZED



Audience
Size



Format &
Duration



Implementation
Depth



Travel &
Location



Books &
Materials



Partnerships &
Goals

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LET'S SCHEDULE A CONVERSATION

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YOUR STORY.
YOUR BRAND.
YOUR FUTURE.