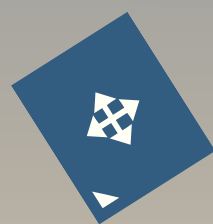




SOCIAL HEALTH BRAND PROGRAM



“BUILDING PURPOSEFUL BRANDS TO TRANSFORM COMMUNITIES”



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HEY, THERE!

I am a passionate advocate for social health and the creator of the Social Health Brand Program, a transformative framework that empowers individuals to build meaningful connections, expand opportunities, and redefine their impact.

As a former professional athlete turned speaker, social health entrepreneur, and adjunct professor at Rice University, I have dedicated my career to helping students, athletes, and professionals leverage the power of relationships to navigate transitions, grow their brands, and take control of their futures.

I have worked with leading organizations and institutions, delivering keynote speeches, workshops, and programs that equip individuals with the tools to strategically position themselves, build social capital, and create opportunities beyond their immediate circles.



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PROGRAM OVERVIEW

The Social Health Brand Program equips students for life beyond the classroom. This hands-on, workshop-based initiative empowers students to build purposeful brands that grow their social capital through a unique blend of social health, personal branding, and strategic sales skills.

Students reported measurable growth across our three core pillars.

- ✓ 92% reported deeper self-awareness & sense of purpose
- ✓ 85% gained confidence in storytelling and personal branding
- ✓ 75% built or strengthened professional/social networks
- ✓ 65% gained clarity in career vision or motivation



[CLICK HERE TO WATCH THE VIDEO OVERVIEW OF THE PROGRAM](#)



SOCIAL HEALTH

Social health is about building community — fostering genuine relationships, creating networks, and understanding how to contribute positively to others.



PERSONAL BRANDING

Personal branding helps students explore their unique strengths, craft their identity, and create a presence that stands out.



STRATEGIC SALES SKILLS

Strategic sales skills act as the bridge, connecting personal brands with communities to turn meaningful interactions into real opportunities.



PROBLEM: GENERAL STUDENTS

High school and college students face significant challenges transitioning into the workforce, often lacking the tools and guidance to succeed. According to the National Association of Colleges and Employers (NACE), only 40% of college graduates feel prepared for the workforce, while 50% of employers report difficulty finding job-ready candidates. These gaps highlight the urgent need for programs that bridge the divide between academics and career readiness.

SOLUTION

The Social Health Brand Program provides students with a practical, hands-on curriculum to develop essential career skills. Through activities like personal branding, strategic networking, and professional communication, students gain the confidence to align their strengths with career opportunities, stand out in competitive markets, and connect with employers.

WHY IT MATTERS

Equipping students with career readiness skills ensures they are prepared for real-world challenges, empowering them to secure internships, scholarships, and job opportunities while building a foundation for long-term success.



