



THE CREATION CODE

$$O = [(R \times E) \times (M \times C \times B \times C_m \times ST)]^{ER}$$

The Formula for Seeing More, Being More, & Doing More

ENTERTAINMENT INDUSTRY PRACTICUM SEMINAR

A SEMINAR PROSPECTUS FOR
TALENT, AGENTS, AND PROMOTERS
WHO WANT TO LEAD WITHOUT
LOSING THEMSELVES



THE LIGHTHOUSE
FOR HUMANITY
FOUNDATION

WHAT IS THIS SEMINAR?

This is not a performance seminar. This is identity recalibration.

Built from the groundbreaking methodology of The CreationCode, this 16-hour practicum experience is designed for the people who keep culture moving—but who rarely stop to check if they're still whole inside it.

Whether you're talent, a manager, agent, promoter, or creative executive, you already know how to sell the show. This seminar exists to help you stay in it—without burning out or fragmenting.

WHY THIS SEMINAR EXISTS

Entertainment is loud. But what about what's happening inside?

This seminar is for the people behind the lights, the deals, and the scenes—those who shape culture while quietly carrying the weight of it.

It's not therapy. It's identity repair. It's not hype. It's healing.

Each session begins with a short narrative from The Creation Code, featuring Landon Anantrai and Professor Sage Quinn—two guides in transformation. Their dialogue launches each practicum, setting the tone for real-world application.

CORE CONCEPTS

The Creation Code

A transformational methodology and narrative-based framework designed to help individuals uncover, rewire, and live from their authentic identity. Rooted in neuroscience, cognitive psychology, and systems thinking, The Creation Code equips learners with tools to shift inherited beliefs, rewrite self-talk, and align behavior with chosen values and vision.

Neuro-Forensics

An interdisciplinary field embedded within The Creation Code that examines the origin, structure, and impact of inherited belief systems and behavioral patterns. Using neuroscience, psychology, and epigenetics, it uncovers subconscious programming and emotional imprints in order to restore cognitive freedom.

The Identity Curriculum

A structured, developmental learning framework built on The Creation Code and Neuro-Forensics. It prioritizes self-awareness, internal narrative reconditioning, and values-based action through guided reflection, immersive story, and intentional belief transformation.

FORMAT AND FACILITATION

SEMINAR FORMAT

- 16 Hours of Live Zoom-Based Instruction
- 15 Customized Identity-Based Practicums
- Digital Workbook with Reflection & Application Tools
- Real Questions from Entertainment Professionals (Quinn's Corner)
- Cohort Size: 15–25 Participants
- Facilitators: Dr. Don Steele, Juan Rodriguez, and Denise Mills Guest
Resource: John McNeil, Author of The Creation Code.



WHO THIS IS FOR

This seminar is designed for entertainment professionals who:

- Lead deals but feel invisible behind the brand
- Carry emotional labor with no place to unload it
- Question who they are when the spotlight is off
- Promote others but struggle to protect their own peace
- Want to lead ethically and succeed without losing themselves

Whether you're an artist, agent, promoter, producer, or brand executive, this is for you.



50 INDUSTRY CHALLENGES ADDRESSED (ORGANIZED INTO SIX KEY CATEGORIES):

Identity & Personal Integrity

1. Living two personas: public vs. private
2. Feeling unseen behind the scenes
3. Over-identification with success or failure
4. Imposter syndrome in larger roles
5. Burnout from constant performance pressure
6. Difficulty setting boundaries with clients, artists, or fans
7. Anxiety about reinvention in a shifting industry
8. Loss of purpose beyond financial metrics

Relationship Strain & Emotional Load

9. Strained family relationships due to irregular hours
10. Emotional labor of managing egos and expectations
11. Loneliness at the top of the decision tree
12. Guilt around missed moments or parenting gaps
13. Romantic partnerships challenged by constant travel
14. No emotionally safe spaces to decompress
15. Fear of letting people down
16. Difficulty forming real friendships

Industry Pressure & Market Uncertainty

- 17. Constant pressure to “top” the last event
- 18. Last-minute cancellations or unpredictability
- 19. Shifting ticket sales, brand fatigue, and tighter margins
- 20. Declining attention spans in a digital world
- 21. High risk exposure and talent liability
- 22. Exclusive contracts, booking politics, and consolidation
- 23. Oversaturation in the market diluting identity
- 24. Increased control from agencies and sponsors
- 25. AI disruption and fear of automation replacing creative roles

Ethical & Leadership Challenges

- 26. Hype vs. honesty in promotions
- 27. Working with toxic talent or sponsors “for the money”
- 28. Exploitation or harassment in venue culture
- 29. Internal tension between values and profit
- 30. Lack of long-term vision or succession planning
- 31. Over-promising under pressure
- 32. Temptation to manipulate urgency or FOMO
- 33. No clear model of ethical leadership in the industry

