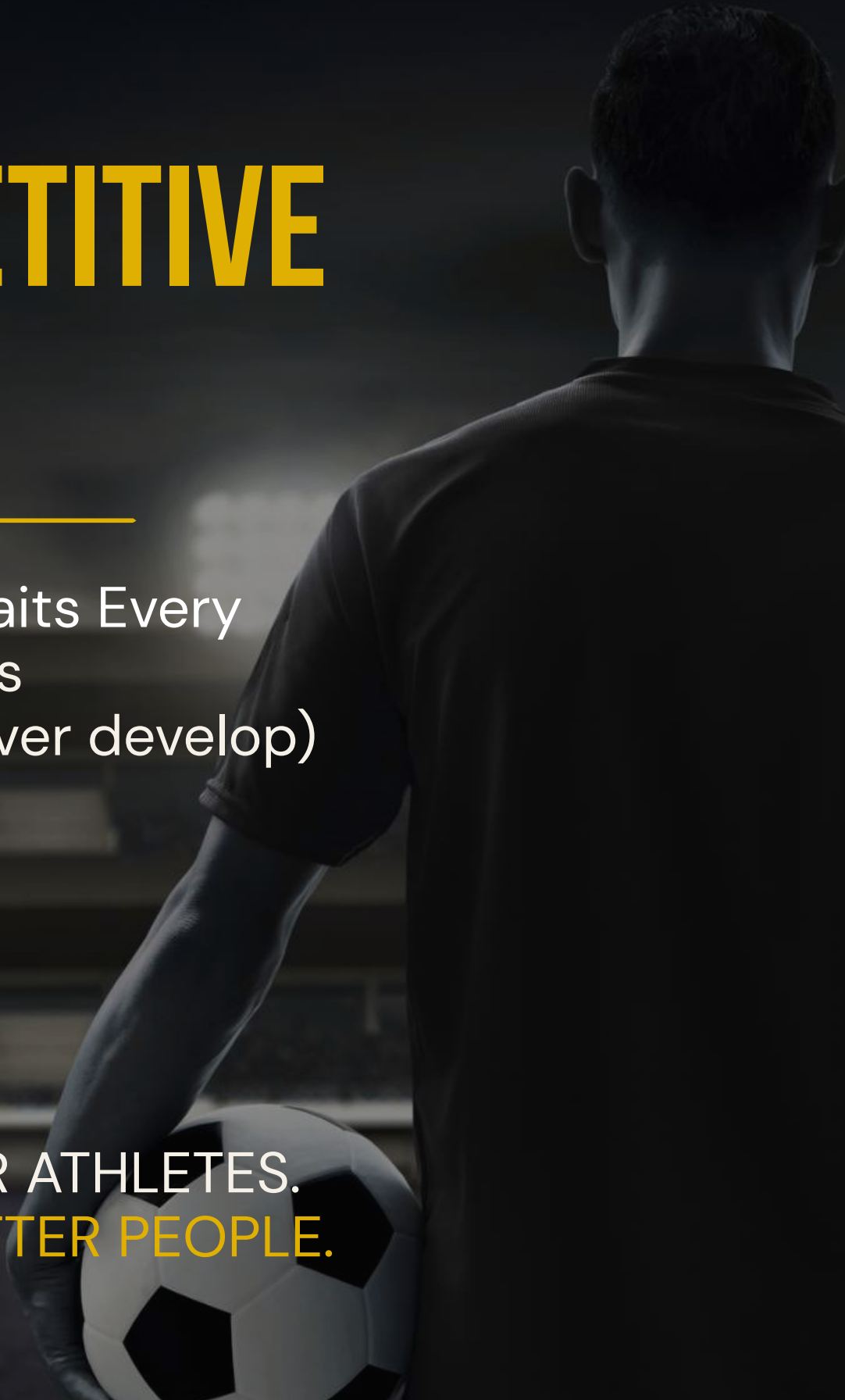




THE COMPETITIVE EDGE

The Seven Traits Every
Athlete Needs
(But most never develop)

BUILD BETTER ATHLETES.
DEVELOP BETTER PEOPLE.



THE EDGE NOBODY IS TALKING ABOUT.

Everyone trains for
the visible game.

Speed.
Strength.
Technique.
Competition.

But there's another side of
performance.

One that isn't measured
on a stopwatch.
Or a scoreboard
Or a stat sheet.

