



JUAN BENDAÑA

KEYNOTE SPEAKER





THE AVERAGE PERSON HAS BETWEEN 12,000 - 60,000
THOUGHTS A DAY. OF THOSE, 80% ARE NEGATIVE. 95%
ARE EXACTLY THE SAME AS THE DAY BEFORE.

- National Science Foundation



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“YOU WILL NEVER OUT PERFORM YOUR SELF IMAGE.”

Juan Bendana





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KEYNOTE SPEAKER



1

CONFIDENT PEOPLE

GENERATE ENERGY



“WE WILL NOT RISE TO THE LEVEL OF OUR GOALS,
WE WILL FALL TO THE LEVEL OF OUR ENERGY.”

Juan Bendana



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KEYNOTE SPEAKER



2 STATES OF ENGAGEMENT



PHYSICAL



PSYCHOLOGICAL

PHYSICAL
ENERGY STARTS HERE





PIPPIN
33

BULLS
23

ACTIONABLE TOOL

TRADE YOUR REASONS FOR RITUALS

REASONS

I've been doing too much

I don't get good sleep

I'm burnt out

Everyone around me is tired

Traffic

RITUALS

Plan 30mins/ day to decompress

No screens 1 hour before bed

Say no more often

Be the one to bring great energy

Podcast / Audiobook

PSYCHOLOGICAL WHY AM I STILL TIRED?





“THE HUMAN BRAIN IS JUST 2% OF THE BODY’S WEIGHT, BUT 20% OF ITS METABOLIC LOAD.”

- National Library of Medicine



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MOST PEOPLE ASK...

1. Are you doing okay/ fine?
2. How are you today? You look tired?
3. Making it through the day?

INSTEAD, DIRECT THE ENERGY.

1. What are you excited about today?
2. What has been the best part of your day so far?
3. How are you today? You seem to be in a great mood!



ANTICIPATION PSYCHOLOGY

Our brains way of preparing us for what is to come.



“THOSE GOING ON A VACATION EXPERIENCED
THEIR HIGHEST LEVEL OF HAPPINESS IN THE
WEEKS AND MONTHS **BEFORE** A TRIP.”

- Applied Research in Quality of Life



MacBook Air 15"



May
10



Women's Zoom Vomero 5 Premium
Designed by Japan

May
10



Dunk Low
Varsity Green

May
10



ACG Rufus
Limestone and Black

May
11



Air Jordan 1 Low OG
Shadow

May
14



Air Terra Humara
Alchemy Pink and Diffused Blue

May
15



G.T. Cut 3 "Jewell Loyd"
Dusty Cactus and Lilac Bloom





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ACTIONABLE TOOL
EXCITEMENT ANCHORS



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2

CONFIDENT PEOPLE

PRACTICE COURAGE









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“FEAR WAS REPORTED
TO COEXIST WITH COURAGE.”

