



**PARENTS**

# PEAK PERFORMANCE COACHING

**POWERED BY CHARACTER QUEST**

**PARENTS,**

**OF ALL PEOPLE, YOU WERE ALWAYS THERE.**

**AN INTEGRAL PART OF THE JOURNEY TO  
YOUR CHILD'S SUCCESS AS AN ATHLETE.**

**EVERY GAME, PRACTICE, TOURNAMENT.  
EVERY CAR RIDE HOME - WIN OR LOSS -**

**YOU WERE THERE TO COACH YOUR CHILD'S GROWTH.**



**HOWEVER, THE QUESTION WE REALLY MUST ASK OURSELVES AS PARENTS IS THIS ONE:**

How do we really measure our child's success?



**DO WE MEASURE OUR CHILD'S SUCCESS JUST BY WHAT THEY ACHIEVE?**

**OR**



**DO WE MEASURE OUR CHILD'S SUCCESS BY WHO THEY ALSO BECOME?**

**WE BELIEVE LIVING A SUCCESSFUL AND FULFILLING  
LIFE FOR ANY YOUNG ATHLETE MEANS LEARNING TO BE A  
CONSISTENT PEAK PERFORMER IN EVERY AREA OF THEIR LIFE.**

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



# WHAT'S HOLDING YOUR YOUNG ATHLETE BACK?

The college learning environment looks like this:

✗ **PACKED SCHEDULES**

✗ **HIGH ATHLETIC EXPECTATIONS**

✗ **ACADEMIC PRESSURE**

✗ **SOCIAL CHALLENGES**

Leading to:

- More mental health concerns, anxiety, and depression than before the covid-19 pandemic.<sup>1</sup>
- 30% of female and 25% of male college athletes report having anxiety.<sup>2</sup>
- More stress, depression, fatigue, sleep disturbances and pain interference than non-athletes.<sup>3</sup>
- Suicide as the second leading cause of death on college campuses.
- Substance abuse, social anxiety, and eating disorders.
- Identifying their sport as their only form of personality and identity.

**An internal perception that is often negative leads most college athletes to assume they have no worth unless they're performing at their highest level.**

1. (2021 NCAA).  
2. (American College of Sports Medicine).  
3. (American Journal of Sports Medicine).



**HOW DO YOU OVERCOME THE DAUNTING  
QUEST OF LEADING YOUR CHILD INTO THE  
JOURNEY OF BECOMING A SUCCESSFUL,  
IMPACTFUL, AND HEALTHY CONSISTENT PEAK  
PERFORMER IN EVERY AREA OF THEIR LIFE?**



## **THE ANSWER:**

**OUR PEAK PERFORMANCE COACHING WILL COME ALONGSIDE YOUR SON OR DAUGHTER IN EVERY AREA OF THEIR LIFE.**

We help your athlete apply character, mindset, skill and value to guide their everyday choices, decisions, and actions. We focus on identity, self-awareness, purpose, self-leadership, coachability, and self-coaching - the critical skill contributors to consistent peak performance.

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

**CHARACTER + MINDSET + SKILL**

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



## **BENEFITS OF WIRED RIGHT WHOLE COLLEGE ATHLETE COACHING:**

- Understand who you are and who you want to become.
- Determine the why behind what you are striving to accomplish.
- Maximum goal attainment through consistent peak performance.
- Clearer understanding of how your character impacts your performance.
- Awareness of your performance blind spots and how to work through them.
- Understand the impact of personal values on performance.
- Proper application of feedback.
- Strengthened ability to ask for feedback.
- Ability to self-coach.
- Consistently living in the peak performance zone.
- Increased happiness & fulfillment by consistently living in the peak performance zone.





# OUR PROCESS:

## STEP 1:

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

## STEP 2:

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

## STEP 3:

Experience the optimal impact of hitting their 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)**