It's built in the
moments between
practices.
The conversations
after the game.
The response to failure.
The confidence to
try again.
The ability to lead.
The courage to let go.
The purpose to
keep going.

That's the
competitive edge.



EVERY ATHLETE HAS **TWO GAMES** TO PLAY.

The visible game.
And the invisible one.

One is played
in competition.

The other is played
in the mind.

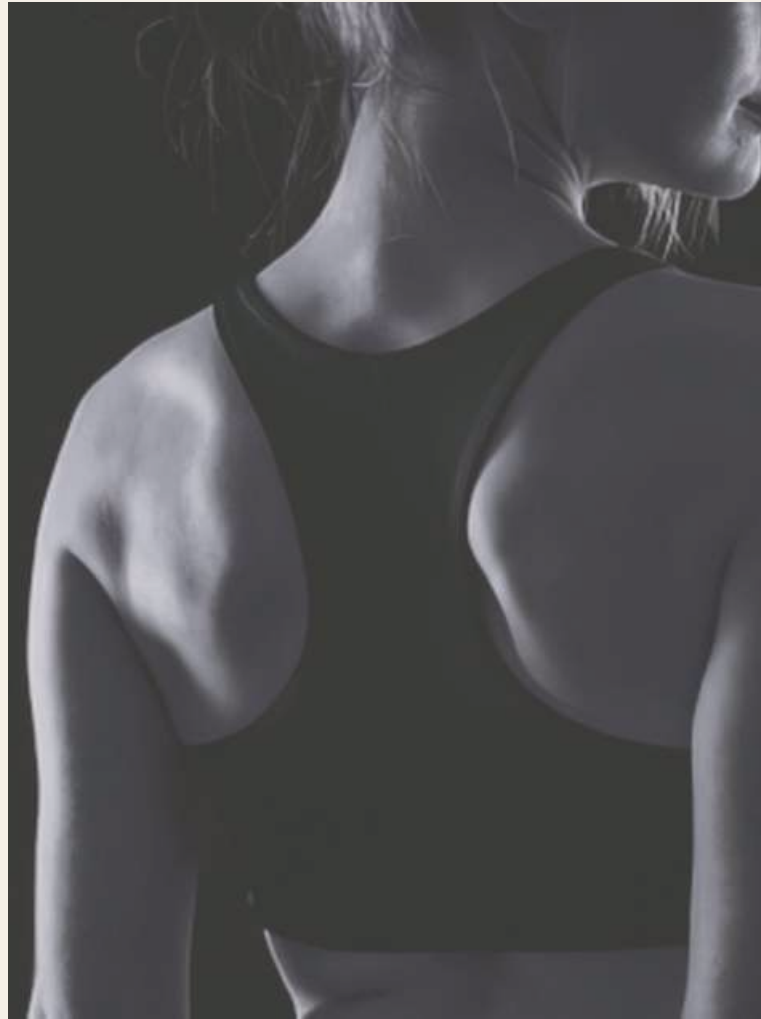
In relationships.

In adversity.

In identity.

Before the game.
After the game.
Through every transition.
Long after the season ends.

**The Invisible Game
is the one that lasts
a lifetime.**



The athletes who thrive
don't simply train
differently.

**They develop
differently.**

The seven traits that
follow are the foundation
of that development.



01

CONFIDENCE

Confidence isn't
believing you'll never fail.
It's believing failure
doesn't define you.

Confidence isn't loud.
It isn't arrogance.
It isn't pretending to have
all the answers.

Real confidence is built
one small decision at a time.
Showing up.
Trying Again.
Trusting yourself under
pressure.

Believing you're more than
yesterday's result.



**CONFIDENCE
IS EARNED BEFORE
IT'S DISPLAYED.**



ATHLETE *STORY*

Serena and Venus
Williams weren't
simply born
confident.

Long before they
became Grand Slam
champions, they
spent countless hours
practicing on public
courts in Compton.

Their confidence was
built through
preparation,
persistence
and belief.

REFLECTION

Where in your life do you need to
trust your preparation more than
your fear?



02

RESILIENCE

Every athlete gets
knocked down.
Champions get back up.

Injuries happen.
Bad games happen.
Unexpected losses happen.

Disappointment is part of
every athletic journey.

Resilience isn't avoiding
adversity.

It's learning how to respond
when it finds you.

“Resilience isn't
always pushing
through.
Sometimes it's
choosing what
matters most.”



ATHLETE STORY

When Simone Biles stepped away from Olympic competition in Tokyo to protect her mental health, many people only saw the medals she didn't win.

