

# LEADING WITH PURPOSE

Raul Bujanda





# INFORMANT GIVES ME A CALL



**Did you hear the call?**

They received a large shipment of heroin and cocaine at their warehouse.

**What call? Let me check with Dolores (blue).**

- Did we receive a call about a shipment?
- No, it has been slow.
- A lot of minimized calls about stocking up their clothing store, with shipments of pants and white T-shirts.

**Green badger . . .**

- I told her . . .

that pants referred to heroin and t-shirts was referring to cocaine . . .

- I was not happy.



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“LIFE’S NOT ABOUT HOW HARD  
OF A HIT YOU CAN GIVE ...IT’S  
ABOUT HOW MANY YOU CAN  
TAKE, AND STILL KEEP MOVING  
FORWARD!”

- ROCKYBALBOA



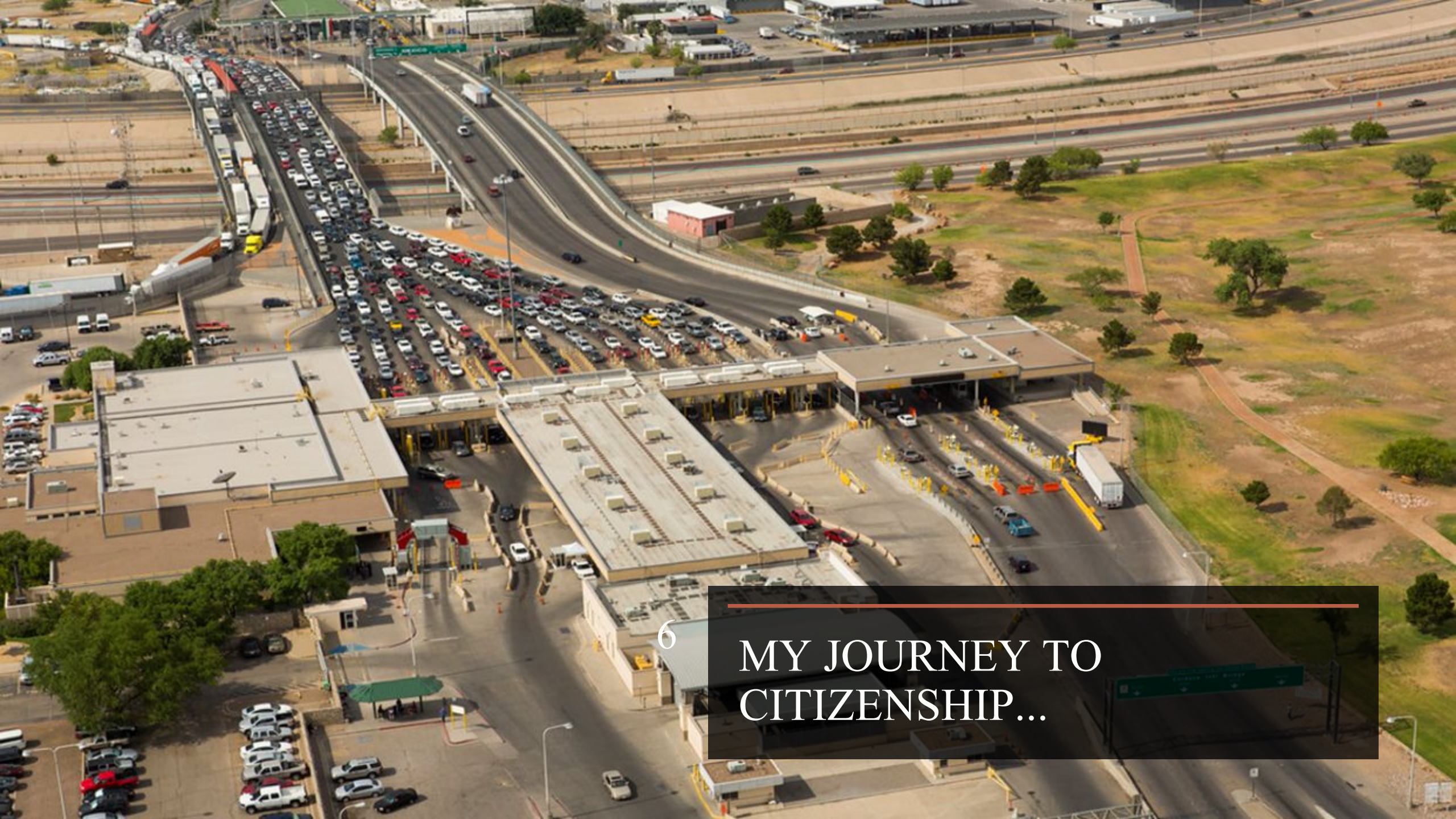
# WHERE IT ALL BEGAN...

