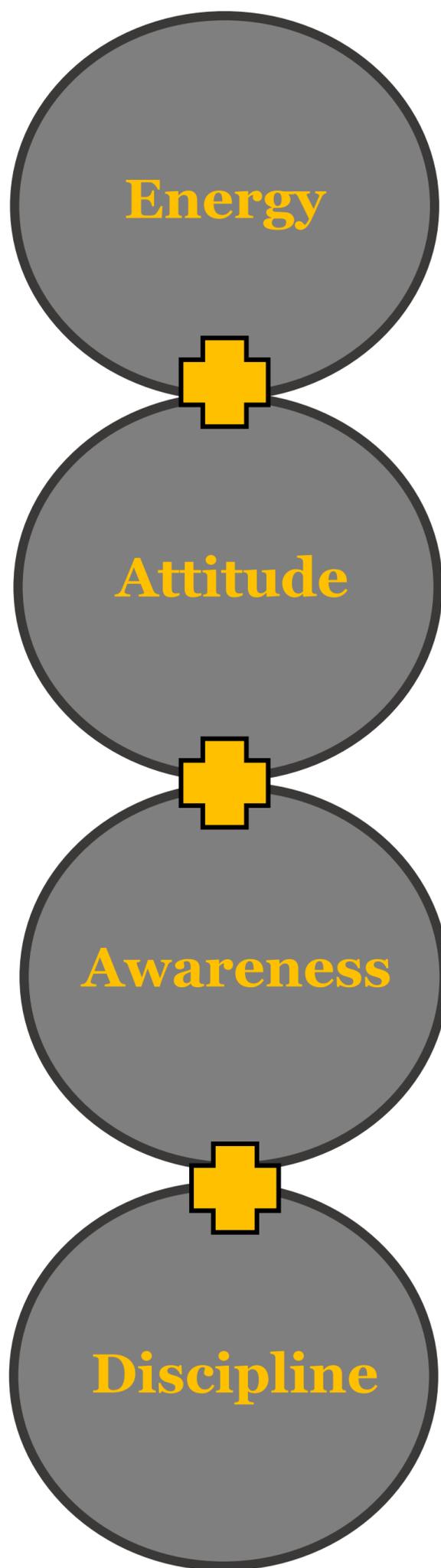
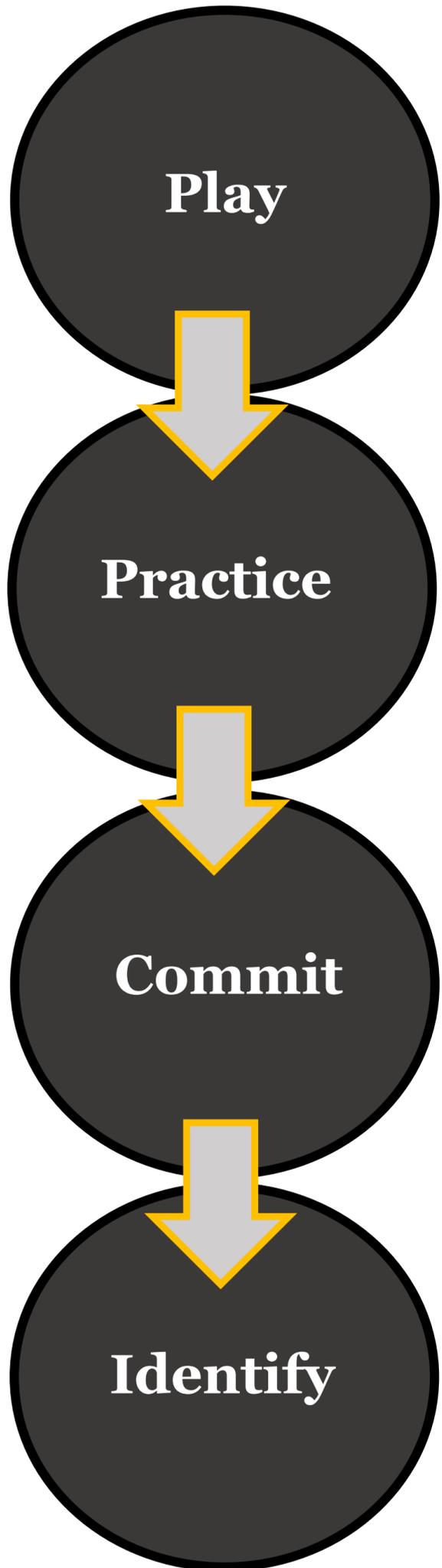


