



Jeff Levin Coaching Summer Pre-Season Program

For many decades, college and high school sports have enriched the student-athlete experience and prepared young people to have creative and meaningful lives. But, as many of us know, many players today feel overwhelmed, shaky, “depressed,” worried, nervous, and/or anxious—to the extent where it influences their ability to play their sport and connect meaningfully with their teammates.

We are now booking affordable pre-season team-building programs to improve player confidence, team chemistry, and mental toughness to set the stage for an old-school season of unity and championship attitudes.

You and your staff will learn a ton about your players and why they lack confidence and get support on how to communicate with them more effectively, helping them to relax and creating more old-school chemistry in the room. Modern student-athletes are hungry for connection, and they’ll get to know each other more deeply. They will learn how to overcome emotional obstacles that are hindering both individual and team play and shed stress. Most importantly, your student-athletes will have a blast with the process.

This is not a one-off program: we aim to collaborate with you and your staff to produce long-term results. Most pre-season programs are 3–5 days—length depends on team size and structure. Discounts are available to teams who follow our recommendation of bringing us in during the season.

[Contact Jeff](#) for more information and to discuss your team’s needs.

As a coach you look to find different methods to help you and your team become successful. After working with many sports psychologists over the years, I still felt like something was missing. My search led me to Jeff Levin. Jeff Levin is one of the best self-help coach/team bonding experts I know. His unique/unorthodox methods proved to be very successful with my team.

He has a way of getting young people to open up to their teammates and be vulnerable, which allows them to grow closer together as a team. Not only is he instrumental to helping your team to become successful, he is also a proven resource for our student-athletes in regards to mental health. I strongly believe every team should have a life coach like Jeff Levin working with their group.

*Chris Gbandi
UConn Men's Soccer Head Coach*

More details about the program:

The causes of these changes in student-athletes are cultural, and, as a result, many young people today miss emotional “lessons” crucial to normal child development and therefore lack mental skills that previous generations (we!) used to learn by osmosis. This prevents them from performing well in their sport and having the “old-school” qualities of being a good teammate, being accountable to themselves and the team, having a never-say-die attitude, and playing with joy. Coaches, athletic directors, and most players themselves know they have a problem. However, almost everyone is at a loss as to why this has happened or how to fix it.

With the right support, however, for players and coaches, athletics can still be a game-changer for any young person—in fact, even more so, as athletics can be used to help these stressed, anxious kids feel better—and, as a result, perform better.

What We Do

Our program works with athletes individually and collectively to get at the many cultural and emotional roots—and their physical manifestations—of struggling teams and players.

How it works:

1. We earn athletes’ trust by demonstrating true caring, knowledge, and the capacity to help create both internal change and results during practice and on game day. The

group connects and bonds old-school style. [Vulnerability, the only way to true connection](#), is normalized, and coaches learn A TON about the baggage today's student-athletes carry.

2. We create a dynamic understanding of what "[Outcome Fever](#)" is; how it entered players' minds, hearts, and bodies; and how it hampers performance and happiness on and off the field.
3. We identify the outside "elephants" (the [Overwhelming Tragedy List](#), with phone addiction and social media leading the way) that affect athletes and identify the "gremlins"* (negative self-talk) that are impeding confidence and connection.
4. We help student-athletes experience the visceral power of connection, friendship, and team.
5. We show them the causal link between stress and the degradation of physical skills, flexibility, oxygenation, etc. We create the clear, visceral link that stress is the enemy!
6. We further catalyze chemistry and camaraderie.
7. We meet with individuals to develop specific, concrete Mental/Emotional Personal Performance Plans.

Skills covered include:

- Mental steadiness and focus; learning to proactively shed stress and trauma and to enjoy the journey.
- Ability to use adversity to fuel success.
- To play and perform with lasting, intentional confidence.
- To manage both the "elephants in the room" and the often trauma-related "gremlins"* in their heads—the negative self-talk we all experience—so positivity prevails. Managing elephants and gremlins are a keystone of this program.
- Manage stress and anxiety, both individually and as a group.
- Learn Internal Locus of Control—players understand that they are the drivers of their play and their lives, which allows them to take more responsibility and be more accountable for their actions.
- Drive: Find a sense of purpose—what does it look like if they're successful? What is it going to look like if they don't achieve their goals?

