



# Media Kit

Authentic Persona — Personal Branding for the Next Generation

## ABOUT AUTHENTIC PERSONA

Authentic Persona is a youth personal branding platform serving young people ages 13–21. We provide an immersive, high-impact personal branding experience designed to build confidence and equip young people with the skills needed to effectively present themselves in high-stakes opportunities. Each participant leaves with a personalized brand profile, practiced delivery, and ready-to-use communication tools for immediate real-world application.

Our approach is grounded in a simple but powerful belief: the most compelling thing about any young person is not a polished performance — it is the truth of who they actually are. Drawing from humanistic psychology, neurocognitive science, and modern branding practices, Authentic Persona helps young people find that truth and tell it well.

## THE PROBLEM WE SOLVE

Young people are presented with pivotal opportunities — college admissions, scholarships, jobs, athletic recruiting, and leadership roles — that can shape their entire future. Those who confidently and authentically represent themselves consistently make strong first impressions and position themselves as ideal candidates. These individuals are perceived as self-aware, adaptable, coachable, and committed.

However, many parents, teachers, and mentors lack the tools to help youth develop these critical interpersonal skills. As a result, even highly capable individuals may be overlooked due to underdeveloped self-presentation abilities. The problem is compounded by a generation navigating one of the most challenging landscapes any cohort has faced.

**46%**

of Gen Z have been diagnosed with a mental health condition

*Harmony Healthcare IT, 2025*

**47%**

of Gen Z ages 12–26 consider themselves to be thriving

*Gallup–Walton Foundation, 2024*

**29%**

decline in entry-level job postings since January 2024

*Randstad, 2025*

## OUR SOLUTION

Authentic Persona provides a structured, hands-on approach to personal branding, enabling participants to identify, develop, and communicate their unique strengths, passions, and aspirations.

Unlike traditional workshops, each participant receives AI-generated, personalized branding templates and customized communication strategies, ensuring relevance and immediate applicability. Our AI listens to what young people share about themselves and reflects it back in clear, organized language. The insights, stories, and values all come from the young person. AI simply helps them see it clearly and express it effectively. This is ethical AI — in service of human self-expression, not a replacement for it.

#### **Participants learn to:**

- Craft an authentic personal narrative
- Communicate confidently in interviews and impromptu interactions
- Build meaningful connections with peers, mentors, and decision-makers
- Deliver a clear and concise personal brand statement
- Engage constructively with parents and mentors in ongoing development

## **HOW IT WORKS**

#### **Online Platform — The Three-Video Journey**

Members complete a nine-question self-discovery questionnaire. Our AI generates a personalized Personal Branding Template — three brand concepts, four elevator pitches, and six interview question responses — drawn entirely from the member's own answers. Members then complete a three-video journey over 7–30 days, with each take building on the last and expert affiliate reviewers providing personalized, time-stamped feedback.

#### **In-Person Workshop — A 3-Hour Immersive Experience**

The Authentic Persona workshop is a high-impact, activity-based session for cohorts of 15–25 participants. The format includes guided exercises, demonstrations, small-group collaboration, individual reflection, and practice with structured feedback. Every participant leaves with a complete personal branding system in a single session.

#### **Workshop key takeaways:**

- Personalized personal brand template
- 30-second elevator pitch
- Curated list of traits valued by decision-makers
- Customized responses to common interview questions
- Workshop resources and participant materials

*Note: This program is secular, inclusive, and respectful of all backgrounds and belief systems.*

## **USE CASES — APPLIED IMPACT**

#### **Students preparing for college or scholarship interviews**

Learn to present their authentic story compellingly to admissions officers and scholarship committees

#### **Student-athletes building recruiting and personal profiles**

Develop the self-presentation skills that set top recruits apart beyond athletic performance

## Youth leaders developing leadership presence

Build the confidence and communication skills that define credible, authentic leaders

## Teens entering first job or internship interviews

Arrive prepared with practiced answers, a clear personal brand, and the confidence to stand out

## TARGET AUDIENCE

Authentic Persona serves young people ages 13–21 through the following channels:

- Public and private schools
- Athletic organizations and sports programs
- Faith-based and community organizations
- Youth clubs and leadership programs
- Corporate youth development and workforce readiness initiatives

## WHY NOW

### The post-pandemic identity gap

Young people whose critical developmental years were disrupted by the pandemic are now entering high-stakes environments — college admissions, job markets, competitive programs — without the social practice and self-confidence that comes from years of in-person interaction. They need a structured, low-stakes environment to develop their voice.

### A crisis of confidence in a competitive market

Entry-level job postings have declined 29% since 2024, while 41% of Gen Z report lacking confidence in finding work. Skills-first hiring is replacing degree-first hiring — meaning young people who can clearly articulate who they are have a genuine competitive advantage.

### The ethical AI moment

75% of Gen Z are already using AI to upskill — more than any other generation. But most AI tools generate content for young people to pass off as their own. Authentic Persona offers a different model: AI that amplifies authentic self-expression rather than replacing it. This is the ethical AI application that parents, educators, and institutions have been waiting for.

## PARTNERSHIP OPPORTUNITIES

### Workshop Hosting Organizations

Schools, athletic programs, faith-based organizations, and community groups host the in-person workshop. Host agencies receive a portion of workshop tuition — making Authentic Persona a revenue-generating program for partner organizations as well as a valuable service for their members.

### Affiliate Reviewers

Credentialed professionals — career coaches, educators, HR leaders, coaches, and counselors — provide personalized video feedback to platform members. Affiliates are compensated for their time and gain visibility within our growing network.

## Institutional and Bulk Licensing

Schools and organizations can integrate Authentic Persona into their student development, career readiness, or college prep programming through institutional partnerships and multi-session series for deeper skill development.

## Corporate and Foundation Partners

Companies and foundations that sponsor access for underrepresented youth, embed Authentic Persona into early talent pipelines, or align their brand with ethical AI and youth development.

## Media and Press

Authentic Persona welcomes press inquiries and expert commentary on youth development, personal branding, ethical AI, the post-pandemic landscape for Gen Z, and humanistic approaches to self-presentation.

## WORKSHOP INVESTMENT

The in-person workshop is priced at **\$400 per participant**, with cohorts of 15–25 participants per session. Positioned comparably to private coaching or specialized camps, Authentic Persona delivers a complete personal branding system in a single 3-hour experience — providing strong return on investment for participants and sponsoring organizations alike.

Host organizations receive a portion of workshop tuition, making this program both a high-value service for their community and a meaningful fundraising opportunity.

## CALL TO ACTION

Organizations, schools, and community leaders are invited to pilot or partner to bring this high-impact program to their students and members, equipping them with lifelong skills in self-awareness, communication, and opportunity readiness.

Whether through a single workshop, an ongoing partnership, or affiliate participation, Authentic Persona offers multiple entry points for organizations committed to developing the next generation.

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## Contact Us

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