

FOR COLLEGE ATHLETIC PROGRAMS

MENTAL PERFORMANCE PROGRAMMING

FOR COLLEGIATE ATHLETICS

A performance tool your athletes can run on an ordinary Tuesday, in language your coaches can cue from the sideline.

THE PROBLEM YOU ALREADY KNOW

The gap between practice performance and game performance is rarely physical. Athletes who execute cleanly all week tighten up when the stakes spike, and the reason is almost always the same: under pressure they stop competing and start auditing. Am I good enough. Is the coach watching. What does this mean about me.

Most departments respond by adding a clinician for the athletes in crisis. That matters, and it is not the same problem. What is missing is a performance tool the other ninety percent can use, in shared language their position coach can reinforce.



THE IT'S ME PROTOCOL

Five steps, designed to be run in real time rather than reviewed after the fact.

- 1 Identify It** Name what is actually happening instead of reacting to the feeling.
- 2 Take Responsibility** Claim the part that belongs to you, without collapsing into shame.
- 3 Stop Scanning** Cut the search for approval that drives hesitation.
- 4 Make the Main Character Decision** Choose from your own standard, not the room's.
- 5 Execute** Act before the doubt reassembles.

THE PROGRAM DOES NOT END WHEN I LEAVE

THE 14-DAY DIRECTOR'S CUT JOURNAL, LOCKER ROOM EDITION

Every athlete and every member of your staff receives a digital copy. Fourteen lessons in four acts, each opening with a real athlete's story, then moving into writing prompts, a training log, an IT'S ME check-in, and one action for the week.

This is the difference between a speaker and a program, and it creates a natural measurement point your staff can report on.

Run it at your pace. The fourteen lessons do not have to be consecutive. Take one a week and it carries a full season.

PROGRAM FORMATS

Team Session

45 to 60 min

Full roster, worked against situations specific to your sport.

Captains & Leadership

90 min

Holding standards without policing teammates or going silent.

Coaching Staff Workshop

60 min

Cueing the protocol in practice and in game.

Department Keynote

30 to 45 min

All-sport gatherings, life skills programming, banquets.

WHERE IT FITS

Built to slot into existing student-athlete development and life skills programming, not to replace anything or compete with your sports psychology resources. It sits between the culture work coaches already do and the clinical support athletes access when they need it.

Common placements: life skills modules, pre-season team meetings, leadership academy programming, and staff professional development.

ABOUT JABARI SIMS

Self-Leadership Speaker & Mental Performance Coach, creator of the IT'S ME Protocol, and author of the upcoming memoir *Don't Roll the Credits Yet*. B.S. in Psychology. Middle and high school basketball coach, youth flag football coach, AYSO Regional Commissioner.

His framework came out of lived material rather than theory. In his forties and without a military background, he self-funded a Protective Security Specialist certification and deployed as a private contractor to the U.S. Embassy in Baghdad. The through line is that grit beats status, and that the story an athlete tells themselves about a setback determines whether it is the end of the narrative or the middle of it.

WHAT PEOPLE SAY

Jabari captivated the room with his transformative 'It's Me' Protocol, challenging us to embrace radical accountability, take control of our narrative, and step fully into our power.

Laguna Niguel Rotary Club

His high-energy personality makes him someone that both students and staff want to be around.

Jean Koerner, Assistant Principal, Rancho Alamitos High School

LOGISTICS

Based in Southern California. No added travel cost regionally.

Booking Four to six weeks typical lead time.

Setup Microphone, projection if the format calls for it.

Investment Available on request.

JABARI SIMS

Self-Leadership Speaker & Mental Performance Coach

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