

STUDENT OUTCOMES THAT LAST.

The goal isn't inspiration. The goal is giving students practical tools they can use long after the event ends.

STUDENTS WILL LEARN HOW TO:

- ✓ Handle pressure without shutting down
- ✓ Challenge toxic thinking patterns
- ✓ Regulate emotional reactions
- ✓ Make better decisions under stress
- ✓ Build stronger relationships
- ✓ Develop a healthier internal voice
- ✓ Increase confidence and resilience



CATCH

Catch the thought.



CHECK

Check the story.



CHOOSE

Choose your next play.

A SIMPLE DECISION-MAKING FRAMEWORK

Used immediately in school, athletics, relationships, and everyday life.

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The reason we ultimately chose Sam was because of his speaking style. Also, he never dropped the ball in his ability to communicate with us before the conference every step of the way. Sam is professional, engaging, and actually really cares about people.

— Cindy Kullman
Knowing You Matter

”

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Federal Bureau
of Investigation
(FBI)



Future Business
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(FBLA)



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Temple
University



National Conference
on Student
Leadership



Knowing
You Matter

MENTAL FITNESS

PROACTIVE

INSTEAD OF REACTIVE

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IDENTITY LANGUAGE

The most important words in self-talk come after *"I am."*



CATCH → CHECK → CHOOSE

A practical framework for making better decisions under pressure.



ANXIETY REFRAMED

Anxiety is often a meaning alarm—not proof something is wrong.



GATEWAY BEHAVIORS

How small coping behaviors can become larger patterns.



THE "I THINK YOU THINK..." LOOP

How imagined judgment influences decisions.



THE THREE PEOPLE EVERYONE NEEDS

Mentor • Associate • Protégé



BETTER CONVERSATIONS

Being social is a skill. Learn to ask better questions and follow up.



BEYOND LABELS

Students learn to define themselves by values, choices, and next actions—not mistakes or labels.



WHAT MAKES THIS DIFFERENT?

This isn't a motivational speech.

Students leave with a common language, practical tools, and a clear framework they can continue using long after the event ends.