

# THE P.R.I.C.E. Principles for Organizational Success

## Keynote Address and Intensive Master Class Workshop

PRESENTED BY  
CARLOS VASQUEZ



### HOW EACH COMPONENT OF THE P.R.I.C.E. WILL POSITIVELY IMPACT VARIOUS ASPECTS OF YOUR ORGANIZATION

**Purpose:** When employees understand their individual purpose and how it aligns with the company's mission, they are more engaged and motivated.

**Routine:** Consistency and structure, which routine provides, are critical for efficiency and reliability in a work environment.

**Inspiration:** A work environment where inspiration is a driving force leads to innovation and creativity.

**Confidence:** Confidence among employees and leadership is crucial for decision-making, handling challenging situations, and taking calculated risks.

**Education:** Ongoing learning and development are vital in today's rapidly evolving business world.

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"Being in Carlos' presence is truly uplifting, and I am immensely grateful for the opportunity to have met and learned from him. His insights and enthusiasm are simply amazing, and I eagerly look forward to applying what I've learned from him in my personal and professional life. Carlos is a phenomenal speaker whose impact lasts well beyond the stage."

- Will Rehrig, CEO, Rehrig Pacific Company

"EVERYTHING COMES AT A PRICE"

### THE CORE OF MY PRESENTATION

IS A JOURNEY THROUGH MY LIFE STORY, A TESTAMENT TO OVERCOMING EXTREME ADVERSITY. IT'S A NARRATIVE ABOUT RECOGNIZING, CHALLENGING, AND CONQUERING IMMENSE OBSTACLES THROUGH RELENTLESS PERSEVERANCE, MINDSET SHIFT, AND DETERMINATION. THIS PERSONAL TRANSFORMATION, INITIATED DURING MY 3 YEARS IN SOLITARY CONFINEMENT, LED TO MY DISCOVERING THE P.R.I.C.E. PRINCIPLES OF SUCCESS. THESE PRINCIPLES HAVE GUIDED MY LIFE TOWARD SUCCESS AND GROWTH AND KINDLED A PASSION FOR HELPING OTHERS. I AIM TO SHARE THIS TRANSFORMATIVE EXPERIENCE AND THE INSIGHTS, WISDOM, AND STRATEGIES IT HAS IMPARTED. THE GOAL IS TO INSPIRE AND EMPOWER EACH AUDIENCE MEMBER, CREATING A RIPPLE EFFECT OF POSITIVE CHANGE THAT EXTENDS FAR BEYOND THE CONFINES OF OUR SESSION.



### CONTACT

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