PROBLEM: STUDENT ATHLETES



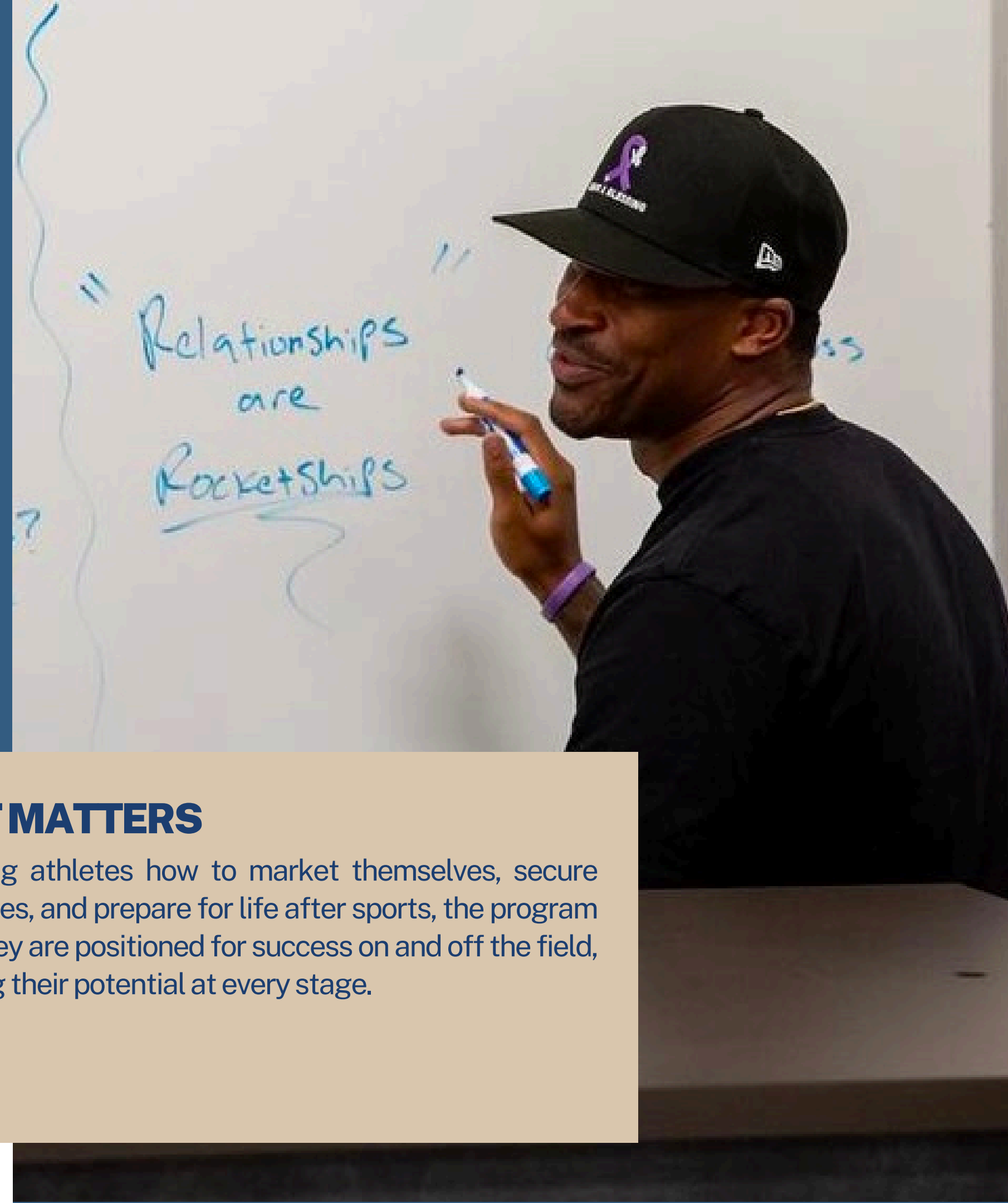
High school and college athletes often struggle to market themselves effectively, limiting their opportunities both on and off the field. For high school athletes, this means missing out on scholarships and exposure in the college recruiting process. For college athletes, the challenge lies in maximizing their Name, Image, and Likeness (NIL) potential to secure sponsorships and partnerships. According to the NCAA, only 7% of high school athletes play at the collegiate level, and Opendorse reports that 75% of college athletes are unsure how to market themselves effectively.

SOLUTION

The Social Health Brand Program equips athletes with branding, marketing, and strategic communication skills to take control of their futures. High school athletes gain the tools to build standout profiles for college recruiters while preparing for life beyond sports. College athletes learn to market their NIL, secure deals, and balance athletic commitments with career readiness.

WHY IT MATTERS

By teaching athletes how to market themselves, secure opportunities, and prepare for life after sports, the program ensures they are positioned for success on and off the field, maximizing their potential at every stage.





