

FOR ATHLETIC PROGRAMS, COACHES & ATHLETES

Discipline Shapes Performance. *Character Shapes* Legacy.

Character and leadership development for athletes, coaches, and athletic programs. Where the work of formation meets the demands of competition.

RISE at Sport

PROGRAM OVERVIEW · 5-MINUTE READ

Developed by Dr. Michael & Stephanie Blue · The Blues Print Co.

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Sport doesn't *build character.* It reveals it.

Athletic programs are among the most powerful formation environments a young person ever enters. Practice. Pressure. Conflict. Recovery. Sacrifice. The same conditions that build great athletes also reveal the leaders they are becoming, for better or worse. The question is whether the program is reading what the field already shows.

SIX TELLS THE FIELD ALWAYS SHOWS

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|----|--|----|---|
| 01 | The pressure tell
How a player responds when the score tightens and the room gets quiet. | 02 | The recovery tell
Who they become forty-eight hours after the loss they did not see coming. |
| 03 | The bench tell
What they do with their minutes when they are not the focus of the game. | 04 | The captain tell
How they lead the locker room when no adult is in it. |
| 05 | The conflict tell
How they handle a teammate who is not pulling weight in real time. | 06 | The sacrifice tell
What they give up that the camera never sees and the box score never tracks. |

THE HIDDEN FORMATION

Every athletic program is forming leaders.
The only question is whether the formation is intentional.

Four Anchors.

One Formation.

RISE at Sport is not a motivational layer on top of the program. It is the architecture that names what is already forming in practice, in competition, and in the moments between. Each anchor is a precondition for the next.

REFLECT

Identity before performance

Self-awareness sharpens what pressure cannot break.

INSPIRE

Purpose before pressure

The reason to compete that survives the streak in either direction.

SERVE

Responsibility before control

Locker room influence without needing the captain's letter.

ELEVATE

Legacy before scoreboard

What teammates carry from playing with them, long after the season.

The Two-Engagement *Architecture.*

Each engagement is built for a specific role in the athletic ecosystem. Both run on the same formation work. The athlete is formed on the field. The coach is formed in the room. Together, the program forms.

O1

ATHLETE FORMATION

Identity tested. Character formed.

Student Athletes · Teams · Cohorts

Identity work, captain development, and the formation rhythms athletes need inside competitive pressure.

FORMAT

8 to 12 weeks · Single season or year-round

O2

COACH FORMATION

Lead the room. Form the team.

Head Coaches · Staff · Athletic Directors

Coach and staff development that equips the adults to model and sustain the formation work across the season.

FORMAT

6 to 10 weeks · Cohort or program-wide

Beyond the scoreboard.

Beyond the highlight reel.

Four character outcomes. The qualities that follow an athlete into every room they walk into after the game is over.

REFLECT

Self-Aware Under Pressure

Athletes who recognize what is happening inside them before it controls what happens around them.

INSPIRE

Accountable Without Excuses

Players who own their performance, their relationships, and their growth without needing to be reminded.

SERVE

Leading Through Influence

Captains and teammates who shape locker room culture without needing a title to do it.

ELEVATE

Resilient Through Loss

Competitors who can return to the field after defeat with their identity intact, not their ego rebuilt.

Begin where *the work is.*

A brief conversation lets us understand your program, the pressure points your athletes and coaches are inside right now, and whether RISE at Sport is the right fit for the season ahead.

Four Anchors

Reflect · Inspire · Serve · Elevate

Four Outcomes

Awareness · Accountability · Influence · Resilience

Two Engagements

Athletes · Coaches & Staff

Built for Pressure

Designed for competitive seasons

WHAT HAPPENS NEXT

- STEP 01 Schedule a 20-minute discovery conversation
- STEP 02 Map your program's context against the framework
- STEP 03 Identify whether to begin with athletes, coaches, or both
- STEP 04 Pilot a single engagement inside one season

BEGIN A CONVERSATION

www.thebluesprintco.com

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