* From Rick Carson's book, *Taming Your Gremlin*—highly recommended.

Definitely the single most powerful thing we've ever done as a team and that I've done with any other team.

C.J., Castleton lacrosse player

Corrective Exercise Routine – Goal Setting and Plan Building

We also tie the mental aspect in with the physical, which is especially helpful in combating Outcome Fever:

Improved Posture—By simply positioning the body in a more optimal position, we can improve movement proficiency and efficiency, which changes efforts at all intensities. Improved positioning of the body increases lung volume and aerobic capacity, expedites recovery time between intense workouts/games, and enhances endurance. This enhances performance and recovery, but also improves the feedback provided to the brain regarding these movements and efforts—the brain recognizes them as higher quality, which creates a positive feedback loop. (For example, if you were to take a cold shower, and then you focused on body position and slowed your breathing, you would immediately perceive the water to be less cold.)

More Coordinated Movement—Knowing where one is in space is critical for competitors, as nearly every competitive situation is a reaction to external stimuli. This awareness allows for more coordinated and synergistic output. Simply said, we get cleaner impulses from the brain to the muscle, and we get a nearly perfect sequence of muscle activity.

Process-Driven Motivation—The consistent exercise routines that help train the physiological functions that improve feedback from the brain also help shift the individual into process-driven motivation, which allows more focus on the journey instead of a hyperfocus on the destination. This awareness, combined with an Internal Locus of Control, allows one to gain knowledge from *all* experiences (not just positive) and apply that knowledge and self-reflection to increase a sense of self and values. This guides the process and continues the cycle of engagement and reflection, something outside sources of validation can never do. The level of confidence attained is what unlocks potential in critical moments through efforts that are absent of fear of any outcome, because your process and values are what define you, not the results you achieve. This is what our program gets student athletes back to.

I am a senior on the softball team. I just wanted to take the time to email you and let you know that I really enjoyed the leadership workshop with Jeff Levin last night. Going into the meeting I figured it was going to be someone just talking at us giving us pointers on how to grow as a leader on an athletic team. However, Jeff made it so much more than that. The workshop was interactive and everyone participated. I feel like after only an hour-long meeting with him I have learned more about myself and how to grow into a

better leader than I have in any other way. After talking to a few athletes who were also at one of the workshops last night, I have heard nothing but positive feedback.

I just wanted to take the time to personally let you know how much we enjoyed the workshop and how much we learned from it.

E.M., Amherst Softball

What Our Pre-season Program Looks Like:

This is a collaborative model—the athletes, thirsty as they are for connection and confidence, buy in, step up, and run the show.

- Planning Meeting: Sit down with coach and come up with goals and a plan for the season.
- Opening session, 2-4 hours, depending on team size and dynamics. Topics include emotional vulnerability and expanding comfort zones. There is a lot of singing, one-arm push-ups, discussion of goals on and off the field, and the sharing of emotional stories about “your greatest adversity.”
- Bonding with team leaders.
- Small-group meetings by class or position group.
- In-depth discussion of the effects of outside elephants and internal gremlins; the gremlin discussion is normalized: we all have them, they are ruining confidence and joy, and we’re going to defeat them.
- Second all-team meeting: more sharing, more laughter, more vulnerability, and the explanation of Forming, Storming, Norming, and Performing.
- The team sets goals.
- Team storming.
- The anatomy of leadership: the many facets of leadership and how every player can lead at one point or another.
- Who do we want to be?
- What are the specifics of how we’ll think, feel, and act?
- What will we do when things go awry?
- Development of individual Mental-Emotional Personalized Performance Plans.
- Leaders are emerging, people are psyched, the tone of lifts and practices has changed, buy-in is strengthening, and energy vampires have been clearly identified and have a decision to make.

