



TOOLS FOR RESILIENCE AND WHOLE LIVES

Marcelo Bermudez, CEPA

02 THE PROBLEM

The best skills are also the risks

01

High performers master control, persistence, and critical analysis, but often lack tools for their whole life.

02

Those same strengths can backfire at home and with co-workers.

03

Burnout, strained relationships, and impaired judgement are the hidden costs of overextension.

04

Unchecked, these patterns lead to turnover, disengagement, and costly retention mistakes

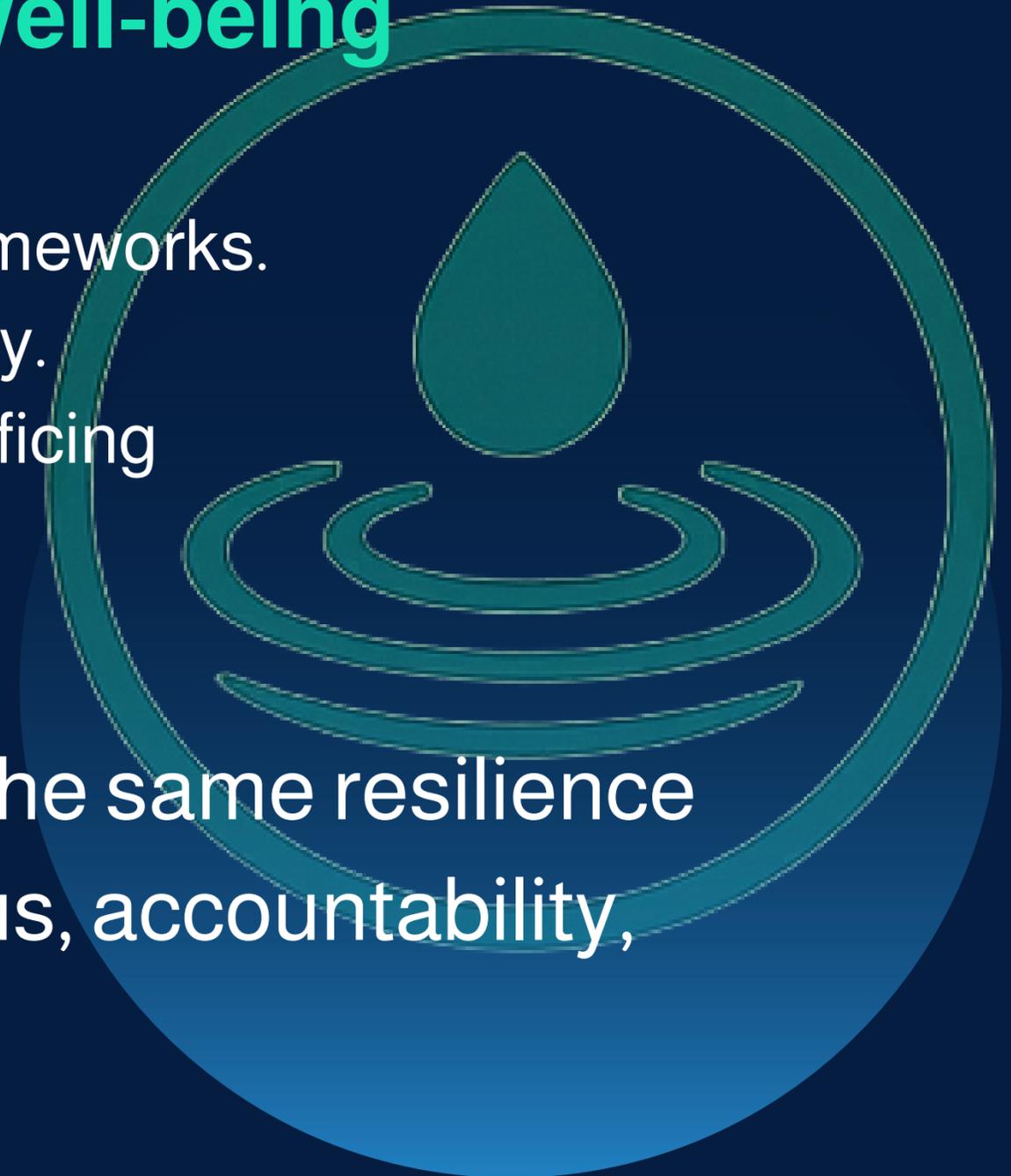


03 THE SOLUTION? FRESH WATER: VOICES

Bridge the gap between professional performance and personal well-being

- Tools rooted in lived experience and practical frameworks.
- Strategies for resilience, boundaries, and recovery.
- Skills that sustain high performance without sacrificing balance.