**From Theory
to Practice
& Practice
to the Podium:
Sport & Mental
Performance
Excellence for
Today's Athletes**



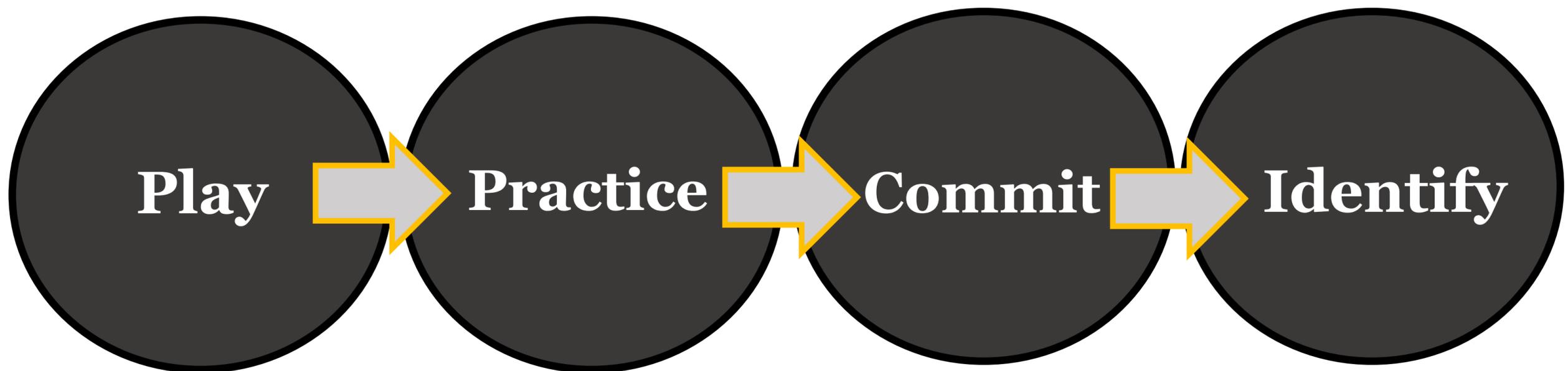
The **nxtU** Difference

nxtU applies our proprietary process-based performance framework, systems, and tools to prepare individual and institutional clients for lasting athletic, academic, and personal success. Based upon a holistic assessment of skills, assets, interests and resources, we tailor and deliver a customized program of individual and collective consultations, innovative tools and pathways, and tailored coaching to help our clients realize their full potential.

We teach performance and leadership skills and strategies to excel, to embrace and overcome inevitable obstacles, to live and grow deliberately, and to embrace what's next. Our clients' success defines ours. Their specific needs and ambitions drive our deliberate efforts to deliver agile, viable, and value-added performance and leadership pathways for realizing athletic potential, living a rich, vibrant, and productive life, and minimizing unnecessary risks and sunk costs in terms of money, time, effort, and resources.

We offer concierge- and workshop-level training, support, mentorship, and coaching as we work tirelessly in support of our clients' sports, performance, academic, and professional goals and aspirations.

Our Performance Framework



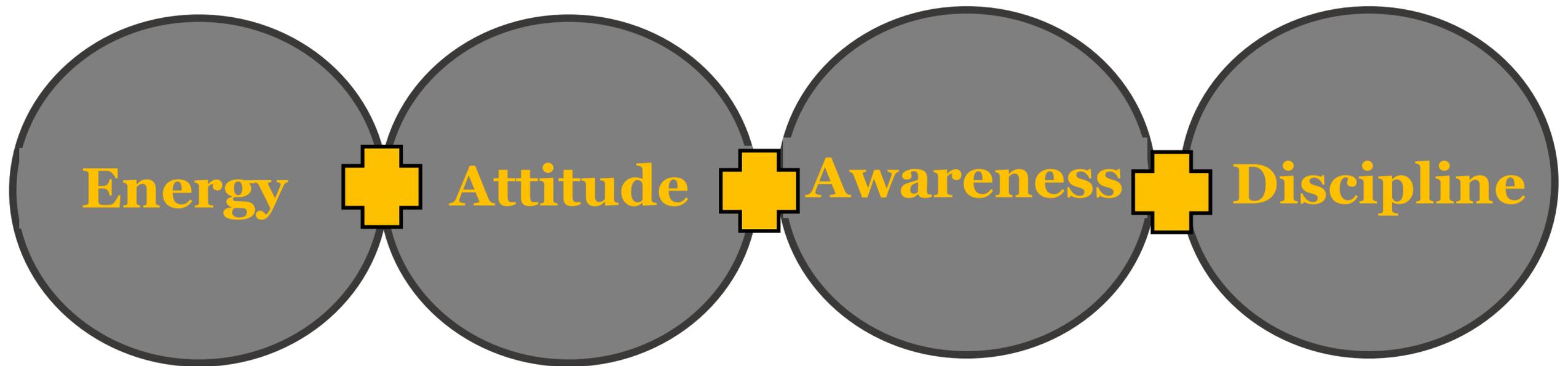
- Future Champions begin their journey by “playing” a sport or activity with little instruction or structure.
- They discover the joys & begin learning the fundamentals necessary to improve.
- Soon, they seek more structure & instruction.
- They begin taking lessons &/or join a local club, school, or academy team.
- They leave this stage as a Novice.