Follow-up:

Subsequent meetings with Jeff depend on the team's goals, issues, and progress. Typically, Jeff keeps in touch with the coaching staff, team captains, and those players who need support with their PPPs. Meetings are usually a mixture of in-person, Zoom, phone, and text for a couple of weeks following the session. If Jeff is hired for work during the season, these meetings will be part of this.

Dan likes to follow up with players every 2-6 weeks, but most of these appointments can be by Zoom.

Our goal is to empower players to own their preparation and, thus, the confidence in the team's readiness, because that unlocks an unbridled effort. Even when success is not achieved, process-driven players simply move on to their preparation for their next opportunity with the added value of their past experiences, independent of the outcome.

As mentioned, kids haven't changed: they still crave connection, competition, communication, and acceptance, and they love to help one another and the people in their lives. They need to experience the great, visceral joys of connection, of communication, of striving and accomplishment, of working with others on a collective goal, of truly being of service to another. If we can get them to experience and truly feel these real emotions, connected to their teammates and coaches, they will feel better, and they will get better. It's that simple. And then they will play better and with more joy and team consciousness.

Mr. Levin has an unparalleled way of connecting with young people alongside a coaching staff to gain their attention, motivate them to understand the importance of the mental side of sport and give them the tools for real change. Mr. Levin goes way beyond the typical sports psychologist or team builder in that he truly loves working with young people and is enormously generous with time and spirit. Mr. Levin literally changes the arcs of kids' and teams' lives.

*Jason Lammers
Niagara University Men's Hockey Coach*

Cost

Jeff:

Division I & II: \$1900/day, unless Jeff is hired for the season, in which case it is \$1500/day

Division III: \$1600/day, unless Jeff is hired for the season, in which case it is \$1300/day

High School: \$1000/day, unless Jeff is hired for the season, in which case it is \$800/day

Hourly rates are also available, including emergency rates.

No charge for playoffs and bowl games!

Dan:

Division I & II: \$1200/day, unless Jeff is hired for the season, in which case it is \$1100/day

Division III: \$1000/day, unless Jeff is hired for the season, in which case it is \$800/day

High School: \$750/day, unless Jeff is hired for the season, in which case it is \$500/day

Hourly Rates - \$75-\$100

Travel: if not local, travel is \$100/hour to and from plus all direct expenses, unless hired for the season, in which case it is \$50/hour to and from, plus all direct expenses. If travel is an obstacle we can always Zoom for part of the sessions.

[Contact Jeff](#) for more information and to discuss your team's needs.

Jeff has a unique grasp on the social and technological issues confronting modern adolescents and student-athletes. His ability to identify these problems and his knowledge on methods to help solve them can be an enormous benefit for schools, youth programs as well as high school and college sports teams. Beyond the normal generational issues, things are truly different today. It is essential to recognize this and help equip our students and athletes with the tools they need to successfully navigate the obstacles.

Tom Gilmore

Lehigh University Football Head Coach

Bios

Jeff Levin has devoted his professional life to helping people to move their lives forward. He grew up in Newton, Mass., and is a graduate of Dartmouth College, Boston College School of Education, and the Smith College School for Social Work. He began his professional career as a middle-school English teacher in Carlisle, Mass., back when the dinosaurs roamed the earth, and since then, Jeff has helped individuals, teams, schools, and corporations for more than 35 years. Jeff was also a practicing psychotherapist for over twenty-five years. For the last fifteen years, Jeff has been a life coach based in New Hampshire and Boston who works with both individuals and groups. He has been a

consultant and coach to parents, families, schools, teams/athletes, and corporations all over the U.S.

Dan Boothby is the Director of Sports Performance at Northeastern University and the co-founder of Boothby Performance, a 7,000-square-foot sports performance training center located in Hingham, Mass., which in addition to helping athletes also helps clients achieve personal and performance goals for improved stress management, pain reduction, and better quality of life. Boothby will measure and discuss with students the physical manifestations of stress and then teach skills, such as breathing techniques and other physical relaxation practices, to help lessen the effects of stress and ACES. He will also coach students in sleep habits, nutrition, and other aspects of physical and emotional health.