

# The Blueprint Be the Man

**Identity • Discipline • Accountability • Healing**



**One man abandoned me. Another hurt me. With no role model, I looked for manhood on the streets — and it led me to prison.**

BROKEN DISCIPLINE

BROKEN IDENTITY



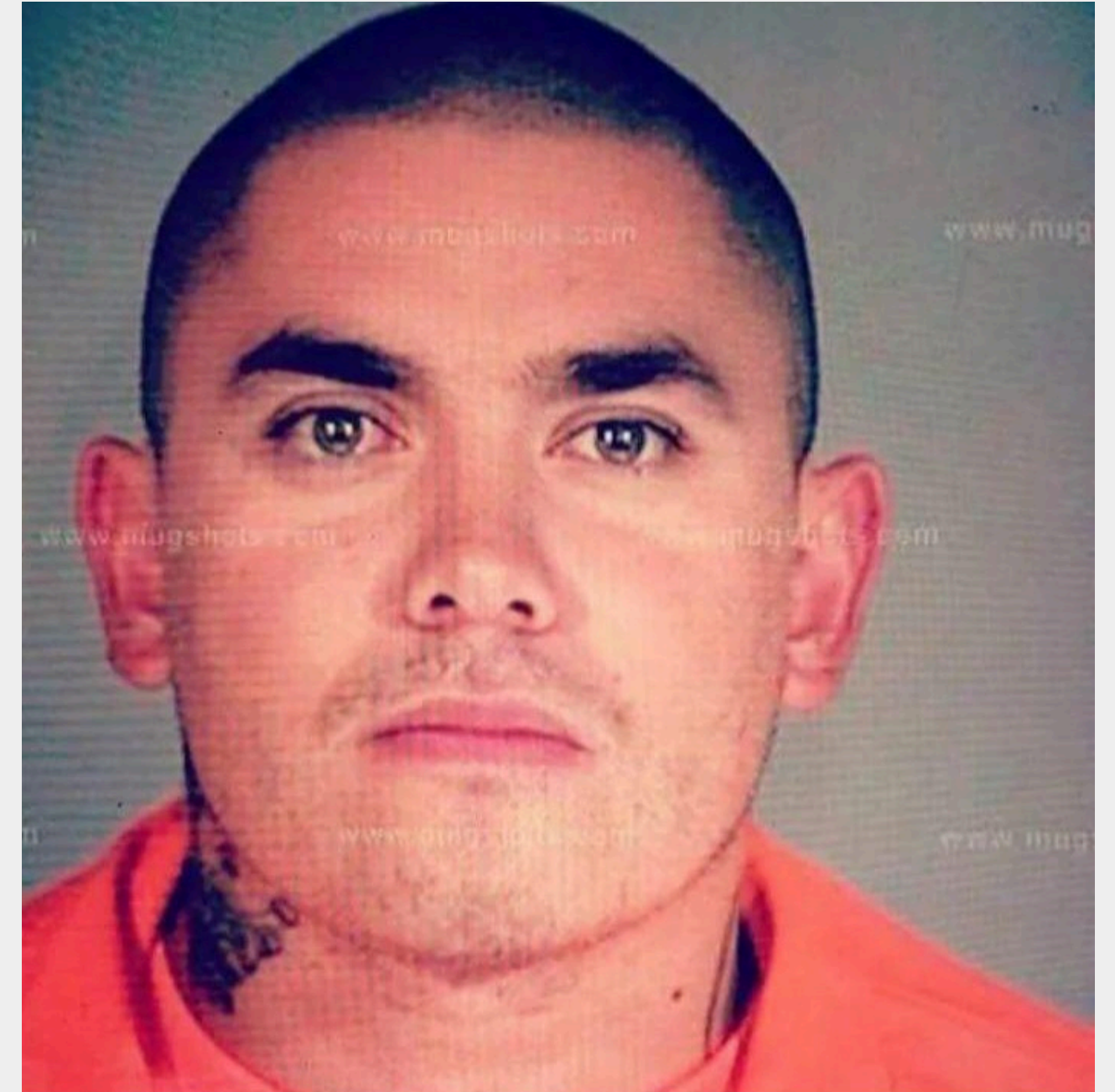
BROKEN CHOICES

**“I lived it.”**

**17 years in U.S. & Mexican prisons**

**GANGS SUCCEED BECAUSE THEY GIVE: IDENTITY, DISCIPLINE,  
ACCOUNTABILITY, PURPOSE.**

**MEN WITHOUT A  
BLUEPRINT → IMPULSE,  
GANGS, BROKEN HOMES.**



**BUT IT'S THE WRONG BLUEPRINT**

# 4 ANCHORS OF BE THE MAN



“Stats: research & data”

- IDENTITY > IMPULSE
- DISCIPLINE SYSTEMS
- ACCOUNTABILITY CIRCLES
- HEALING



“Scars: lived experience”

Together, we bring the solution: Be the Man.



