



# Just like the Game, Your Life Needs A Winning Gameplan



**You've trained and played for a championship your entire career. Now, let's build your championship life.**

### Are You...

- **Exceeding all expectations**, making millions, owning houses and cars, in a great relationship, have amazing children, giving back to the community, **but still unfulfilled?**
- Questioning you're potential outside of the game because **you've spent your entire life working to be a champion in your sport?**
- **Struggling** with what you want to do **after your playing career ends?**

### Breaking Down The Facts:

1. 35% of professional athletes suffer from a mental health crisis which may manifest as stress, self sabotaging decisions, burnout, depression and/or anxiety.
2. 78% of NFL players are either bankrupt or under financial stress within two years of retirement and 60% of NBA players are broke within five years of leaving the league.
3. The divorce rate for professional athletes is estimated at 60-80% (the American average is 50%).

### A Championship Life Beyond the Game Requires a Winning Formula

**360° Champion** is a proven methodology anchored by 9 PowerPlays. Professional athletes have world class trainers, nutritionists, financial advisors, publicists, managers, and agents. The **360° Champion** coaching program is the additional team member that empowers them with the mindset and strategy to experience peace of mind, focus, clarity, and the mental wellness to enhance peak performance in every area of life. This is **Exponential Living**®.

## 9POWER Plays

### WINNING PRINCIPLES FOR PROFESSIONAL ATHLETES

|   |                                |   |  |   |  |
|---|--------------------------------|---|--|---|--|
| 1 | CONFIDENT DECISION MAKING      | 4 | LEADING WITH A CHAMPION'S HEART        | 7 | UNCOVERING WHO YOU ARE OUTSIDE THE GAME  |
| 2 | EFFECTIVE COMMUNICATION SKILLS | 5 | AMPLIFYING YOUR TALENT BEYOND THE GAME | 8 | TRAINING, HEALING, DOMINATING            |
| 3 | OWNING YOUR CHAMPION'S MINDSET | 6 | MANAGING PRESSURE, MAINTAINING PASSION | 9 | LIVING A LIFESTYLE OF EXPONENTIAL LIVING |

*"Being drafted into the NBA at 18, I was taught how to become a better athlete, but when it came to becoming a better man, I was unsure of how to ask for help. Now, I am invested in my mental wellness and I'm excited for this journey with the 360° Champion program and Sheri as my High-Performance Life Coach."*

**Darius Miles, 10-year NBA Veteran (Retired) and Co-Host of the Knuckleheads Podcast**

*"Sheri has the intelligence, relatability, and connectivity that is paramount when working with pro athletes. My experience working with her 360° Champion coaching program was awesome and I would recommend it to anyone."*

**Q Richardson, 13-year NBA Veteran (Retired) and Co-Host of the Knuckleheads Podcast**

*"I never thought this kind of work would be helpful. I quickly realized I needed this. I found my peace and clarity. I am empowered because of the 360° Champion process and better in every area of my life."*

**Professional Athlete/Current Client**

*"I will forever be grateful to Sheri for the impact she had on our program. We are better because of her."*

**Joni Taylor, Head Coach, Georgia Women's Basketball**

*"On behalf of myself and the Shaw Basketball Team, we are beyond grateful for the 360° Champion program. It empowered us as individuals and enlightened us as a Team."*

**Bobby Collins, Men's Basketball Coach, Shaw University**

