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You Can Be Anything If: The One Word Missing for Kids and Parents

> The focus of this talk: Sharing a subjective approach to the one word I think is missing from you can be anything, and to what a kid can be held to long before anybody knows what the dream is.

The talk overview

Dreamers with no destination is what I see in a lot of kids right now, and in a lot of the parents around them. The hope is through the roof and the path under it is missing.

This talk is about adding one word to you can be anything. You can be anything if. If you commit. If you do the work. If you take the small steps that nobody claps for.

In my view you can be anything is only half of the sentence. You can be anything if you are prepared to do the work required to achieve it, and that if is what I think is missing. I do not feel it is a negative, I feel it is a connector to the responsibility, the accountability and the discipline required.

In this talk I talk about moving past the motivation and looking to the motion, and about the accountability, responsibility and discipline I think a kid can be held to long before anybody knows what the dream turns out to be.

I talk about what any parent can teach without knowing the dream, about why so many of the stories kids are handed about people who made it leave out the money, the contacts and the help that were already there, and about what I tell my own daughter when she is enough and when she is not.

I give this talk to a younger audience and to parents, and the delivery is adjusted a little more gentle depending on the room. Talks for kids run anywhere from 20 to 30 to 45 minutes to an hour, and the general presentations run 30 minutes to 2 hours. These are my opinions.

Takeaways and touch points

- Adding the if to you can be anything, as a connector to the responsibility, the accountability and the discipline required.
- Some ways to move past the motivation and look to the motion, so a dream has a first step under it.
- Setting up some of the small steps that seed a dream, including the ones that look too small to matter.
- Building accountability, responsibility and discipline in a kid long before anybody knows what the dream turns out to be.
- Clarity around what any parent can teach without knowing the dream, from making the bed to getting up at a certain hour to reading and studying one thing.
- Identifying what is left out of the stories kids are handed about people who made it: the money, the contacts and the help that were already there.
- Checking when what a kid is doing is enough and when it is not, while the kid stays enough as a person.

Closing the talk

This is one set of ideas, parameters and strategies that are worth considering. It is not the answer. It may be part of an answer in how a kid is handed the if along with the dream. These are my opinions.

Speaker and presenter bio

Loren Weisman is a Brand Communications and Optics Strategist based in Orlando, Florida, working worldwide. He helps businesses and individuals build authentic and authoritative brands by aligning messaging, optics and communication.

He works with established experts, and with people who hold real knowledge and experience but lack a clear brand presence. The approach emphasizes transparency and truth, amplifying genuine expertise over hype.

His background includes work as a drummer and producer on 700+ albums, television production credits with ABC, NBC, FOX, CBS and TLC, and consulting roles across a range of industries. He has written five books. Four are published under his own name, including

Music Business For Dummies from John Wiley and Sons, The Artist's Guide to Success in the Music Business from Greenleaf Book Group, and Alphabet Animal Adventures Across America, written with his daughter. The fifth is a 2026 book released under a pen name. Separate from those five, he also put out the satire Wordy Worded Words as Wordy Worderson, a pen name he uses openly.

As a speaker he delivers down to earth, educational and applicable presentations. Every talk is tailored to the level of understanding and the size of the audience, from small board rooms to full capacity convention centers. There are no locked in slide decks and no one size fits all presentations.

Booking and contact

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The full talk outline

Overview, touch points and booking details in full at lorenweisman.com/you-can-be-anything-if/