

Preparing the Next Generation to Lead with Confidence

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ABOUT SHEENA

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Creator of the VISIBLE™ Framework

Host of The Tao of Self-Confidence® Podcast

- 1.3M+ downloads
- 800+ interviews
- Listeners in 180+ countries

Speaker for organizations including:
NASA • Live Nation • UKG

I study one question:

Why do talented people stay invisible when they have so much to offer?



WHY THIS TOPIC MATTERS

DECA prepares students with:

- ✓ Business knowledge
- ✓ Leadership skills
- ✓ Entrepreneurship
- ✓ Competitive event experience

But many students still hesitate.
They fear speaking up.
They doubt themselves.
They worry about being judged.

The challenge isn't talent.
The challenge is Human Readiness.



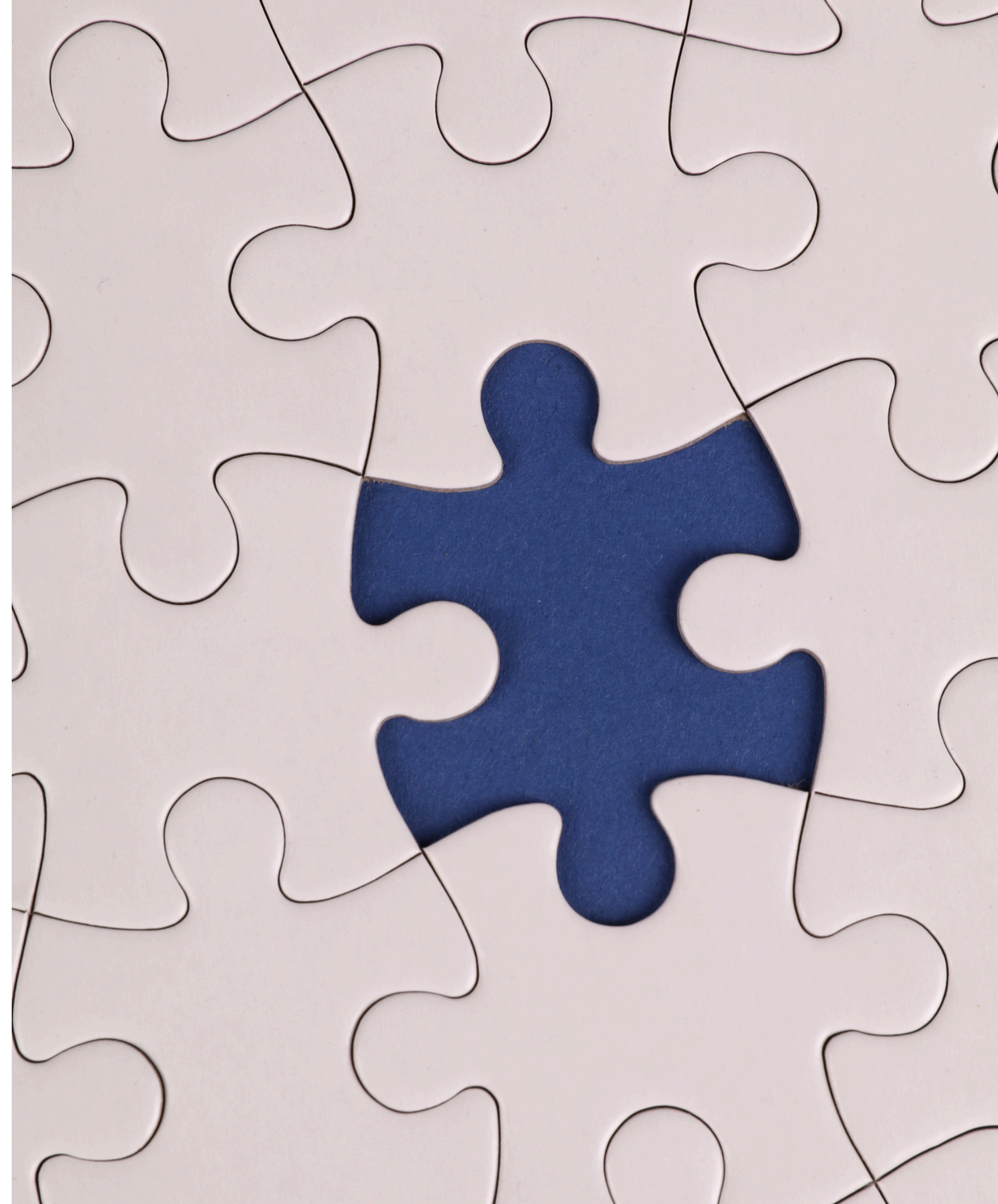
WHAT HAPPENS WHEN HUMAN READINESS IS MISSING?