Fresh Water: Voices equips leaders with the same resilience skills that keep companies profitable: focus, accountability, and sustainable growth.



04 HOW WE DELIVER IMPACT

Not just a 'motivational speaker'

Keynote Speaking

- Inspiration thru story, humor, and lived experience.
- Spark reflection and shift perspective.

Practical Workshops

- Interactive tools for conflict, resilience, and connection.
- Actionable practices, not just ideas.

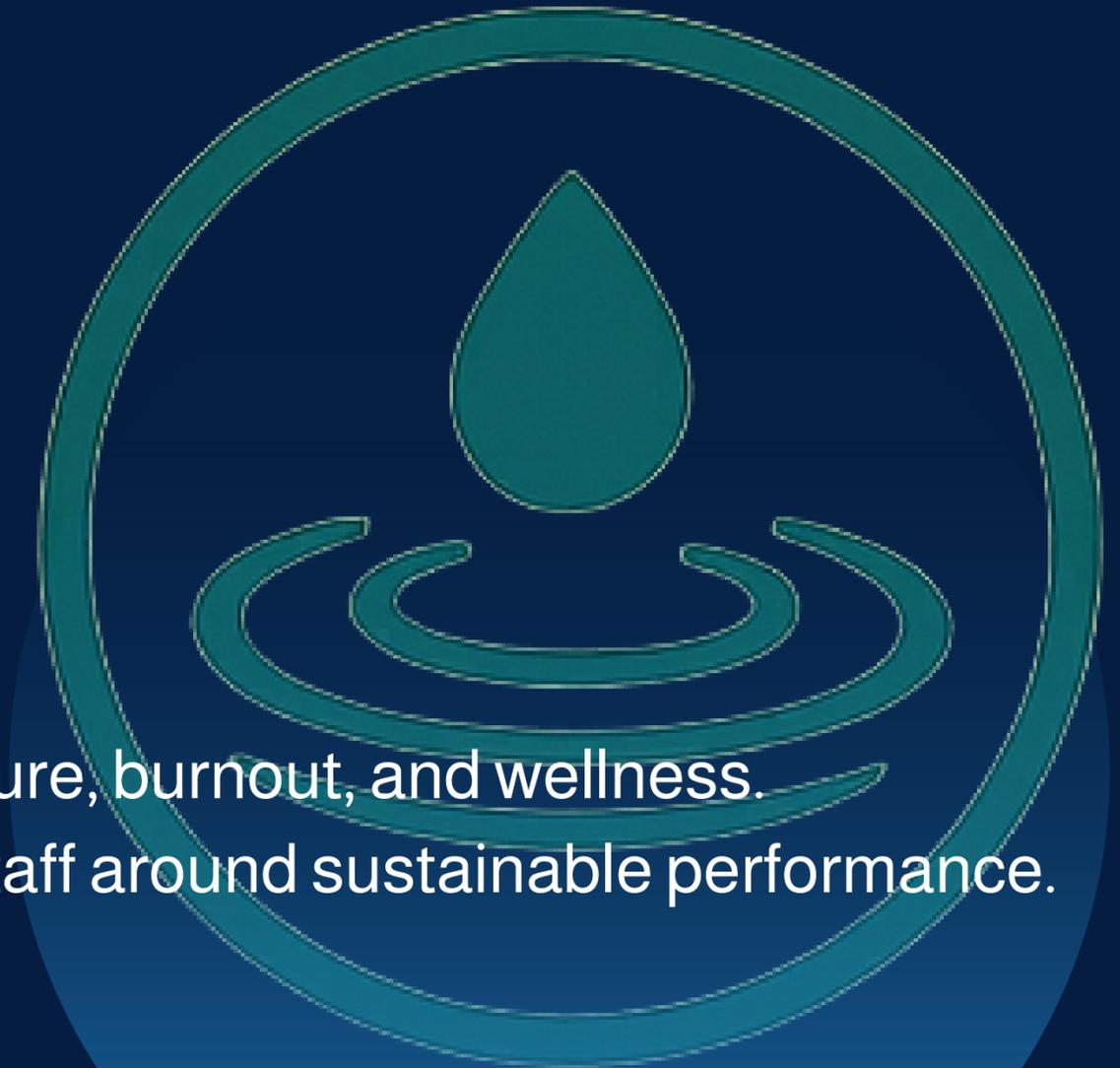


Strategic Consulting

- Tailored to address culture, burnout, and wellness.
- Aligns leadership and staff around sustainable performance.

The Fresh Water Well

- Digital library of short reads, reflections, and exercises.
- Reinforces every keynote and workshop so the learning sticks.





