

Rocío Pérez



Rocío Pérez, IMBA, Founder of *The MindShift Experience*®

I'm Rocío Pérez, IMBA—international bestselling author, speaker, and coach and the creator of *The MindShift Experience*®—the world's first comprehensive self-coaching system. I guide high-potential leaders to turn their untapped potential into real, measurable results that move them forward and make a meaningful impact. I didn't start here.

I left school in seventh grade and became a mom at 15. I faced homelessness, domestic violence, and family abandonment. I know what it feels like to be overlooked, unheard, and underestimated—and I also know the radical transformation that happens when you shift your mindset.

Even without a home, I never lost my vision for myself. With holes in my shoes and nothing in my pocket, I still walked with dignity, guided by grit, grace, and a hunger for growth. I chose how I would define my tomorrow—and I still do.

I earned a dual MBA while working full-time and raising my son as a single parent. I knew that real success could only be achieved through discipline, persistence, and focus. I kept moving forward—I lifted myself up, challenged myself, and gave voice to every experience, transforming obstacles into stepping stones toward my purpose.

After years in the corporate and non-profit world, I refused to settle—I decided to live my dream. That's how *The MindShift Experience*® was born: built brick by brick from the life lessons my circumstances taught me.

For over three decades, I've guided more than 60,000 professionals—emerging leaders, Fortune 500 teams, and everyday people—to see what they couldn't see before: their untapped power. Through *The MindShift Game*™, *The MindShift University*®, *The MindShift TV Show*®, and a suite of other transformational tools, I help people see beyond the visible, refine their vision, tune into their inner voice, cultivate resilience, and step fully into their next level of success.

Helping others experience breakthroughs isn't just what I do—it's who I am. It's my mission, my persistence, and my purpose. Every life I touch is a brick in the legacy I'm building.



Clients describe my work as “life-changing,” “revolutionary,” and “exactly what we needed to grow.” Business leaders have reported up to 40% increases in revenue, stronger strategic planning, and empowered teams — all because when people shift how they think, everything changes.

My focus is clear: I help individuals and organizations build with structure, lead with heart, move with boldness, and grow with wisdom. If you're ready to break through barriers, step into your untapped power, and lead from the inside out—your MindShift starts here, and your transformation begins today.



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Unlock your team's potential today!

Give us 15 mins and we will show you how to shift your mindset to increase your bottom line.

Call Now (303) 587-8367. info@TheMindShiftGame.com

BOOST YOUR BOTTOM LINE

BY INCREASING EMPLOYEE RETENTION, ENGAGEMENT, AND PRODUCTIVITY WITH

THE MINDSHIFT SYSTEM

by Dacia Pérez

70% of change initiatives in organizations fail. Are your change initiatives failing? Support the growth of your employees and your organization with *The MindShift System* is the first scientifically-proven self-coaching system in the world.

"Companies with engaged employees outperform those without by 202%."

– Gallup

"Companies that take an experiential approach to employee engagement are shown to have 4x profit and 2x revenue as other companies"

– Harvard Business Review

Are you investing in what's important to your team members?

Are you creating opportunities for them to grow?

Your team members are your greatest asset. How are you helping them transcend the challenges they face? Do they experience from:

- Don't identify with role models or see possibilities
- Need direction, initiative, resourcefulness and grit
- Feelings of inadequacy which impact their work
- Counter productive behaviors which impact their capacity

These weak spots impact your employees' wellbeing, and consequently impact your organization's productivity and profitability.

We know it is resource-intensive to meet every employee where they are at and support them on their journey.

Q: What if your employees could tap into their capacity and learn how to lead themselves?

A: *The MindShift System* is tailored by each individual who gets to be in charge in their development and growth.

***The MindShift System* can support your employees by:**

- Embracing them in a community where they are supported and celebrated
- Acknowledging each individual's journey and guiding them through their own customized process
- Showing them how to use the power of their WHY to propel themselves forward
- Assisting them in recognizing their impact and capacity to create something new
- Inviting them to exercise their courage, boost their confidence and own their power



Contact@TheMindShiftGame.com
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