What they missed was one of the greatest demonstrations of resilience in modern sport.

Sometimes resilience means pushing through.

Sometimes resilience means knowing when to pause.

Both require courage.

REFLECTION

Think about the last setback you faced. What did it teach you that success never could?



03

PURPOSE

The athletes who play the longest rarely play only for the trophies.

Purpose keeps showing up after the excitement fades.

Purpose reminds you why you started.

Purpose turns practice into something bigger than performance.

When your “why” is strong, your effort follows.

“Purpose gives discipline a direction.”



ATHLETE *STORY*

Tiger Woods has often spoken about discipline, preparation, and the relentless pursuit of improvement.

While victories made headlines, it was the daily commitment to becoming better that defined his career and helped him overcome setbacks.

Purpose isn't built on applause; it's built on consistent intention.

REFLECTION

Why do you play? Has your answer changed since you started playing?



04

CHARACTER

**Talent gets noticed.
Character gets
remembered.**

Character is revealed when
no one is watching.

It's how you treat teammates,
officials, parents, coaches
and opponents.

It's how you respond after
mistakes.

Long after people forget your
statistics, they'll remember
how you made them feel.

“ True character
isn't built by
pretending you're
okay. It's built by
having the courage
to be honest.



ATHLETE *STORY*

Michael Phelps became the most decorated Olympian in history, but behind the medals he struggled with depression and questions about his own worth. Instead of hiding those struggles, he chose to speak openly about mental health and the importance of asking for help.

Today, his legacy extends beyond swimming, reminding athletes everywhere that true strength isn't found in pretending you're okay; it's found in having the courage to be honest.

REFLECTION

When life feels difficult, who do you trust enough to confide in?



05 CONNECTION

**No one succeeds alone.
Behind every athlete
is a team.**

Parents.
Coaches.
Friends.
Mentors.
Teammates.

The strongest competitors
aren't the ones who never
need help.

They're the ones who know
how to give it and receive it.

“The strongest
athletes aren't the
ones who never
need help. They're
the ones who know
they don't have to
face life's
challenges alone.”

ATHLETE *STORY*

In 2017, during an NBA game, Kevin Love experienced a panic attack that forced him to leave the court. Rather than hide the experience, he became one of the first major professional athletes to publicly share his struggles with anxiety, helping change the conversation around mental health in sports.

Today, he reminds athletes everywhere that asking for help isn't weakness—it's one of the strongest things a person can do.

REFLECTION

Who is helping you become your best self? Have you thanked them lately?



06 GROWTH

**The best athletes
never stop learning.**

They stay curious.
They stay coachable.

They understand that every season
brings new opportunities, new
challenges and new transitions.

Growth isn't about becoming
perfect. It's about becoming better.
Again. And again. And again.

“Your greatest
victories may come
long after your
biggest
competitions.”



ATHLETE *STORY*

Throughout her career, Lindsey Vonn overcame injuries and setbacks that challenged both her body and her identity.

Each comeback required her to adapt, rebuild, and discover new strength.

After retiring from competitive skiing, she embraced a new chapter, proving that growth doesn't end when one season of life does. And she started up again.

REFLECTION

What's one area of your life, not your sport, that you want to grow this year?



07 IDENTITY

You are more than
your sport.

More than your position.
More than your scholarship.
More than your statistics.
More than your performance.

One day, every athlete will
play their final game.

The question is . . .

Who will you be after that?



ATHLETE *STORY*

After an injury unexpectedly ended his Division I athletic career, Scott Roussell faced a question many athletes eventually ask:

Who am I without my sport?

That journey became the inspiration for After We Play. The program reminds us that value has never been defined by a position, a scholarship, or a scoreboard.

“Your sport is something you do. It was never meant to be everything you are.”

REFLECTION

If your sport disappeared tomorrow, what qualities would still define you?



YOUR JOURNEY DOESN'T END HERE.

The Competitive Edge is only the beginning.

The real work happens every day, in the conversations you have, the choices you make, and the person you're becoming.

Whether you're an athlete, a parent, a coach or a club leader, there's a path designed specifically for you.

CHOOSE YOUR NEXT STEP



ATHLETE

Build confidence.
Create your game plan.



PARENT

Connect beyond the sideline.
Deepen your relationship.



COACH

Transform your team.
Develop better athletes
people.



CLUB LEADER

Build a High-Impact
Club.
Create a lasting legacy.