05

THE EXPERIENCE: FRESH WATER WELL IN ACTION



**SHORT ARTICLES - RESET
PERSPECTIVE IN 2-3 MINUTES**



**PRIVATE REFLECTION PROMPTS -
BUILD HABITS OF SELF-
AWARENESS**



**PROGRESS TRACKING -
ENCOURAGES ACCOUNTABILITY
WITHOUT 'GRADING'**



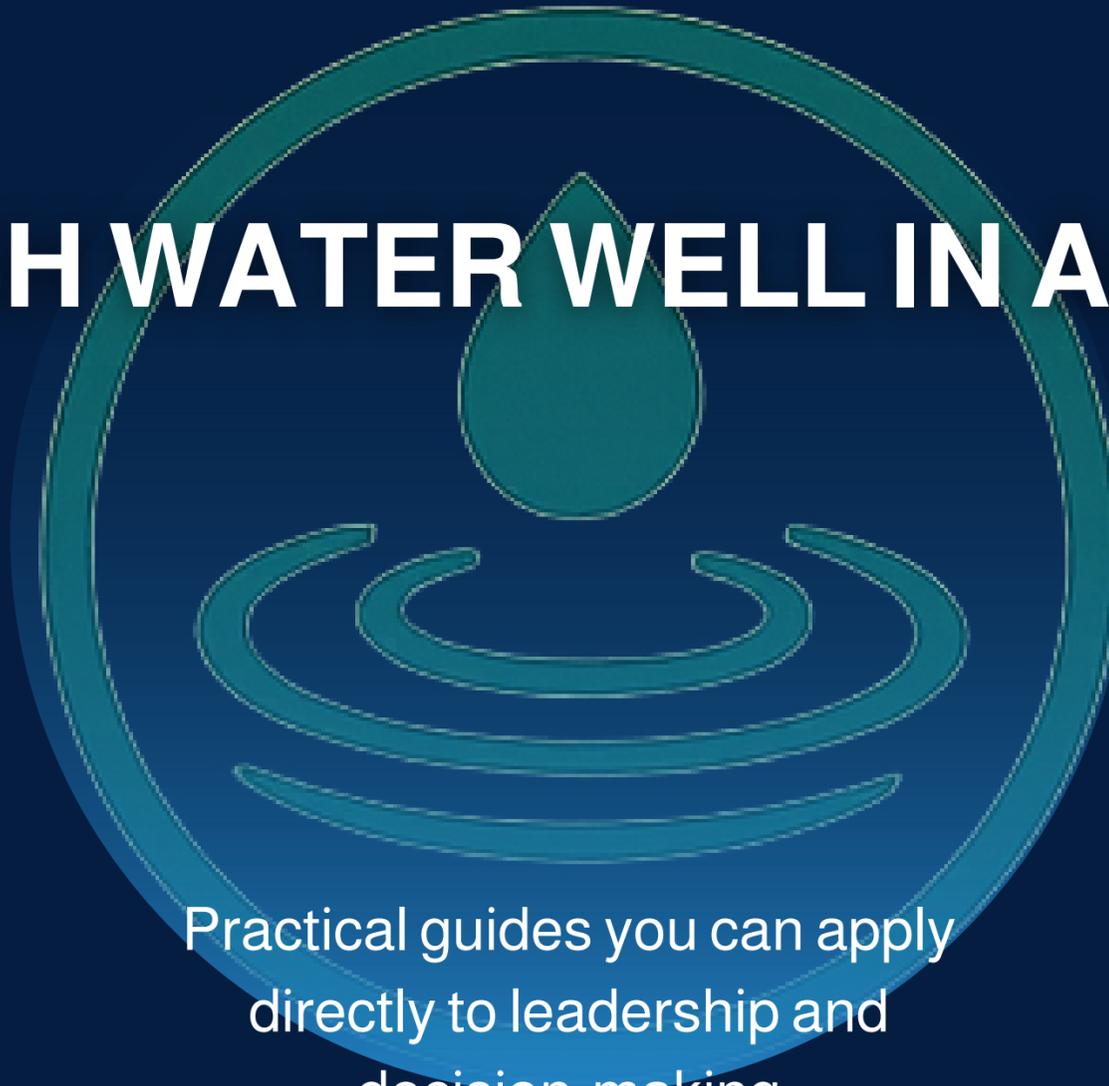
**SCALABLE:
FROM INDIVIDUALS TO TEAM TO
ENTIRE ORGANIZATIONS**

06 THE 'FRESH WATER WELL' IN ACTION

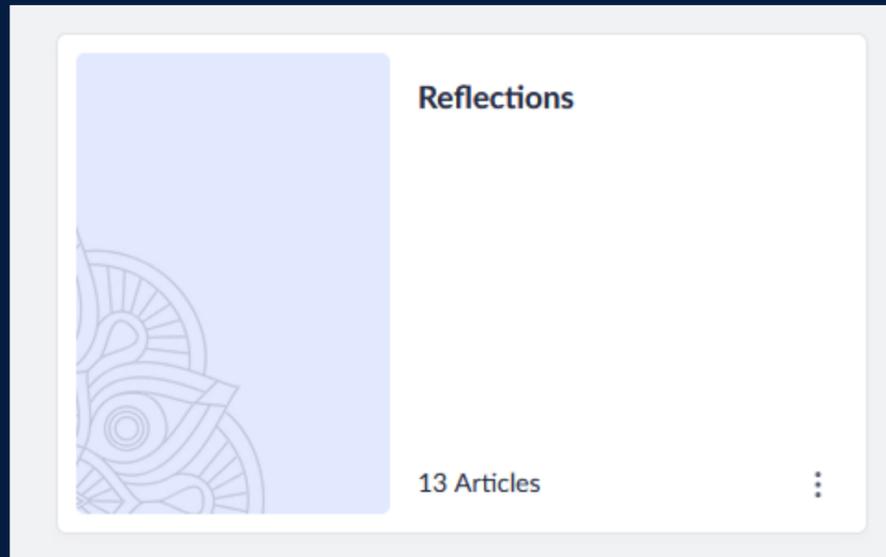
Highly customizable portal pages with company logos and individual logins for every employee, partner, and owner

The screenshot displays a user interface for a knowledge management system. At the top, a dark teal navigation bar includes the company name 'Shokunin, Inc.' and menu items: 'Knowledge', 'Learning', 'Spaces', and 'Reports'. A search bar and user profile icons are on the right. Below this is a teal banner with a back arrow, the 'Fresh Water Voices' logo, the text 'Powered By', and the 'Shokunin' logo. A 'Change Banner' and 'Remove' button are on the right. The main content area is white and features a 'Fresh Water Well' space with a star icon, a description, and '2 members'. Below this are tabs for 'Manuals', 'Articles', and 'Courses'. A grid of three content cards is shown: 'Reflections' (13 Articles), 'Tools & Frameworks' (1 Article), and 'Book Excerpts' (1 Article). Each card has a decorative pattern on the left and a vertical ellipsis on the right. A filter bar at the top right of the grid shows 'Filter By: All Manuals' and 'Custom'.

