

A smiling man with a beard, bald head, wearing a blue blazer over a white t-shirt, with a patterned pocket square. He is positioned on the left side of the image.

joey
avilés



CONSCIOUS LEADERSHIP EXPERT



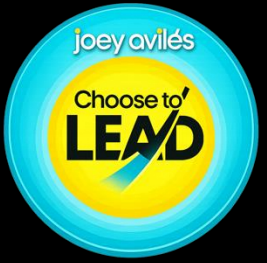
AUTHOR & LEAD RESEARCHER



EXECUTIVE COACH

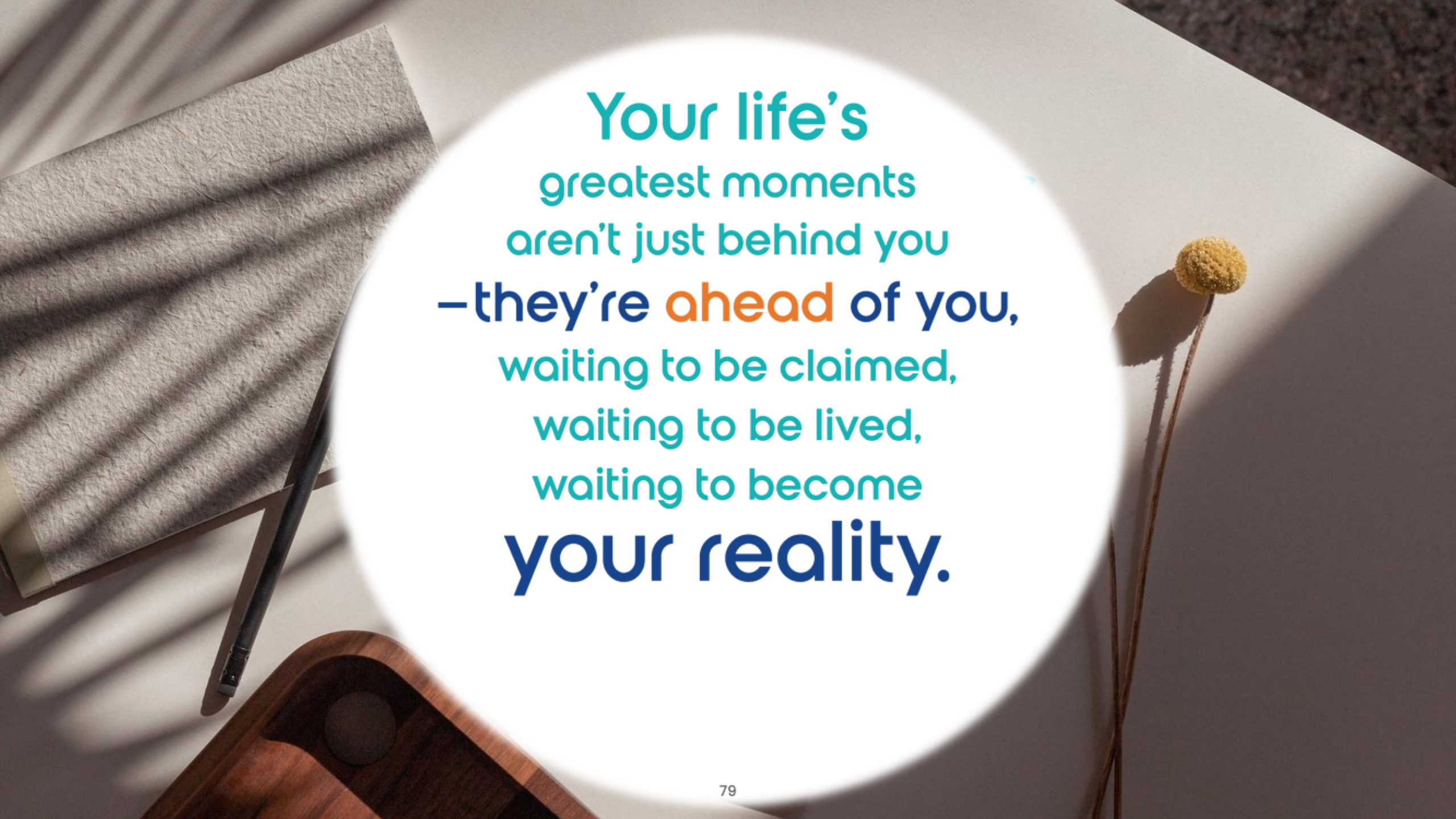
CHOOSE TO LEAD

THREE MOVES
THAT TURN
LEADERSHIP
INTO LEGACY



First move

CONSCIOUSNESS



Your life's
greatest moments
aren't just behind you
–they're **ahead** of you,
waiting to be claimed,
waiting to be lived,
waiting to become
your reality.