PROBLEM: ASPIRING ENTREPRENEURS

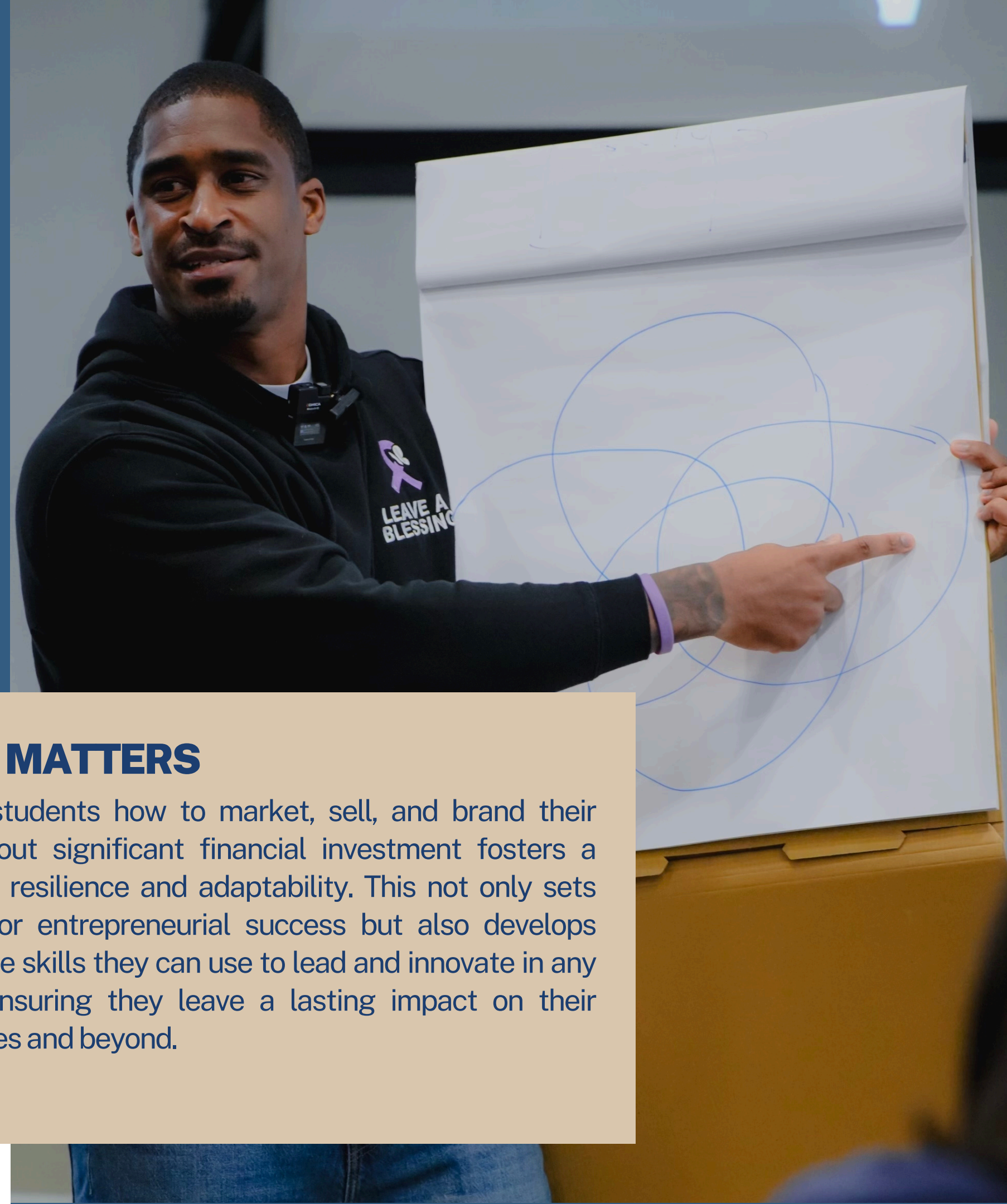
Aspiring entrepreneurs often have great ideas but struggle to market and sell their concepts effectively. Many lack the branding and outreach skills needed to build an audience, attract customers, and establish credibility. According to the Global Entrepreneurship Monitor (GEM), nearly 60% of young entrepreneurs fail to gain traction due to ineffective marketing and unclear value propositions. Additionally, a report by CB Insights found that 42% of startups fail because they misread market demand, highlighting the importance of branding and customer alignment.

SOLUTION

The Social Health Brand Program teaches aspiring entrepreneurs how to build, market, and sell their businesses with minimal resources. Through a focus on branding, marketing, and sales strategies, students learn to create compelling value propositions, connect with their target audience, and generate traction without relying on significant financial investment. This step-by-step approach empowers students to grow their ideas into successful ventures by leveraging creativity and resourcefulness.

