

# **EXHIBIT 1**

Adobe Spark

Create your own

# **SPORTS PERFORMANCE ROUNDTABLE**

**THE PSYCHOLOGICAL IMPACT OF SPORTS ON ATHLETES**

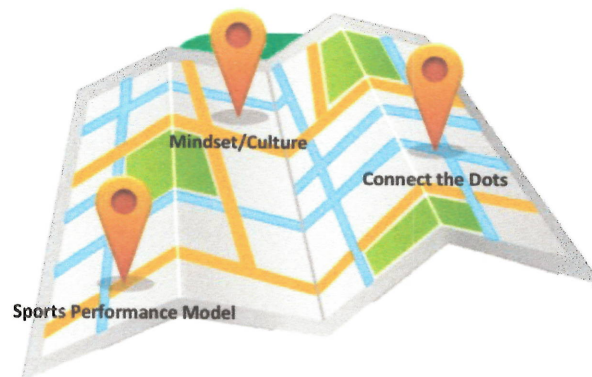
# SPORTS PERFORMANCE

## YOU'RE INVITED!

January 24th 2017

6:30-7:30pm DeMoss (4040)

Open to all students and  
student-athletes



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Our Roadmap

Here's a Rough Draft of what the night

### Our Roadmap

Here's a Rough Draft of what the night might look like...



# THERE'S A DIFFERENCE...

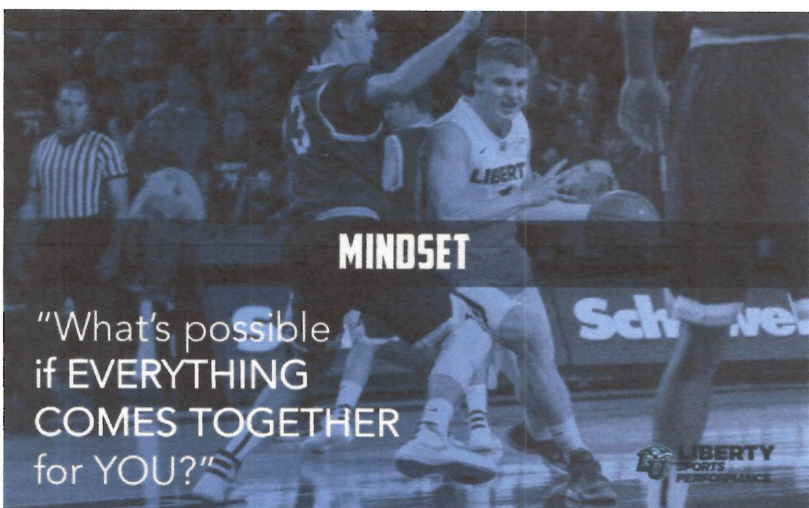
JORDAN Training Presents: The Footba...



## Intro to our Sports Performance Model



A foundation for the future



The Importance of Sports Psychology



for YOU?"

Adobe Spark

Create your own

## The Importance of Sports Psychology



Cultivate Culture - Build a Community

# ARE YOU NORMAL?

**WINNING isn't NORMAL.**

That doesn't mean there is anything wrong with it. It just isn't normal.

**It's highly unusual.**

Every competition has only one winner. No matter how many people are entered, only one person or team wins the championship.

**WINNING is UNUSUAL – as such it requires unusual action.**

In order to win, you must do extraordinary things.

You cannot be one of the crowd. The crowd doesn't win.  
You have to be willing to stand out and act differently.

**Your actions need to reflect unusual values and priorities.**

You have to value success more than others do. You have to want it more.

Wanting it more is a decision you make and act upon – not some inherent quality or burning inner drive or inspiration!

You have to make that value a priority.



Cultivate Culture - Build a Community

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### You have to make that value a priority.

You cannot train like everyone else, you have to train more and train better.

You cannot talk like everyone else. You cannot think like everyone else.

You cannot be willing to join the crowd, to do what is expected, to act in a socially accepted manner, to do what is "in"

You need to be willing to stand out in the crowd and consistently take exceptional action to win, you need to accept the risks and perhaps the loneliness because,

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-Dr. Keith Bell

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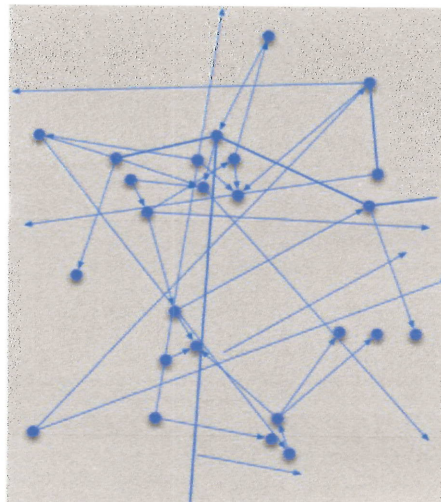
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## How Can We Help You win?

# JOIN US TO...

**CONNECT** the

.....



Learn. Share. Grow.

## MEET OUR EXPERT PANEL



**Dr. Andy Basak, EP-C, CSCS, \*D**  
Professor/Director,  
M.S. in Exercise Science



**Shelton Stevens,**  
Co-Director,  
Olympic Sports



**Dr. Jeff Lowes, D.C., EP-C**  
Associate Professor



**Dr. Jason Porter, Ed.D, ATC**  
Associate Athletics Director  
for Sports Medicine



**Kristie Bletz,**  
Senior Associate Athletics Director,  
Academic Affairs



**Jeff Thomas,**  
Head Coach  
Golf

Look forward to an evening of education, fellowship and transparency.

The purpose of the Liberty Sports Performance team is to establish a platform in which research, collaboration and innovative thought are encouraged to further develop the performance of our student-athletes. This integrated team

The purpose of the Liberty Sports Performance team is to establish a platform in which research, collaboration and innovative thought are encouraged to further develop the performance of our student-athletes. This integrated team exists to ensure that Liberty University continues to develop and implement strategies that seek to improve student-athletes in mind, body and soul.



Look forward to seeing you there!

[Find Out More Here](#)

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**Create your own**

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