Step 3: Write It Down Completely

Once you have answered the twenty questions in detail, it is time to take the next step: **bringing your vision from your mind onto paper—and then into the world.**

Take everything you have reflected on and fully write your vision as if you are already living it. Do not hold back. Use rich, specific details. This is not a time for “safe” dreaming—it is your chance to capture the life you are building with boldness and clarity.

When your vision is on paper, you have taken it out of the intangible space of your thoughts and into the physical world. It is now. It is done. It is yours.

9. **What obstacles have you overcome, and how have they shaped your growth?** Reflect on the challenges that stretched you, taught you resilience, and prepared you for what is ahead.

10. **What legacy are you creating each day?** How do your actions today contribute to something lasting? What do you want others to remember about you?



THE RED EYEGLASSES ARE MORE THAN A FASHION STATEMENT

FROM Self-Doubt **>>>** **TO** Conscious Influence

1. Waiting Until You Feel Ready

2. Questioning Your Leadership Value

3. Seeking External Validation

4. Shrinking to Fit the Room

1. Moving with Grounded Conviction

2. Trusting Your Earned Authority

3. Leading From Internal Clarity

4. Using Your Presence to Expand Others



LACK OF SELF-AWARENESS COSTS LEADERSHIP. EVERY TIME.

Harvard Business Review research shows:



Cuts a team's
chance of success
in half



Increases
stress



Lowers
motivation



Drives up staff
turnover



Consciousness is where legacy begins.

What leaders fail to examine, others are forced to experience.

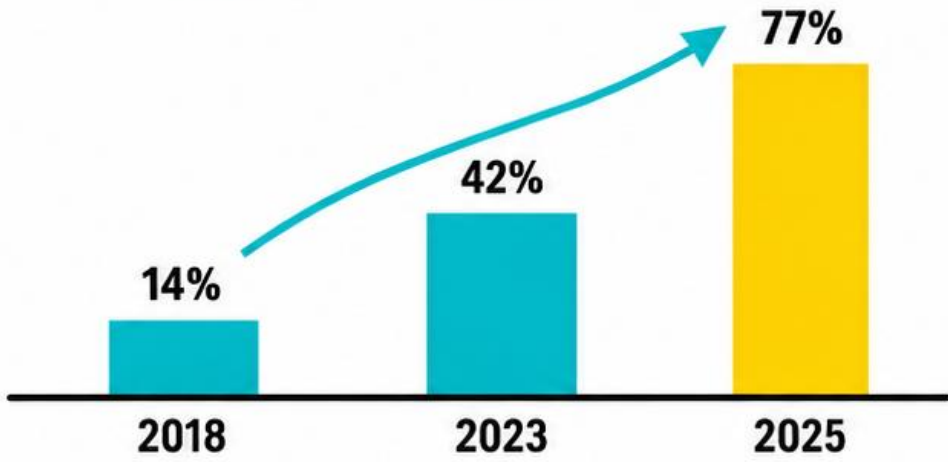
CONSCIOUS LEADERSHIP STARTS WITH SEEING OUR POWER

Hispanic self-awareness of our contribution and influence is rising—but a disconnect remains in how much our interests are considered.

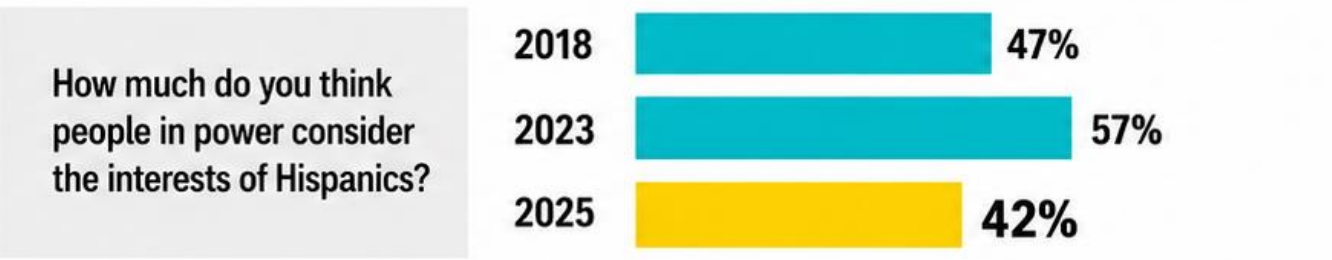
RISING SELF-AWARENESS

77% of Hispanics are aware of their positive contributions to the U.S.

up from 42% in 2023 and 14% in 2018.