- Novice Athletes/Future Champions improve skills with formal instruction & daily or weekly practices.
- The focus during this stage is coachability & intermediate skill development through group/individual drills, practice, & coaching.
- “Play” transforms into “Deliberate Practice.”
- As skills improve, they test their skills in competition.
- Over time, skills & performance improve, moving from Novice to Practitioner.

- Practitioners achieve competitive success.
- They earn varsity letters &/or rankings in school, junior, club, or academy competition.
- They transition to more specialized/personalized instruction/coaching.
- They professionalize their approach, becoming students of their sport, learning strategies, & incorporating study, reflection, & mental performance into their deliberate practice.
- They move from Practitioner to Athlete.

- Athletes achieve local, regional, &/or national rankings/success.
- They lead school, junior, club, or academy teams.
- They transition to professional coaching & full-time commitment to their sport.
- By this stage, their performance, success, & commitment to their sport defines their individual identity.
- Over time, they earn NCAA, National Elite, &/or Professional Status.
- They move from Athlete to Champion.

Our Performance Systems



- **en·er·gy** /'enərjē
- The strength & vitality required to sustain a Champion's physical, mental, & emotional activity.
- Drives the interaction between mind, body, & spirit.
- The fuel behind a Champion's passion, effort, engagement, & commitment.
- Drives a Champion's sustained focus upon sleep, nutrition, hydration, mindset, & mental preparation.