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**Mom:** Rita Esparza-Bujanda

**My Dad:** Emiliano Francisco Bujanda Blanco





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MY JOURNEY TO  
CITIZENSHIP...



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SO HE STARTED  
WORKING WITH  
THIS GUY...

YOUR  
ENVIRONMENT  
SHAPES HOW  
YOU PERCEIVE  
THE WORLD...



I DIDN'T  
HAVE MUCH,  
BUT I WAS  
HAPPY...

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LIFE CHALLENGES YOU TO  
BE BETTER...

# CONSUMED WITH ANGER...

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IF YOU ARE OPEN-  
MINDED, YOU WILL FIND  
LEADERS IN UNLIKELY  
PLACES...

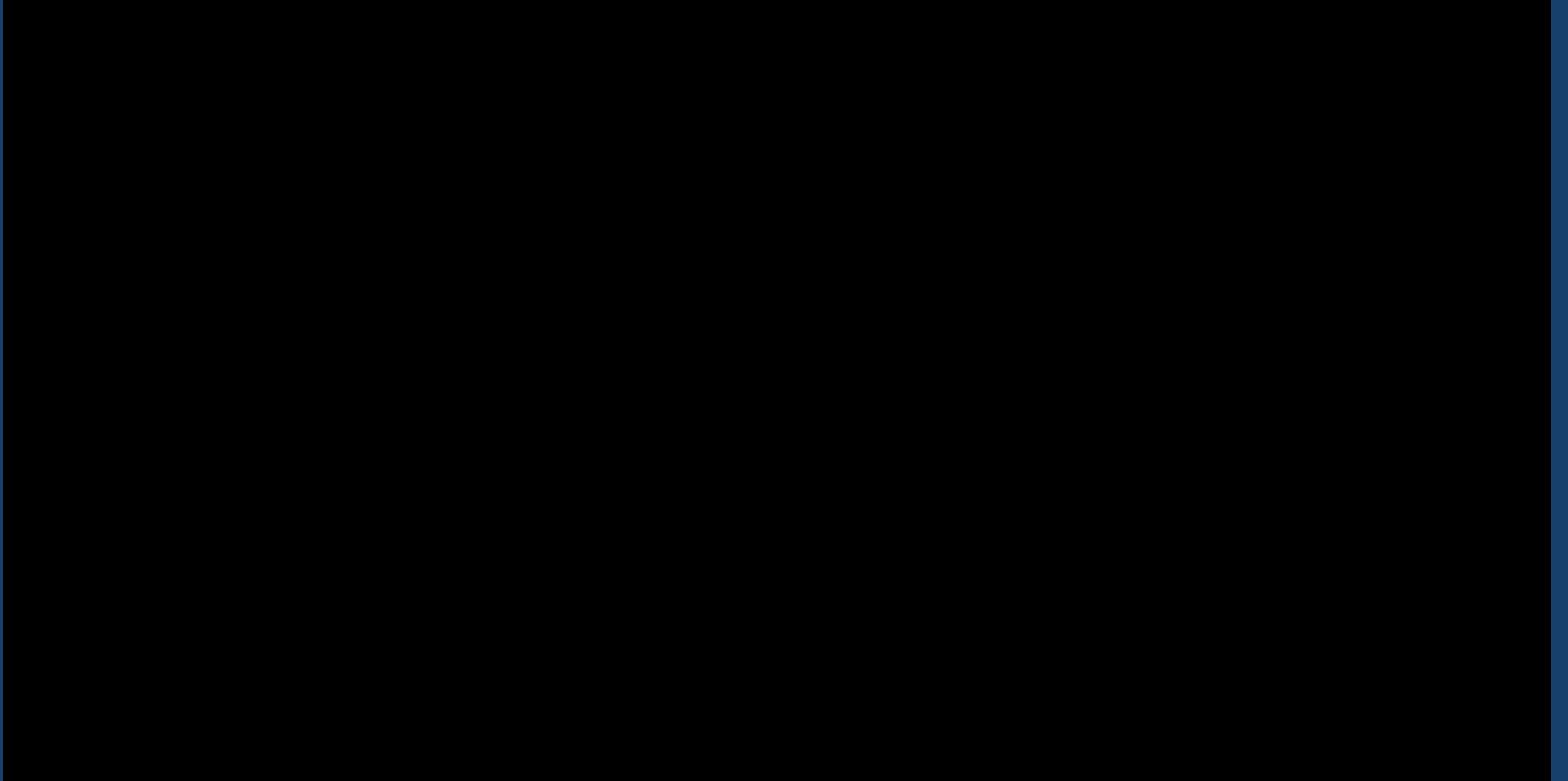


**“Bring back  
everything that’s  
ever hurt you, all the  
pain you had inside.  
They don’t know  
what we’ve been  
through. You  
belong here!”**



Rocky Balboa

**Nothing that is Worth Doing Comes Easy**



THANK YOU!