- Students don't volunteer.
- They avoid leadership positions.
- They underperform during presentations.
- Great ideas stay unspoken.
- Potential stays hidden.

The result:

Students participate.

But they don't always lead.



HUMAN READINESS

Human Readiness is the ability to adapt with confidence, lead through change, communicate with clarity, and thrive in an evolving world.

Human Readiness™ develops students who can:

- Speak with confidence
- Think critically under pressure
- Build resilience
- Collaborate effectively
- Lead with courage
- Step into opportunities before they feel ready

**Knowledge prepares students for competitions.
Human Readiness prepares them for life.**



CONFIDENCE IS A HUMAN READINESS SKILL

Confidence impacts:

- Presentations
- Leadership
- Teamwork
- Decision making
- Competitive performance

Confidence isn't something students are born with.

It is one of the skills Human Readiness develops.



WHAT HUMAN READY STUDENTS DO DIFFERENTLY

Human Ready students:

- Volunteer for leadership roles
- Present with greater confidence
- Recover quickly after setbacks
- Build stronger relationships
- Pursue opportunities beyond DECA

Human Readiness turns potential into action.



THE VISIBLE™ FRAMEWORK

Voice – Speak up

Identity – Know yourself

Spotlight – Step forward

Inner Work – Build resilience

Belief – Trust yourself

Leverage – Grow through others

Elevation – Lift others

**The VISIBLE™ Framework is how Human
Readiness is developed.**



V IS FOR VOICE

Speak with courage.

- Ask questions
- Share ideas
- Present with confidence
- Speak before you're completely comfortable

**If students never use their voice,
they never discover their influence.**



I IS FOR IDENTITY

Know who you are.

- Recognize your strengths
- Own your experiences
- Build confidence from within

**Students who know who they are
are less afraid of what others think.**



S IS FOR SPOTLIGHT

Step forward.

- Volunteer
- Compete
- Lead meetings
- Embrace opportunities

Growth doesn't happen sitting on the sidelines.



I IS FOR INNER WORK

What happens when pressure shows up?

- Manage nerves
- Handle setbacks
- Build resilience
- Stay grounded after failure

**Competition tests more than knowledge.
It tests mindset.**



B IS FOR BELIEF

Confidence begins with self-trust.

- Believe you belong
- Trust your preparation
- Take action before you feel ready

Belief turns preparation into performance.



L IS FOR LEVERAGE

No one succeeds alone.

Use:

- Advisors
- Mentors
- Officers
- Alumni
- Teammates

Leadership grows through community.



E IS FOR ELEVATION

Lift others as you grow.

- Encourage teammates
- Celebrate wins
- Share opportunities
- Lead by example

The best DECA leaders create future leaders.



THE CONFIDENT STUDENT ADVISOR

Students don't borrow confidence from motivational speeches.

They borrow it from adults who consistently:

- Believe in them
- Challenge them
- Give them opportunities
- Let them fail safely
- Remind them they belong

Advisors don't just prepare students for competitions.

They prepare students to believe they're capable of leading.



THREE THINGS ADVISORS CAN DO TOMORROW

1. Celebrate participation, not just results.
Confidence grows through repetition.

2. Give every student a visible role.
Leadership starts with small opportunities.

3. Normalize mistakes.
Every confident leader has failed first.



YOUR HUMAN READINESS PLAN

This week:

Ask one student to lead.

Next week:

Celebrate one courageous moment.

This month:

Create one opportunity for every member to
be seen.

Small actions.

Consistent confidence.

Future leaders.



FINAL THOUGHT

Every student deserves more than preparation.

They deserve Human Readiness.

Because competitions end.

Careers evolve.

Industries change.

Leadership demands more than knowledge.

Human Ready students don't just succeed in DECA.

They succeed wherever life takes them.



THANK YOU!!!!!!

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