In the high stakes game of football it takes more than just physical strength and endurance to succeed. It takes leadership, desire and sheer determination to reach the pinnacle of success. The blueprint for the game of life is no different. Success comes to those who want it.

TORONTO ARGONAUTS LINEBACKER
I played as a linebacker for the Toronto Argonauts of the Canadian Football League (CFL). In 2008, I was drafted 26th overall to the Edmonton Eskimos and just completed my fifth season in the CFL.

SPORTS PSYCHOLOGY MASTERS DEGREE
I graduated from the University of Western Ontario with a Masters Degree in Sports Psychology.

SUCCESSFUL ENTREPRENEUR & PHILANTHROPIST
After graduating from the University of Western Ontario, I recognized the need for more intentional leadership for youth in many of our at-risk neighbourhoods.

In 2011, I launched a non-profit organization called AHEAD OF THE GAME. Through the organization, we run a mentorship program that provides youth with the guidance and support they need to dream big and reach their true potential.

MOTIVATIONAL CONSULTANT
As a motivation consultant, I work with youth and professionals to help them realize their true potential. I do speaking engagements, one-on-one coaching and group seminars that are engaging and interactive.
The DNA of a Champion
Take your game to another level

COURSE OVERVIEW

Visionary Mindset:
- Unlock a mindset within you where winning is your only option
- Create a compelling & inspiring vision to fuel you towards your purpose

Strengths/Identity:
- Understand who you are and the gifts you possess that allow you to get after it

Action Planning:
- Develop a step-by-step, foolproof plan that will take you directly to your goals

Support:
- Create and maintain a strong support squad that will encourage, inspire and assist you to move from where you are now and into your Championship Life

Motivation (Keeping your hunger alive):
- Understand what motivates you
- Understand how you can stay connected to motivational sources to help you through challenging times

Resources:
- Learn how to tap into the informational resources, support and knowledge that are available to you

Did you know that the DNA of a champion exists inside of you? Like all other character traits you possess, your ability to become a champion lies dormant until unlocked.

You need to unlock your DNA in order to make your dreams come true. There is greatness inside each and every one of us just waiting to be unleashed.

Many focus on what they know – popularized formulas for success that don’t necessarily work in the end. DNA of a Champion digs a little deeper. After all, if success were that easy, everyone would have it. Instead, we focus on what motivates people to take that first step into their destiny. With a comprehensive 12-week personal coaching program, we guide participants along their journey to their goals. Let us assist you with building the necessary disciplinarian tools to achieve greatness and make your dreams come true.

“I have a deeper understanding of who I am, what I want and even more importantly, who I am not! I’m also learning and developing creative strategies to achieve my goals, all because of your help!”
- Lindsey Addawoo

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