WHY IT MATTERS

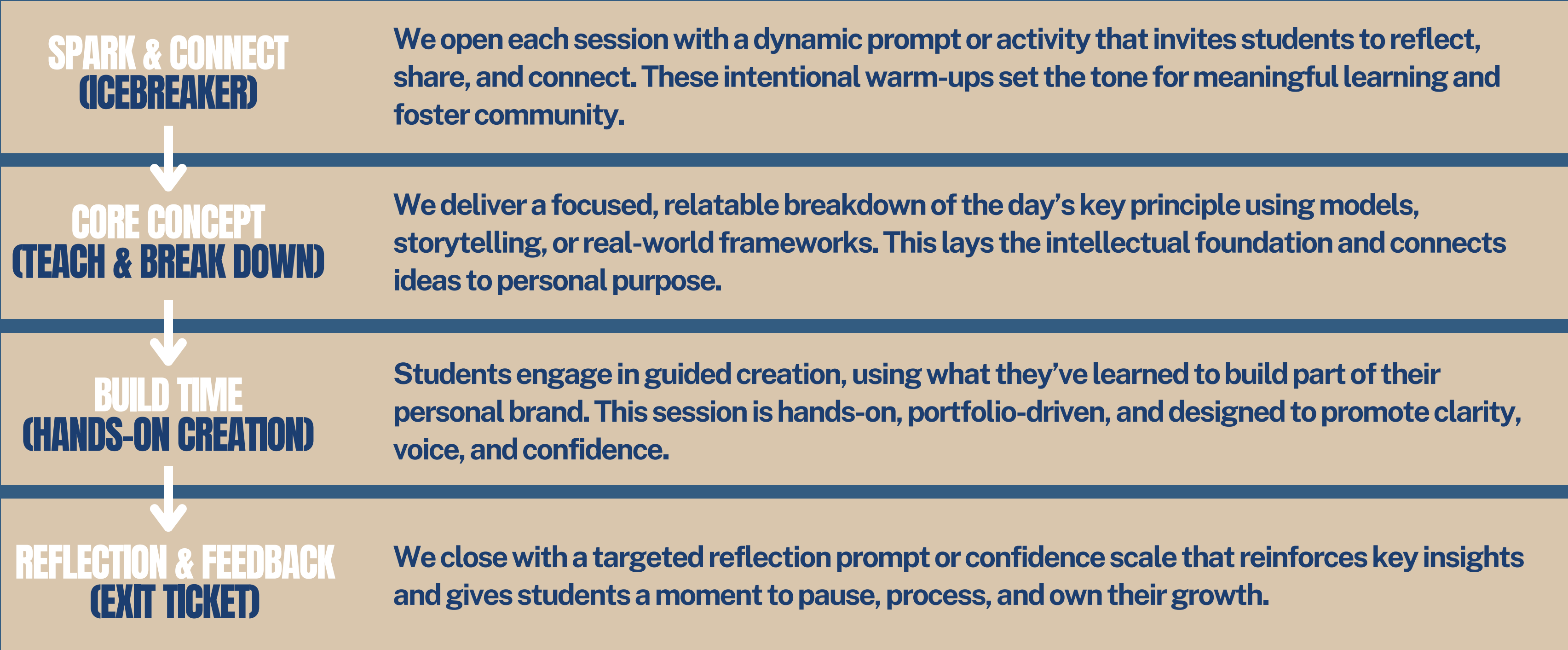
Teaching students how to market, sell, and brand their ideas without significant financial investment fosters a mindset of resilience and adaptability. This not only sets them up for entrepreneurial success but also develops transferable skills they can use to lead and innovate in any industry, ensuring they leave a lasting impact on their communities and beyond.





THEORETICAL FRAMEWORK

Each lesson in the Social Health Brand Program is intentionally designed to move students from reflection to real-world application. The structure ensures deep engagement, practical skill-building, and steady progress toward their final brand portfolio.



HERE'S HOW WE GET IT DONE!

