

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)

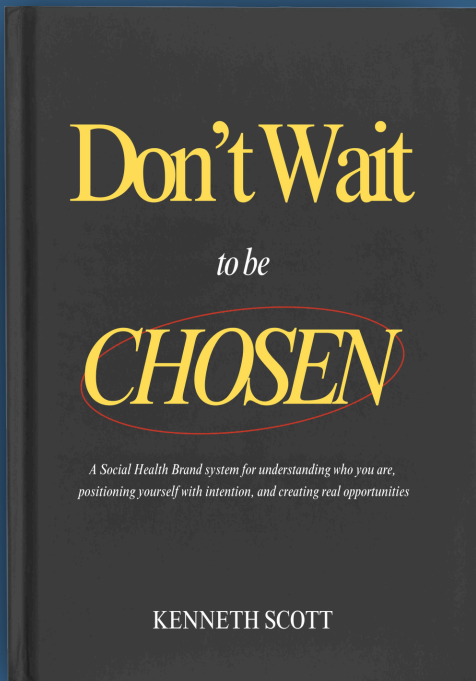
Helps students identify where they are, where they want to go, and what's getting in the way.



PCSB (POSITIONING THE SOLUTION)

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

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



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.

THE PROOF

WHAT STUDENTS ARE WALKING AWAY WITH



"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 SYSTEM

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.