

Disciplina Heroica

Heroic Discipline in Fatherhood

Earnings Call Presentation

Q2 2026

Building Character: The Ultimate ROI

Market Challenges in Parenting

Ser papá es difícil - Authority without competence

Common pitfalls: Permissive (rewards/bribery) vs Controller (punishments/threats)

Icebreaker: Worst tantrum experiences

Cultural pressures: Moral relativism, media, peer pressure

Risk: Raising victims instead of protagonists

Core Investment Thesis

Character Development > Personality

Character: What remains after bankruptcy

Tigre not Oveja: Response-ability

Positive Discipline: Kind + Firm

Theological Foundation: Familiaris Consortio, JP II

Father as Inflator of the Spirit (Pneuma)

Execution Plan: Firmness & Respect

Connection before Correction

Curiosity-driven questioning

Natural Consequences for ownership

Family Meetings

Lead by Example: Protection & Presence

Analyst role: Set expectations, Ambassador of realities

Projected Returns & Next Steps

Raise capable, confident humans

Happy contributors to society

Faith-filled leaders with self-discipline

Success beyond success: Transcendent orientation

Q&A: How will you implement today?

Action: Schedule family meeting this week