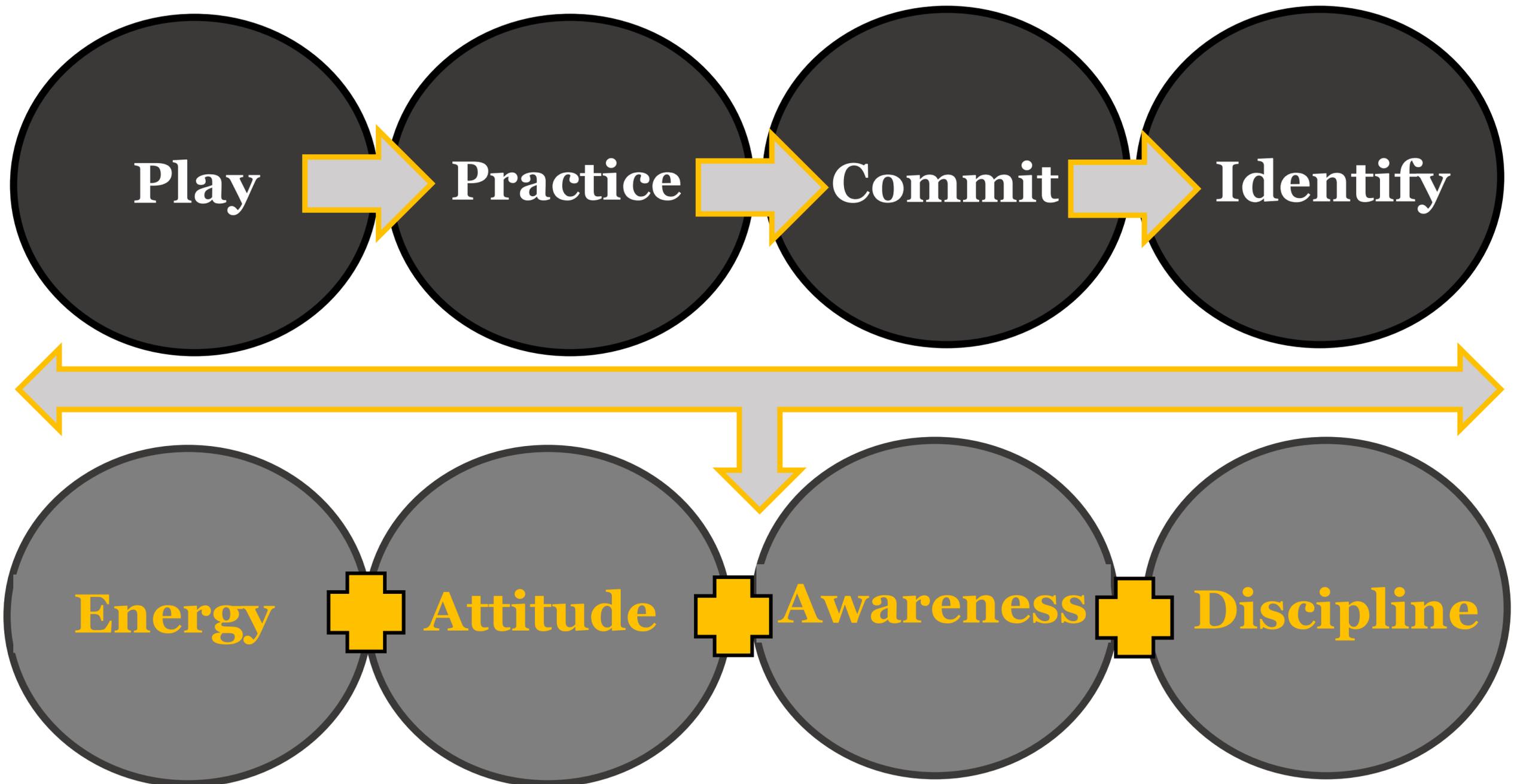
- **at·ti·tude** /'adə,t(y)oōd
- The link between a Champion's thinking, feeling, & behavior.
- Mindset + Thoughts + Actions
- Often defined, at least early on, by personality traits and how a Champion reacts to people, situations, stress, challenges, & success.
- Reflected in fitness, bearing, composure, confidence, & resilience.
- Conveys a Champion's purpose, commitment, resolve, & passion.

- **a·ware·ness** /ə'wernəs
- A Champion's ongoing journey to understand how he/she can reach his/her full potential in process, practice, competition, & life.
- Knowledge, perception, & management of a situation, challenge, &/or opportunity.
- Drives the link between Event + Perception + Response.
- Informs a Champion's technique, skill, stamina, speed, agility, & grit.
- Heavily dependent upon focused reflection.

- **di·sci·pline** /'disəplən
- A Champion's sustained drive to commit the time, energy, focus, & work to establish the conditions for competitive success & to reach his/her potential.
- Transforms this potential into achievement, & power, purpose, & passion into results.
- A Champion's daily devotion to improve & excel on command in practice, competition, & life.
- Defines a Champion's willingness not only to endure but to embrace hardship.