THE DISCONNECT



77% HISPANIC INFLUENCE IN THE U.S. TODAY

VS.

42% INTERESTS CONSIDERED BY PEOPLE IN POWER

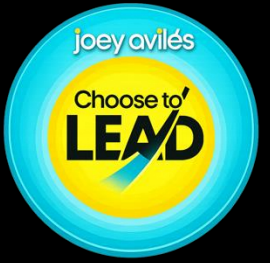
CONSCIOUSNESS MEANS RECOGNIZING THE POWER WE ALREADY HAVE—AND LEADING WITH THE RESPONSIBILITY IT CREATES.

QUESTION

What belief,
behavior, or
pattern must I
change to
become the leader
I just envisioned?

COMMITMENT

I commit to
no longer allowing
_____ to
limit the leader
I am becoming.



Second move

CONNECTION

CONNECTION IS STILL MISSING AT WORK

36.5%

of Hispanics say they feel seen, heard, valued, and able to be **themselves** at work.

Connection is not created by proximity.
It is created when people feel safe enough to be **fully themselves**.

EXTRAORDINARY *Legacy* BEGINS HERE

The Human Skills
AI Still Can't Replace

ACCORDING TO WORKDAY RESEARCH:



28%

Human Networking &
Relationship Building



28%

Emotional Intelligence
& Empathy



26%

Ethical Decision-Making
& Moral Judgment



24%

Conflict Resolution



21%

Cultural Sensitivity
& Adaptation

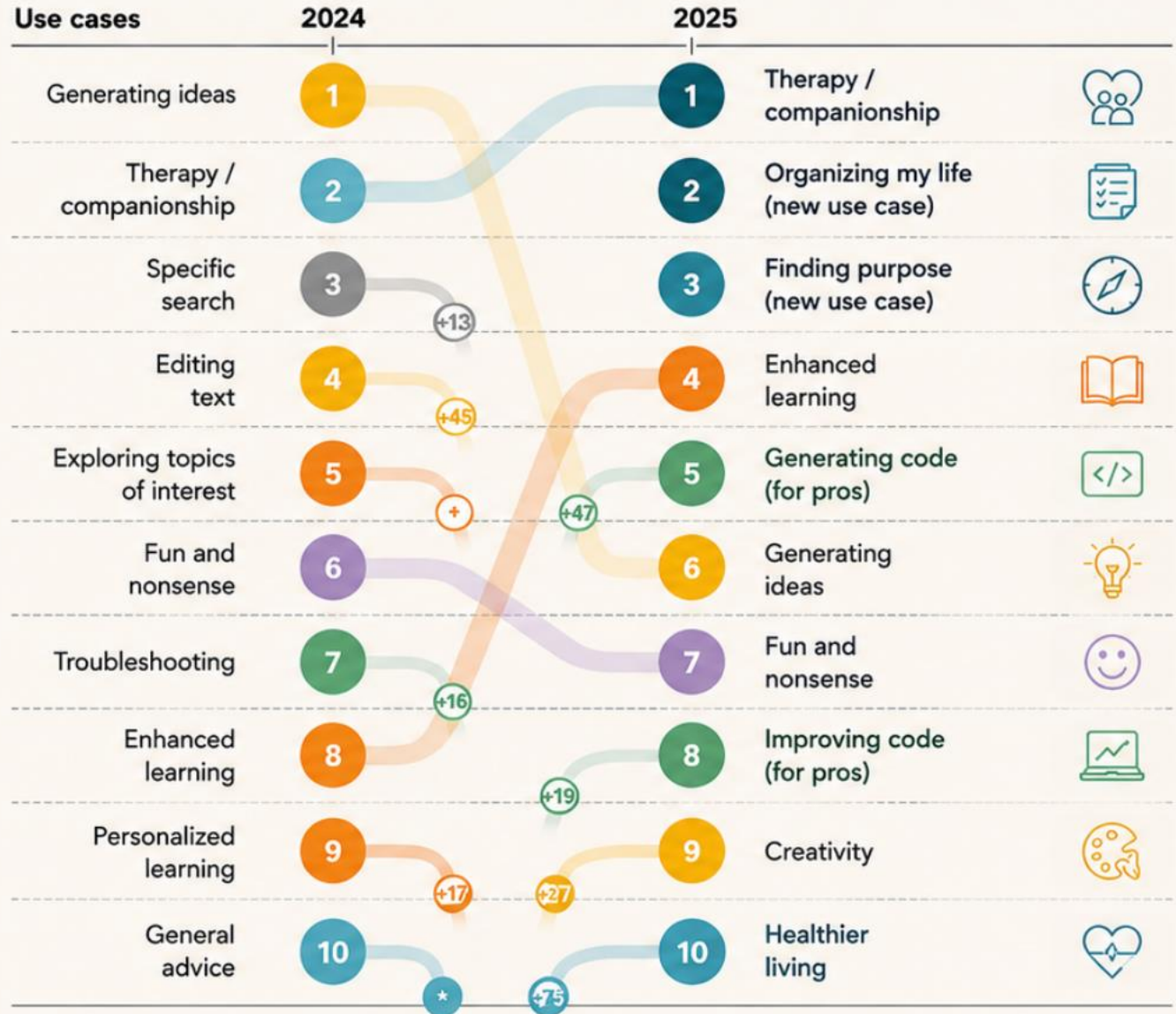
Source: Workday. Visual Transformation; Joey Avilés | Choose to Live.