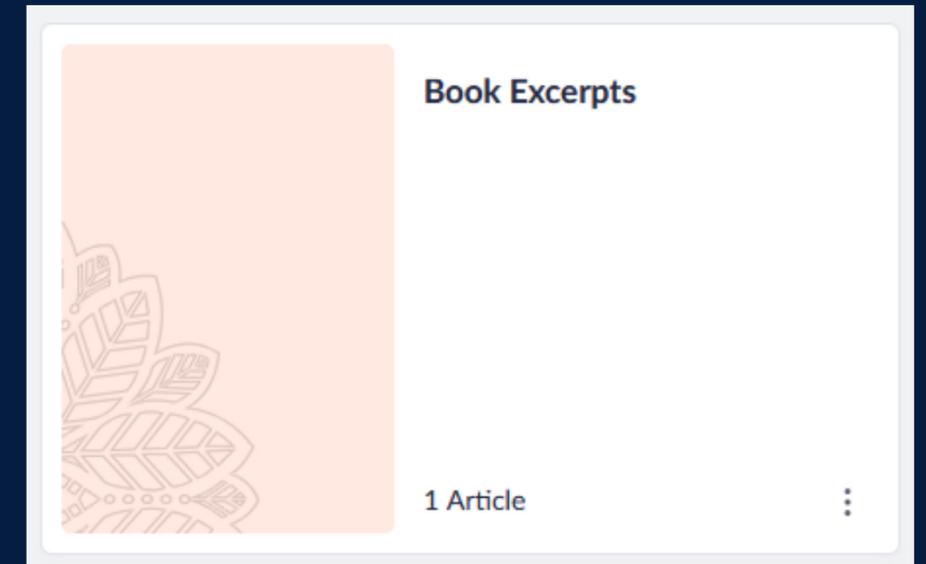
07 THE FRESH WATER WELL IN ACTION



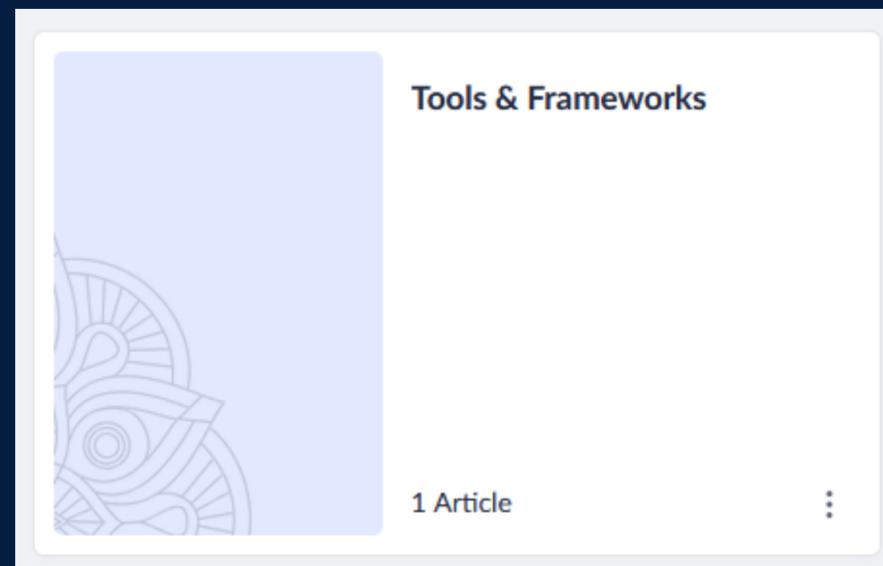
Practical guides you can apply directly to leadership and decision-making



Short articles paired with private reflection prompts to reset perspective.



Adapted from published works - grounding lessons in lived experience.



08 THE FRESH WATER WELL IN ACTION

Custom courses for continuing education or wellness projects

The screenshot displays the 'Courses' section of a learning management system. At the top, a navigation bar includes 'Shokunin, Inc.', 'Knowledge', 'Learning' (highlighted), 'Spaces', and 'Reports'. A search bar and user profile are on the right. Below the navigation, the 'Courses' title is followed by tabs for 'My Learning', 'My Authoring', 'Explore', and 'Question Bank'. A summary row shows four categories: '1 Total courses', '0 Yet to Start', '0 In Progress', and '1 Completed'. A sample course card for 'Sample course' by Marcelo Bermudez is shown, indicating it is 'Completed' with a 100% progress bar, 2 lessons, and a 0.0 rating.

Category	Count
Total courses	1
Yet to Start	0
In Progress	0
Completed	1

Sample course
Marcelo Bermudez

Completed 100%

2 Lessons 0.0

09 THE FRESH WATER WELL IN ACTION

Monitor your investment of people to ensure programs are effective and valuable

Shokunin, Inc. Knowledge Learning Spaces **Reports** Search [User Profile]

Reports Dashboard

- My Reports**
Get detailed reports of your progress and performance in the courses you've enrolled in.
- Multiple Learner Report**
Get a comprehensive report of all the learners enrolled and their progress.
- Individual Learner Report**
Select an individual learner and get a detailed report on their progress.
- Multiple Course Report**
Get a comprehensive report of the learner enrollments and their progress in all the courses
- Individual Course Report**
Select an individual course and get a detailed report on the enrollments and learners' progress.
- Knowledge Analytics**
Monitor and analyze the activity in your knowledge base and the contribution from the users.

10

BUILT ON LIVE EXPERIENCES + PROVEN SYSTEMS

- 30 years advising owners, developers, and executives across multiple industries and complex projects
- Hard-won lessons from business, family and those in recovery.
- Frameworks that merge performance and personal resilience.
- Not theory: Tools tested in business, family, and leadership.



IMPACT



INDIVIDUALS - Recognize / Build / Apply

- Recognize early warning signs of stress and burnout.
- Build communication habits that strengthen trust at home and at work.
- Apply recovery practices that keep them sharp and ethical under pressure.



ORGANIZATIONS - Retention / Culture Shift / Compliance

- Talent retention through resilience and wellness.
- A culture shift: from urgency and reaction → to clarity and intentional action.
- Compliance + care: addresses CEU wellness credits and builds a healthier workplace.

RETENTION - CULTURE SHIFT - COMPLIANCE

Start small or go big.

Every program is designed to spark lasting change.

START WITH A PROGRAM THAT FITS



- ▶ **PILOT PROGRAM** Gather real data on impact for your team
- ▶ **TEAM WORKSHOP** Build shared language of resilience and reflection
- ▶ **KEYNOTE + DIGITAL ACCESS** Inspire the whole team and reinforce with tools

Which starting point makes the most sense for your team right now?

Fresh Water: Voices equips your people to perform, connect, and thrive: at work and at home.



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