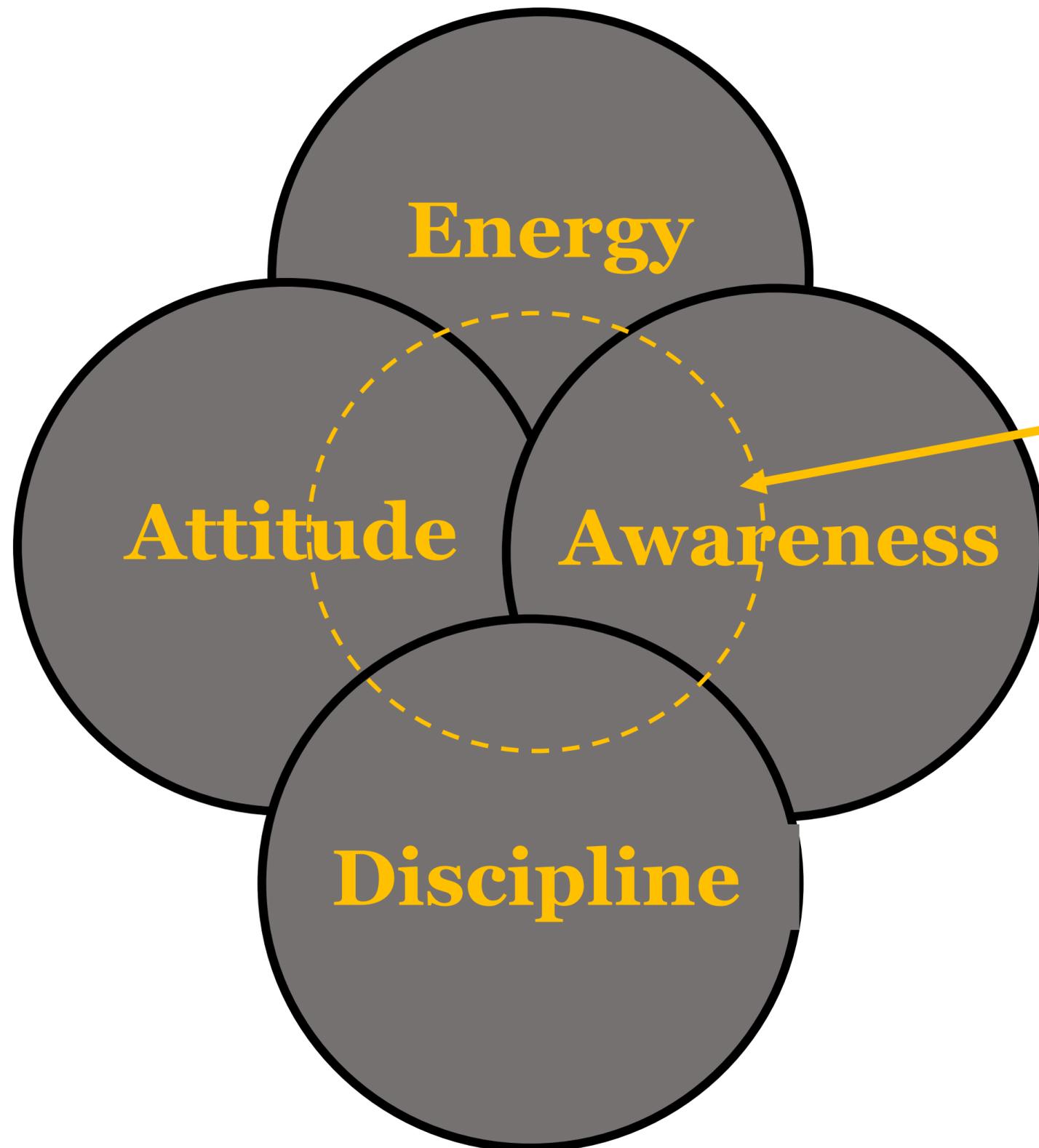
Performance Systems Integration into the Performance Framework

