

**COLLEGE ATHLETE**

# **PEAK PERFORMANCE COACHING**

**POWERED BY CHARACTER QUEST**

# WHAT IF I TOLD YOU THAT YOU WILL NEVER REACH YOUR FULL POTENTIAL WITH SKILLS ALONE?

It's commonly thought that success as a college athlete is determined by your accomplishments **ONLY** on the field.

**PREPARE TO CHALLENGE THE STATUS QUO:**  
LET'S MAKE THIS CLEAR, YOU ARE MORE THAN YOUR SUCCESS ON THE FIELD.



# WHAT IS PEAK PERFORMANCE COACHING?

Our program is specifically designed for college athletes. It aims to help you achieve consistent success as an athlete, and student, leading you into impactful relationships in your personal and professional life.

**The Wired Right Program measures your success as a college athlete by the consistent peak performance you achieve on the field, in the classroom, and beyond.**



# WE GET IT.

Most of us were college athletes ourselves. It's not easy.

- ✗ **PACKED SCHEDULES**
- ✗ **ACADEMIC PRESSURE**
- ✗ **HIGH ATHLETIC CHALLENGES**
- ✗ **AND SOCIAL PRESSURES**

THE QUESTION BECOMES:

How do you separate your success on the field from the person you're also becoming off the field, while handling the overwhelming nature of college sports?



# WHAT DOES IT TAKE FOR YOU TO ACHIEVE CONSISTENT PEAK PERFORMANCE?

AND LIVE A MORE FULFILLING LIFE ON AND OFF THE FIELD.

Our Peak Performance Coaches will come alongside you so that you're able to align and apply the key contributors of:

**CHARACTER** + **MINDSET** + **SKILL**

to produce consistent peak performance - in **every area** of your life.



# OUR PROCESS:

## STEP 1:

Weekly 1-on-1 calls with your Peak Performance Coach that will help you develop & execute a personalized game-plan to meet the demands of your life.

## STEP 2:

Weekly performance application so you can properly align your **character** + **mindset** + **skill** on and off the field.

## STEP 3:

Experience the optimal impact of hitting your peak performance goals.



# LEADERSHIP:

## **Dean Matthews**

*Founder*

30+ years of research-based experiential learning, leadership, engagement, and coaching development. 3rd generation owner of nationally recognized and award-winning beverage distribution company.

## **Derek Matthews, Ph.D**

*Co-founder*

Youngest recipient of a Ph.D in Leadership in US history. 10+ years of leadership, engagement, and coaching development. Masters and Ph.D. in Leadership. 4th generation leader of nationally-recognized and award-winning beverage distribution company. Contributing writer for Forbes.

## **Logan White**

*Co-founder*

Senior Advisor to the General Manager & Director of Player Personnel Scouting for the San Diego Padres.

## **Keith Boyer**

*Lead Coach*

30+ years of international leadership, engagement, and coaching development. Non-profit leader who has grown an organization from one to nine locations across four states – grown a budget from \$300k to \$8 million.

## **Sergio Sanchez**

*Leadership Coach*

20+ years of Executive Sales and Operations experience in the Fortune 500 business landscape. MBA from the University of Arizona.

## **Steve Caswell**

*Leadership Coach*

Psychologist and Certified Professional Co-Active Coach. 30+ years experience with peak performance training and consulting with elite athletes.

## **Denae Craciunescu**

*Chief Admin*

Masters Degree in Leadership in Healthcare Innovation. Leads internal operations and communications for Character Quest.

## **Tom Stack**

*Executive Development*

30+ years of Sr. Executive Leadership of Fortune 50, small/medium businesses, and start-up ventures. Currently, Tom is the Managing Partner of a business consulting services company he founded in 2012.



## **NEXT STEPS:**

**Visit [www.characterquest.com](http://www.characterquest.com) to schedule a call with a coach.**

We'll walk you through the process of signing up, financing, and the requirements to join our coaching program.

**Visit: [www.characterquest.com](http://www.characterquest.com)**

**Or email: [dean@characterquest.com](mailto:dean@characterquest.com) or [derek@characterquest.com](mailto:derek@characterquest.com)**