

# IDENTITY | POSITIONING | OPPORTUNITY

BUILDING STRUCTURED STUDENT DEVELOPMENT SYSTEMS THAT TRANSLATE POTENTIAL INTO REAL-WORLD OPPORTUNITY.

Keynotes • Workshops • Multi-Session Programming



## MEET K. SCOTT



Kenneth Scott is a former professional athlete and adjunct professor at Rice University who partners with institutions nationwide to deliver structured student development experiences. His work sits at the intersection of identity, communication, and opportunity, helping students translate who they are into how they show up and what they create.

After navigating high-performance environments across athletics, sales, and entrepreneurship, Kenneth identified a consistent gap. Students are often prepared to perform, but not prepared to position or communicate their value. That insight became the foundation for the Social Health Brand, a structured system centered on identity, positioning, and opportunity.

Today, his work spans athletics, higher education, and professional development, equipping students with the clarity, communication, and strategic awareness needed to create opportunities in any environment.

## SIGNATURE EXPERIENCES

### PRESSURE, NO MATCH FOR PURPOSE.

In high-pressure environments, performance is expected. Clarity is not. This experience helps students define who they are beyond performance and anchor themselves in purpose.

#### Participants will:

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



**TY MORRIS**

“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.”

### BRAND, WITH PURPOSE.

Professional readiness requires more than talent. It requires positioning. This experience teaches students how to communicate their story with clarity and align it with the environments they enter.

#### Participants will:

- Communicate their story with structure and clarity
- Understand how different environments define and evaluate value
- Build stronger, more intentional connections through communication



**ARIEL WORKENEH**

“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.”

### CULTURE, OF OPPORTUNITY.

Readiness is demonstrated through opportunity. This experience helps students identify where they can add value, take initiative, and turn clarity into action.

#### Participants will:

- Identify practical ways to create and pursue opportunities
- Strengthen initiative and execution skills
- Connect personal strengths to real-world contribution



**MISHEL DHANANI**

“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.”



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