Health, Finance & Sustainability

- 34. Normalized substance use in event environments
- 35. Physical breakdown from long hours and adrenaline crashes
- 36. High personal debt or financial anxiety
- 37. Poor sleep, diet, and recovery patterns
- 38. Panic at the thought of stepping away
- 39. Stress-related illnesses misdiagnosed or ignored
- 40. No mental health scaffolding for promoters or performers
- 41. Knowing how to sell shows... but not how to care for yourself

Absenteeism from the Family Matters

- 42. Present but emotionally unavailable at home
- 43. Missed milestones and “guest in your own home” syndrome
- 44. Guilt about the formative years — and trying to compensate
- 45. Partner resentment due to carrying emotional labor alone
- 46. Disconnection from children due to travel or stress
- 47. Industry normalizing family neglect (“That’s just the life”)
- 48. Avoiding intimacy due to exhaustion or shutdown
- 49. Overcompensating with money, not time
- 50. Fear of permanent separation or divorce

OUTCOMES

OUTCOMES YOU CAN EXPECT

- Realignment with your identity, values, and voice
 - Emotional resilience tools you'll actually use
 - Rewritten internal self-talk and belief loops
- Ethical leadership tools for guiding without coercion
- A new definition of success rooted in integrity and sustainability

WHAT TO EXPECT IN EACH SESSION

- Targeted Practicum tied to real-life emotional friction
 - Real questions from the field (Quinn's Corner)
- Identity-shifting exercises, language reframes, and reflection prompts

This is not a theoretical course. It's a whole-human reframe.

This is your invitation to realign, refuel, and redefine what success means—on your terms. Let this be the moment you paused—not to fall behind, but to catch up with yourself.

MEET OUR MENTORSHIP LEADERS



Dr. Donald J. Steele Jr., Ph.D.



Denise Mills



Juan Rodriguez



John McNeil



**THE LIGHTHOUSE
FOR HUMANITY
FOUNDATION**

Dr. Don Steele earned his Ph.D. from The Ohio State University, graduating with distinction and a 4.2 GPA. Recognized as one of the top four doctoral graduates nationwide, he received the prestigious Forrest E. Conner Scholarship for his potential to transform education, industry, and society—a promise he has fulfilled throughout his career.

Dr. Steele has served as superintendent of three major urban school districts—Saginaw (MI), Toledo (OH), and Seattle (WA)—leading turnarounds that boosted achievement, restored community trust, and fostered cultures of excellence. In 1987, he founded Performance Learning Inc., a global firm coaching individuals and organizations on four continents, including Fortune 500 companies and grassroots communities. His leadership resolved international labor disputes and united historically divided sectors.

Beyond education and business, Dr. Steele co-created the University of Motorsports, offering high-performance coaching to over 12,000 participants in partnership with NASCAR and the Indy Racing League.

An accomplished author, Dr. Steele has published more than a dozen works on leadership, education, neuroscience-informed parenting, and personal transformation. His co-authored book *Positive Parenting Begins Now* is widely used in family services and early education. A lifelong creative, he has also recorded benefit duets with Willie Nelson and Tammy Wynette, supporting charitable initiatives including Catholic Charities and Seattle public school scholarships.

As Executive Director of The Lighthouse for Humanity Foundation, Dr. Steele leads transformational education initiatives rooted in The Creation Code, a cognitive and character-based framework. Under his guidance, the foundation is expanding across North and Latin America with accredited programs, multi-language resources, and digital training platforms for underserved communities.

“Our global vision is to help people remember who they are—and what they’re capable of,” says Raul Castillo, Founder and Chairman of The Lighthouse for Humanity Foundation. “There’s no one better equipped to lead that mission than Don Steele. His impact is generational.”

Dr. Donald J. Steele Jr., Ph.D.



Denise Mills

Denise Mills

Co-Founder, The LeaderFuel Center • Global
Strategist

Serial entrepreneur (25+ companies
launched/sold), speaker on six continents, and
catalyst for engagement transformations at the
U.S. State Department and Fortune 100 firms.



Juan Rodriguez

Juan Rodríguez

Podcast Host • Translator • International Mentor •
Co-Founder

Bilingual educator and advocate for marginalized
youth across the Americas; Spanish voice of
Landon in The GOAT Whisperer and co-facilitator of
Spanish-language Creation Code seminars.



John McNeil

John McNeil

Founder, The Pacific Institute Community •

Author, The Creation Code • Co-Founder

Spent 27 years under Lou Tice's mentorship.

Curriculum architect, belief re-engineer, and
visionary behind Professor Quinn and The GOAT
Whisperer Podcast.



If you are interested in organizing a seminar or conference in your city or country, it would be an honor to collaborate with you.



For more information, please get in touch with us.

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