



VITT FACTOR

Caden Vittorini CEO & Founder of Vitt Factor
TEDx Speaker, #1 Best Selling Author, and Double Certified
Professional Life Coach

Caden and the Vitt Factor Team have a mission to Teach,
Motivate and Empower students through Interactive
Assemblies | Grades 3-12



YOU ARE THE LEAD IN YOUR OWN LIFE. ACT LIKE IT.



Caden’s message resonates because he is young, relatable, and relevant. His work is essential in supporting today’s youth as they face the challenges of digital influence. His age-focused approach and motivational guidance allow him to connect meaningfully with students in grades 3-12, giving them the skills needed to be happy and successful. **Teaching students that Investing in yourself, even at a young age... is cool!**



“That was the best assembly we have ever had & I have been a teacher for more than 10 years” - JFK Middle School Faculty

Empowering Our Youth to Shape Their Own Futures: Caden’s Vision for Young Minds

In his lively and interactive school assemblies, Caden brings energy and enthusiasm to inspire students, broadening their perspectives on life’s many possibilities. He encourages young people to see self-investment as exciting and worthwhile. Acting as both a guide and motivator, Caden empowers youth to build essential personal and interpersonal skills.





THEMES INTRODUCED IN ASSEMBLIES INCLUDE:

Communication: Tips on conversation skills- how to start, expand, and end a conversation. Learning the importance of healthy friendships and who you surround yourself with can impact who you become.

Confidence: Embracing individuality and discovering personal strengths help students build self-confidence and self-acceptance. Coaches the students on believing in yourself, peer pressure, positive self-talk, and why you shouldn't compare yourself to others.

1% Better Each Day: Speaks on the importance of doing something 1% better each day, which will end with a big impact.

Leadership: Students are inspired to explore their strengths and talents to develop meaningful leadership skills.



TAILORED AUDIENCE MESSAGING

Elementary School | Grades 3-5: At this stage, students are beginning to explore who they are and how they fit into the world. Positive guidance on choosing good friends, showing kindness, expressing feelings, and dreaming big helps lay a strong foundation that supports their growth.

Middle/Jr. High School | Grades 6-8: Middle school is a pivotal time of growth, marked by major physical and emotional changes that bring both internal and social challenges. It's essential to reinforce self-confidence and positivity, emphasizing healthy relationships with themselves and others.

High School | Grades 9-12: High school students face new demands as they start planning for their future. Balancing academics, activities, work, and social circles requires focused skills. Themes during these years include building a "personal brand," developing peer relationships, communication, and leadership.



Assembly Testimonials

"One of the most commendable aspects of Caden's visit was his ability to connect with students at this age. He spoke to our students about motivation, self-confidence, and the importance of setting and pursuing goals to be more and become more. The feedback from students and teachers alike was overwhelmingly positive. Many students expressed how inspired they felt to feed the positive beast within themselves." - Principal of Jack London Middle School

"Caden and his team were enthusiastic and heartfelt. They really focused on each student's ability to learn what Caden was teaching and then they practiced it in an interactive activity. At the end, Caden chose one student to talk one-on-one with them and told them never to forget their value and their worth. In 3 assemblies, he seemed to always pick the student that needed to hear that." - Principal of Twin Groves High School