The Performance Framework



The Performance Systems

Our Performance Systems & The Zone of Optimal Performance

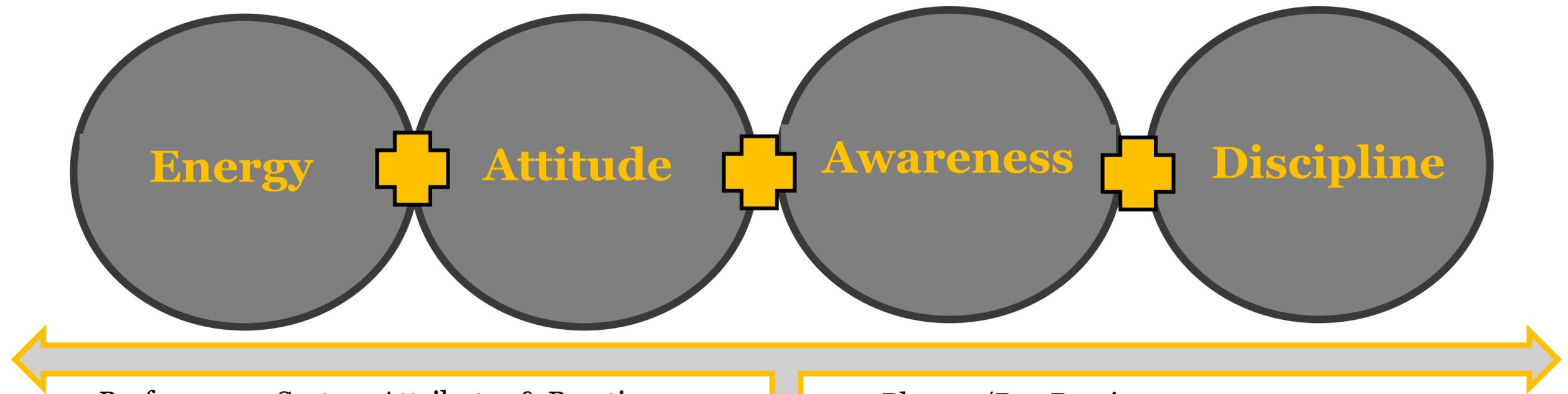


**The Zone of
Optimal Mental
Performance**

**Where
Champions
Manage
Pressure,
Anxiety,
& Intensity**

...using our Performance Tools

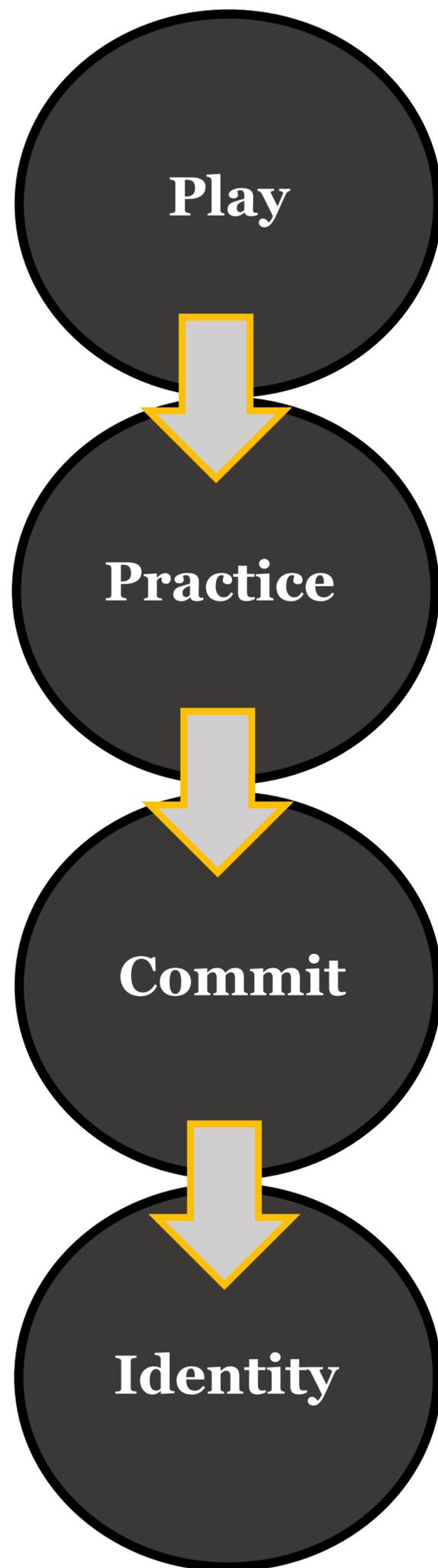
Our Performance Tools



- Performance System Attributes & Practices
- The Performance Pyramid
 - The Performance Keystones
 - The Non-Negotiables
- Managing Self Talk / Internal Dialogue
- Individual & Team Performance Affirmations
- Projecting Positive Body Language
- Optimizing TEMPO
- The Power of Routine and Rituals
- Periodizing Individual & Team Performance
- Balancing PAI (Pressure, Anxiety, & Intensity)
- Adopting the Problem x 2 Mindset
- Achieving the Optimal Zone of Performance
- Visualization and Relaxation Techniques
- Optimizing Injury Recovery / Rehabilitation
- Mental Performance Pathway Assessments
- The Power of Reflection: I Will....
 - Optimizing a Performance Notebook
 - Identifying Pre-Performance Objectives
 - Post-Performance Reflections
 - Implementing a Player Performance Playbook
- Finding Life Balance: SAFE Assessments