Clients Are Telling us Something...

The fastest-growing uses of AI aren't about technology.
They're about being human.

ACCORDING TO HARVARD BUSINESS REVIEW RESEARCH

How People Are Really Using Gen AI



Clients Are Telling us *Something...*

WHAT PEOPLE ARE LOOKING FOR:



Connection

They want to be heard and understood.



Clarity

They want help making sense of their lives.



Purpose

They want direction and meaning.

ACCORDING TO HARVARD BUSINESS REVIEW RESEARCH

How People Are Really Using Gen AI



Source: Harvard Business Review (April 9, 2025) | by Marc Zao-Sanders

Clients Are Telling us *Something...*



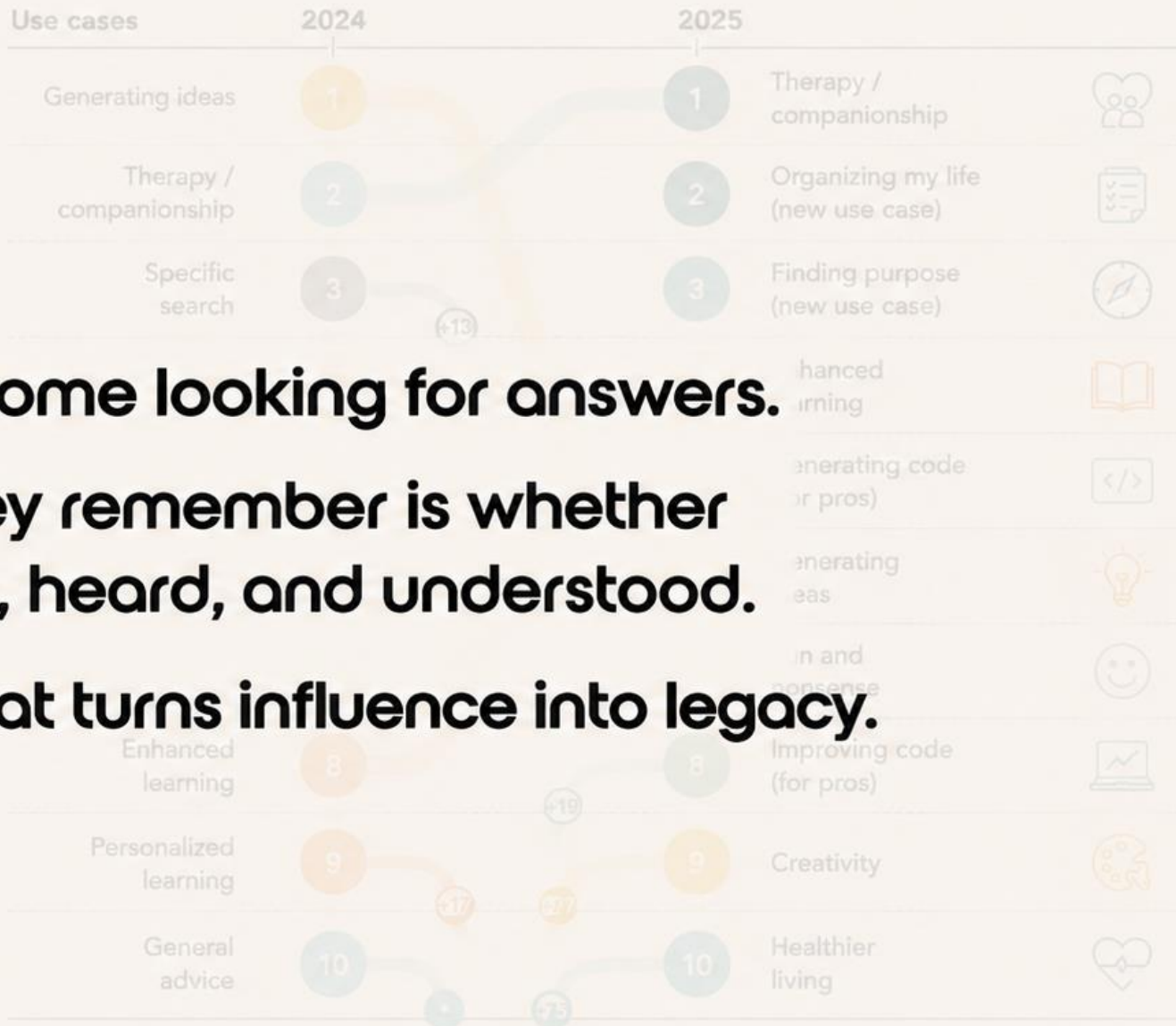
People may come looking for answers.

