

# The PRICE Method:

## Unlocking Purpose and Resilience



### Carlos Vasquez

Carlos Vasquez is a three-time author, speaker, transformational leader, and the founder of HTB Consulting. His commitment to inspiring change stems from his own experience serving 17 years in prison. He empowers others through his books and as the host of *The How To Battle Podcast*.



### Tali Sherman, M. Ed.

Tali Sherman is a National Board Certified Teacher with over two decades of experience working with at-risk youth in Southern California. She is a leading expert in Social-Emotional Learning (SEL) integration and is the Director of Learning & Development for HTB Consulting.

In a recent Harvard study, 58% of participants aged 18–25 reported lacking a sense of “meaning or purpose.” This three-hour pre-symposium training addresses this issue by guiding attendees through purpose-driven learning and providing practical strategies to help students connect deeply with their values, interests, and aspirations.

The PRICE Method is rooted in Carlos’s transformative personal journey during his 20-year prison sentence. It offers a powerful framework for lasting change built on five core principles: Purpose, Routine, Inspiration, Confidence, and Education. This system empowers students to transform adversity into opportunity.

Attendees will gain immediate, practical tools to strengthen students’ social, emotional, and academic development, enabling them to discover their innate purpose, rewrite their narratives, and foster lifelong resilience and growth.



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