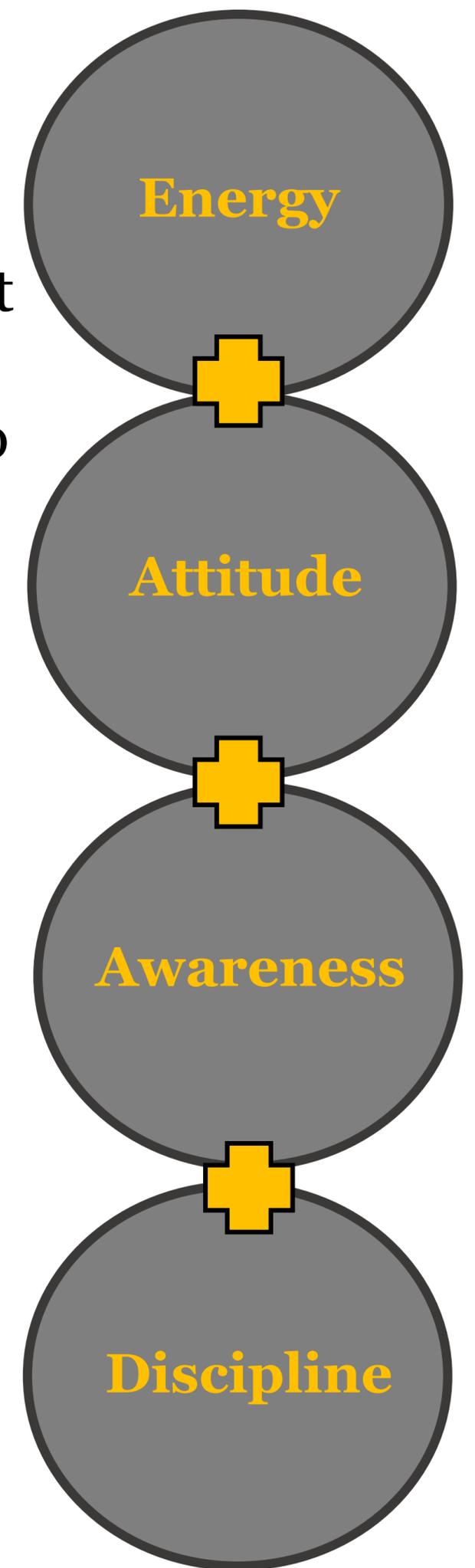
- Plateau/Rut Busting
- Professionalizing Deliberate Practice
- Perfecting the Mental Lockbox
- Embrace the Suck & Thrive: Bend Don't Break
- Taking it from Practice to the Podium
- Find Your Focus Space: Eliminating the Fog
- The Right Now Reset: Doing/Not Doing
- Adopting a Growth Mindset
- The Power of Grit
- Embracing Interim Failure
- Achieving Individual/Team SMART Goals
- Coaching Generation Z Athletes
 - Know Yourself / Know Your Athletes
 - Optimizing Leadership, Teamwork, Accountability, & Culture
 - Writing & Living Your Coaching Philosophy
 - Projecting Positive Body Language
 - Process-Focused Coaching
 - iCoach: The Golden Objective
 - Coaching Through Transitions / Change
 - Identifying & Training Captains
- Positive Parenting of Generation Z Athletes

From Theory to Practice



We achieve results by meeting our client athletes, coaches, teams, & parents where they are – not where they want to be – with customized proprietary products & programming, including:

- Individual Consultations (Virtual & F2F)
- Workshops / Seminars / Events (Individual, Team, Coaches, Captains, & Parents) (Virtual & F2F)
- Coach & Team Captain Offsite Training
- Season Contracts (Club, Academy, School Teams)
- Pre-Season, Camp, Tournament, & Championship On-Site Performance Coaching
- Customized Individual & Team Performance Playbooks, Athlete Notebooks, & Daily/Weekly/Season Planners
- Keynote / Guest Lectures
- Annual Seminar Series Subscription
- Freemium Virtual Programming



Our Team



Sean D. Cleveland, Ph.D.

Founding Partner and Principal,
Ph.D., English - Texas Tech University
MA, English - Arizona State University
BS, Literature - USMA - West Point

A graduate of the United States Military Academy at West Point with an M.A. from Arizona State University and a Ph.D. from Texas Tech, Sean draws upon 28 years of leadership in the US Army, multiple combat deployments, and 16 years in diverse roles in higher education and athletics. He has served as a success coach in a PAC-12 athletics department, an instructor and advisor in an alternative admissions program at a Big-12 university, and as both a junior and senior rotating faculty member at West Point, where he worked extensively with NCAA athletes.

After retiring from active duty, Sean served as a Visiting Assistant Professor in the Department of English, Fine Arts, and Communication and as the Assistant Director of the Center for Excellence and Innovation in Teaching and Learning and Distance Education at The Citadel in Charleston, South Carolina – where he and his family now live. Working with young athletes between the ages of 14-29, he focuses on deliberate planning, establishing and achieving specific outcomes and objectives, and developing the “whole person” for sustained athletic, intellectual, personal, and professional success.