# IDENTITY IMPULSE >

- “Who I am matters more than what I feel in the moment.”
- “Impulse leads to trouble — identity gives direction.”



**“Gangs gave me a false identity — a color, a name, a mission. But identity is about who you are, not what you chase.”**





# DISCIPLINE SYSTEMS

**“DAILY ACTIONS, REPEATED UNTIL  
THEY REWIRE YOUR LIFE.”**

**“DISCIPLINE IS KEEPING YOUR  
WORD TO YOURSELF.”**

PUSHUPS / BIBLE / JOURNALING IN PRISON — SMALL  
ACTIONS THAT REWIRED YOU.



# ACCOUNTABILITY CIRCLES

**“Men need men who call them out — and lift them up.”**

**“That’s why gangs work — wrong accountability, wrong mission.”**

**Cop & lady ‘good guy’**





# HEALING (THE FOUNDATION)

“Real change doesn’t happen until men face pain, anger, shame.”

“Healing isn’t weakness — it’s strength.”





# WHY IT WORKS

- WE'VE TESTED IT: PRISONS, REHABS, YOUTH PROGRAMS.
- MEN SHIFTED THEIR TALK, THEIR POSTURE, THEIR BELIEF.
- PROOF: TRANSFORMATION IS POSSIBLE.







# CALL TO ACTION

IF YOU WANT TO FIGHT  
TRAFFICKING, YOU CAN'T  
JUST RESCUE VICTIMS.

YOU HAVE TO STOP THE  
DEMAND

STOPPING THE DEMAND MEANS  
BUILDING MEN DIFFERENT.



# WHAT DOES IT LOOK LIKE WHEN MEN COME TOGETHER, HEALED AND WHOLE?”





# WHEN MEN HEAL, THE WORLD HEALS.



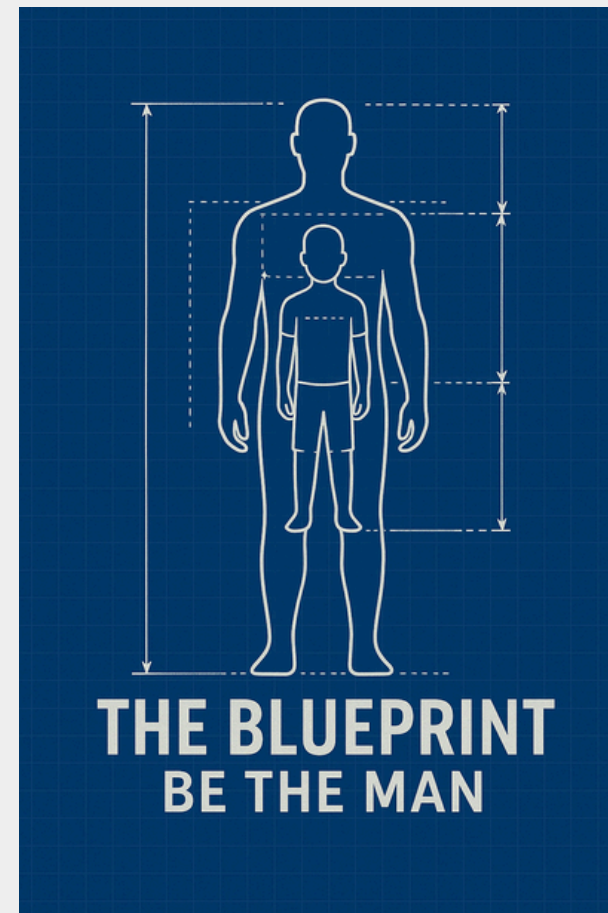
“Dominique brings the stats. I bring the scars. Together, we bring the solution: Be the Man.”



# THANK YOU



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Julio "JC" Almanza  
Founder, Wrong to Strong |  
Creator of USP Max  
Speaker • Mentor • Mindset  
Coach