The mission of the Social Health Brand Program is to equip students with tools to build purposeful brands that grow their social capital through a unique blend of social health principles, personal branding, and strategic sales skills.

LESSON 1: DEFINE YOUR WHY

Students will reflect on their passions, skills, and values using a structured framework to identify purpose-driven paths. By aligning their strengths with real-world impact, they begin building a brand rooted in authenticity.



LESSON 2: SHAPE YOUR STORY

Students will craft a compelling personal brand narrative that reflects their mission, values, and growth, positioning them for influence and opportunity.



LESSON 3: KNOW YOUR PEOPLE

Students will explore the role of audience awareness in brand building. By identifying others' needs, values, and motivations, they'll learn to build trust, communicate clearly, and grow meaningful connections.



LESSON 4: BUILD YOUR BASE

Students will refine their brand identity and develop strategies to build familiarity, likability, and trust—laying the foundation to attract aligned opportunities and grow their social capital.

LESSON 5: PLAN YOUR REACH

Students will create a strategic outreach plan that sequences relationship-building over time. They'll learn how to engage intentionally, build credibility, and align outreach with their goals.



LESSON 6: OWN YOUR VOICE

Students will craft and deliver confident personal pitches that communicate their value in real-world settings. They'll also learn to handle objections with clarity and poise.



LESSON 7: LEAD WITH PURPOSE

Students will learn to lead intentional conversations using tools like agendas, visuals, and shared goals. They'll strengthen their ability to listen actively, collaborate effectively, and communicate with impact.



LESSON 8: SEAL THE DEAL

Students will practice key negotiation strategies that promote alignment, trust, and win-win outcomes—building confidence and strengthening relationships in both personal and professional spaces.





THE PURPOSE PORTFOLIO

The Social Health Brand Program is designed to do more than teach — it transforms. Each lesson takes students deeper into who they are, what they value, and how to use their voice to build meaningful relationships and opportunities. This isn't just about building a brand; it's about becoming someone worth following. The faces and stories you see here represent young people who didn't just finish a program — they stepped into purpose and began owning who they are and what they're here to do.





STRATEGIC PARTNERSHIPS

We invite educators, sponsors, and partners to join us in transforming students' lives through this innovative program.

With a strong foundation of early successes and established partnerships conducting workshops for many institutions, the Social Health Brand Program is positioned to expand, creating an even greater impact on students and their communities.

The program empowers individuals through a value-based curriculum tailored to meet the diverse needs of educational institutions and organizations. By blending social health principles, personal branding, and strategic sales skills, we deliver measurable outcomes that prepare students for success in life and their careers.



Gabe Taylor

“Hearing everyone’s come up and the resilience it took to get where they are today really inspired me. It reminded me to always keep going and growing, while also helping me see how I can brand myself better in the future.”

Shepherd Bowling

“This class taught me the value of networking and understanding my own story and purpose. It’s helped me see how to leverage those things to achieve my aspirations.”

Elroyal Morris

“Hearing from individuals who shared similar backgrounds put it into perspective that we can achieve the unimaginable. This has been by far the best and most informational class I’ve had at Rice!”

Jordan Campbell

“Listening to successful people who look like me made it easier to visualize my success in fields I hadn’t considered before this class.”

Sean Fresch

“Kenneth himself and every visitor that he brought had a unique experience, background, and lesson for us. They were relatable and allowed us to connect, even if our backgrounds differed. Every session was motivational.”

CUSTOMIZED SOLUTIONS FOR YOUR INSTITUTION'S NEEDS

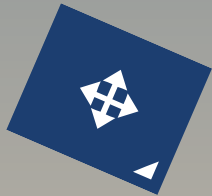


The Social Health Brand Program offers a flexible, value-based pricing model designed to meet the specific goals and budgets of educational institutions and organizations.

Whether you're seeking a short-term workshop, a semester-long course, or an intensive bootcamp, we'll work with you to customize the program's duration, structure, and focus areas to ensure maximum impact for your students and institution. Our mission is to provide an accessible program that drives meaningful outcomes while aligning with your resources.






THANK YOU
SO MUCH


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