Sean is an avid competitive tennis player, loves golf, and enjoys the beaches, waterways, and lifestyle of the South Carolina Lowcountry.



Brandyn Fisher, Ph.D.

Principal
Sports & Performance Psychology
Ph.D., Sports & Exercise Psychology
West Virginia University

After graduating from West Virginia University’s top-ranked doctoral program in Sports and Exercise Psychology, Dr. Fisher excelled as one of the top developmental tennis coaches in the country, coaching and mentoring players who subsequently won national and international titles, earned NCAA All-American status, and played on the ATP and WTP tours. In addition to coaching, Brandyn has developed the mental performance programs at multiple international tennis academies and schools, along with a unique mentoring pathway for coaches and players.

After transitioning from full-time coaching, Brandyn founded American Sport Psychology, which helps elite athletes and their families navigate multiple levels of competition, tackle the complexities of the college recruiting process, and develop essential intangible skills. Committed to helping young adults between the ages of the 14-29 reach their full potential, he practices a simple ethos: be honest, do great work, and maintain an inquisitive mind.

Brandyn lives with his wife and three kids in New Jersey and works with students and athletes throughout the United States.



Daniel Leidl, Ph.D.

Principal
Sports & Performance Psychology
Ph.D., Sports & Exercise Psychology
MA, Counseling
- West Virginia University
MA, Child Development - Tufts

Dan has broad experience as an author, speaker, and performance practitioner, focusing on organizational dynamics, leadership, and team development. He has served as the Director of Organizational Development and Human Capital at PRG, the world’s largest provider of entertainment support and infrastructure, serving every major global market with lighting, audio, video and scenery.

Dan was a co-founder of Meno Consulting, a boutique consultancy focused on team and leadership development, working extensively with corporate, athletic, and government teams to enhance leadership, camaraderie and culture. He has written about leadership and organizational development for a variety of publications, including *The Washington Post*, *Psychology Today*, *Fast Company* and *HBR*. He is the co-author of *Team Turnarounds*.

Dan’s interests in performance and development evolved out of playing and coaching lacrosse at the NCAA and professional levels – both nationally and internationally. In addition to his work with nxtU, he currently coaches lacrosse at an elite private school in New England.

Our Team



Shawn M. McNeil

Principal,
Leadership, Teamwork,
Accountability, & Culture
MBA – The Citadel
BS - United States Military Academy

Recruited to play lacrosse at West Point, Shawn graduated and commissioned as a Field Artillery officer in 2007. After deploying to Iraq, he transitioned into Special Forces and commanded two Operational Detachments – Alpha (ODAs) with specialized expertise in underwater operations. In Afghanistan, he strengthened relationships between his team and assets from the Central Intelligence Agency, the Defense Intelligence Agency, US Navy SEAL teams, and the State Department. He deployed his second ODA to Iraq to augment a Special Missions Unit (SMU) and made significant contributions in the fight against ISIS. Post command, he transitioned to serve as the Operations Manager in the SMU.

After being medically retired, Shawn continued to pursue his passion for teaching, coaching, and mentoring young adults as a Professor of Military Science in The Citadel's Army ROTC program. He capitalizes upon his extensive experience in Division 1 athletics and conventional and special operations to empower young adults between the ages of 14-29 to build upon their individual strengths, improve upon their weaknesses, and to embrace both grit and the growth mindset as they strive to live deliberate and reflective lives and to lead others to do the same.

Shawn lives near Greenville, South Carolina with his wife and two daughters – both of whom keep him running 100 mph.



D.J. McKenna

Principal
Client Development
BS, Early Childhood Education
Auburn University

A graduate of Auburn University, where she graduated summa cum laude with a BS in Early Childhood Education, DJ draws upon her extensive experience as a PHR-certified human resources generalist, competitive athlete and coach, and community volunteer to direct nxtU's client development efforts. An active leader in Scouts BSA for almost a decade, a former long-time PTA Vice President, and an RRCA-certified running coach, she thrives when serving others and helping individuals and communities reach their full potential. Having grown up in an Army family and then married an Army officer, she understands selfless service, discipline, and living a deliberate life. A triathlete, master's swimmer, trail ultra-marathoner and weighted ruck-sack competitor, she embodies grit and the warrior spirit – both of which help her marshal the efforts of her three extraordinarily active sons, each of whom currently thrives in nxtU programming.

DJ lives in Frisco, Texas and directs all nxtU programming in North Texas.

