Encounter
YOUR POTENTIAL



Business Leadership & Entrepreneurship

Cultivating the Next Generation of CEOs,Innovators, and Founders

An experiential, project-based curriculum that transforms students from passive consumers into active marketplace creators.

- **The Visionary (Combining Creativity & Drive):** The Youth Ideation Lab. Students identify real-world problems in their communities and learn how to design scalable business solutions to solve them.
- **Hustle Smarter (Practical Tips for Building a Business):** Teaching students the foundations of market research, operational planning, and the mechanics of launching a modern brand.
- **Make A Mark (Branding Yourself for Success):** Mastering marketing, personal branding, and corporate storytelling so students can effectively position their businesses and themselves.
- **Money Moves (Your Guide to Financial Success):** Foundational financial literacy tracking capital, budgeting, understanding profit margins, and economic empowerment.
- **The Game Changer (Leadership in Entrepreneurship):** Continuous mastery of public speaking, data presentation, and the fundamental frameworks of pitching to secure buy-in from stakeholders.
- **Staying Ready & Achieving Success:** Mindset work focused on expecting the unexpected, navigating real-world challenges, and building extreme resilience while overcoming obstacles.

The Turnkey Capstone Experience

Flagship Business Expo: Bring learning to life with a cumulative showcase where your student teams pitch their completed business ideas directly to a live panel of local business leaders.

www.EncounterYourPotential.com (212) 810-0807 Sandra@EncounterYourPotential.com

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College and Career Readiness Programs

Preparing Scholars for the Real World

Equipping students with the foundational communication, critical thinking, and collaborative skills required to thrive in higher education and beyond.

- **Own Your Game *(Building Confidence and Command):*** Helping students audit their intrinsic skills, conquer public speaking anxieties, and project confidence in competitive spaces.
- **The Boss In You *(Unleashing Leadership Potential):*** Moving beyond basic interviewing to teach students true executive presence, networking, and authentic self-advocacy.
- **Squad Goals *(Teamwork & Collaboration for Success):*** Equipping scholars with workplace emotional intelligence, peer leadership frameworks, and collaboration tactics.
- **Make A Mark *(Branding Yourself for Success):*** Teaching students how to build high-impact personal brands and structure professional profiles for college admissions and future internships.
- **Aim Higher *(Goal Setting & Strategic Planning):*** Providing concrete frameworks for students to map out their academic milestones, career pathways, and future visions.

Bring an EYP Career Readiness cohort to your school.
Email or call us today.

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Professional Development For Teachers & Leadership

Building High-Performing School Teams: People-Centered Leadership & Culture

Sustainable professional development that combats burnout, aligns school leadership teams, and fosters an inclusive, high-performance school culture.

- **Inclusive Leadership & Cultural Competency:** Giving instructional leaders and staff actionable tools to navigate, celebrate, and support highly diverse student bodies.
- **AI Upskilling & Operational Efficiency for Educators:** Training teachers and APs to leverage AI tools to streamline lesson planning, grading rubrics, and administrative tasks to reclaim time.
- **Team Alignment & Culture Resets:** Interactive workshops designed to bridge communication gaps, rebuild trust, and realign staff with the school's core mission.
- **Executive Coaching for School Administrators:** Private, data-driven strategic alignment sessions for Principals and APs to optimize building leadership.

Book a discovery call today.

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Special Event & Program Execution

Looking to Host a Flagship Student Event This Year? Leave the Execution to Us.

Turn your school's vision into an unforgettable, turnkey experience without burning out your staff. EYP handles the planning, design, and day-of execution.

- **Live "Shark Tank" Pitch Competitions & Innovation Labs:** High-energy student pitch events that bring real-world business critique, entrepreneurship, and public speaking to life.
- **High-Energy Career Fairs & Speed Mentoring Sessions:** Dynamic, fast-paced networking events connecting your students directly with industry professionals and corporate partners.
- **Youth Executive Summits & Leadership Conferences:** Immersive, single or multi-day leadership experiences designed to elevate student voice and agency.
- **Science Fair, Tech, & Innovation Expos:** Turnkey STEM showcases celebrating student ingenuity, complete with industry-standard presentation layouts.
- **VIP Career Breakfast & Speaker Series:** Curated mornings bringing elite executives, entrepreneurs, and community leaders directly into your school to inspire scholars.

Email or call us today to lock in your flagship event date.

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Movement, Mindset, & Motivation (MMM)

Fueling Staff and Student Morale: Elevating Mental Wellness, Discipline, and Drive

A holistic program combining physical wellness, positive psychology, and intrinsic motivation to combat chronic absenteeism and behavioral hurdles.

- **The Motivation Blueprint:** High-energy motivational assemblies and small-group breakout cohorts that redefine student self-worth and future goals.
- **Mindset Over Matter** (Resilience Training): Teaching students emotional regulation, stress-management techniques, and growth-mindset frameworks to navigate academic pressures.
- **Movement & Kinetic Wellness:** Integrating physical movement, team-building exercises, and kinetic learning to boost classroom focus and overall energy.
- **Overcoming Obstacles:** Real, storytelling-driven workshops focused on accountability, moving past past mistakes, and stepping into personal leadership.

Inquire about bringing the MMM experience to your staff or students weekly or to your next student assembly.

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