- Jetter Alizabeth Lord, Pepperdine University



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ACTIONABLE TOOL

CALENDAR COURAGE



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3

CONFIDENT PEOPLE

PRIORITIZE ACTION



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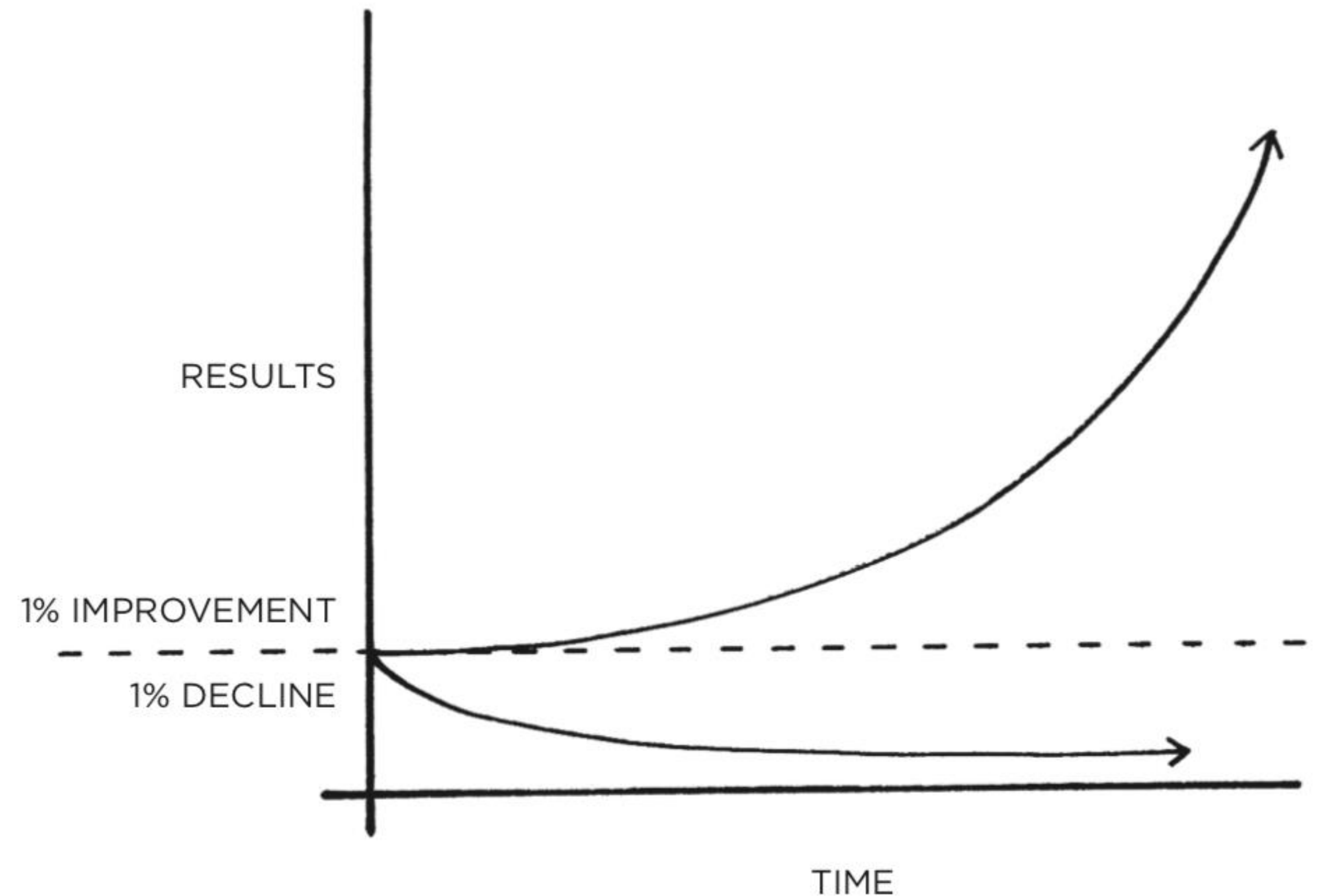


COMPOUNDING EFFECT OF MICRO•ACTION

1% BETTER EVERY DAY

1% worse every day for one year. $0.99^{365} = 00.03$

1% better every day for one year. $1.01^{365} = 37.78$



Excerpted from *Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones* by James Clear.
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ACTIONABLE TOOL

LET'S GO ATTITUDE



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4

CONFIDENT PEOPLE ARE

RELENTLESSLY AUTHENTIC



PUERTEANDO

Puer-teando

Verb

1. To place rocking chair outside of home.



PUERTEANDO

Puer-teando

Verb

1. To place rocking chair outside of home.
2. Engage in local chisme.



PUERTEANDO

Puer-teando
Verb

1. To place rocking chair outside of home.
2. Engage in local chisme.
3. The act of judging others as they walk by.





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ACTIONABLE TOOL

HOW WOULD I SHOW UP IF I
KNEW I WOULDN'T BE JUDGED?



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CONFIDENCE GUIDE





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