But what they remember is whether they felt seen, heard, and understood.

Connection is what turns influence into legacy.

ACCORDING TO HARVARD BUSINESS REVIEW RESEARCH

How People Are Really Using Gen AI



Source: Harvard Business Review (April 9, 2025) | by Marc Zao-Sanders

QUESTION

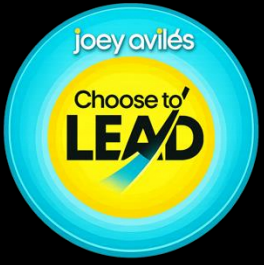
Where has my
leadership
become efficient,
but not
deeply connected?

COMMITMENT

I commit to
creating one
intentional moment
of connection
with someone I may
have overlooked.



**Make Others
Feel Limitless
in Your Presence**



Third move

CONTRIBUTION

CONTRIBUTION BECOMES LEGACY WHEN IT IS SEEN.

CONTRIBUTION



65.6%

of Hispanics believe their community contributes positively to American society through culture, economy, and innovation.



92.2% among Spanish speakers

RECOGNITION

22.1%



Only 22.1% believe the Hispanic/Latino community is valued as much as it should be in the United States today.

THE
GAP

Legacy is not only what we contribute.
It is what we help others **see**, **value**, and **continue**.

QUESTION

Who is waiting
for something
I already have
the **power to**
give?

COMMITMENT

I commit to
turning my success
into **access,**
opportunity, and
growth for others.

THE LEAD LEGACY CHALLENGE

Before you leave this event, put these 3 moves into action.

1

CONSCIOUSNESS

See yourself clearly



Identify one belief, behavior, or pattern that must change. Write one decision you will make differently this week.

Reflection:

What must change in me?

2

CONNECTION

Make someone feel seen



Create one intentional moment of connection with someone you may have overlooked. Ask a real question. Listen without rushing.

Reflection:

Who needs my presence, not just my efficiency?

3

CONTRIBUTION

Turn success into access



Use your influence, access, or resources to create one meaningful opportunity for someone else. Make an introduction, share a resource, or open a door.

Reflection:

Who is waiting for something I have the power to give?



1

See yourself clearly.



2

Deepen trust through your presence.



3

Use what you have to expand opportunity.



Stay Connected & Unlock More

Scan the code to share your feedback and get exclusive access to resources.

WHAT YOU'LL UNLOCK



Share your feedback



Access an exclusive resource hub



Get book chapters, workbooks, and practical tools

1. Scan the QR code



LET'S STAY CONNECTED



www.joeyaviles.com



info@joeyaviles.com



LinkedIn:
[migueljoeyaviles](#)



202-855-4727

CONNECT



SHARE

