

FOR YOUTH AND HIGH SCHOOL ATHLETICS

MENTAL PERFORMANCE

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Five steps an athlete can run between plays, simple enough that a volunteer coach can cue it from the sideline.

THE PROBLEM

An athlete steps onto the field and starts scanning. Am I good enough. Is the coach watching. What if I mess up.

That scan produces hesitation, tight play, and athletes who shrink in the exact moments they trained for. It is not a talent problem. It is what happens when a young athlete's sense of who they are is riding on the next play. Coaches see it constantly and are rarely given a tool for it.

Note for coaches: Main Character Energy is not ego. It is self-leadership, accountability, and contribution to the team.



THE IT'S ME PROTOCOL

Short enough to remember at the free throw line.

- 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.

EVERY ATHLETE LEAVES WITH THE JOURNAL

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

Every athlete and coach receives a digital copy. Fourteen lessons in four acts, with stories drawn from basketball, soccer, flag football, baseball, softball, tennis, surfing, golf, field hockey, lacrosse, volleyball and football.

A one-time talk fades by the next practice. This gives your staff a shared vocabulary to reinforce.

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

FORMATS

Team Session

30 to 45 min

Full roster. Pre-season, mid-season reset, or playoff push.

Captains & Leadership

60 min

For the athletes setting the standard.

Coaching Staff Workshop

60 min

How to cue the protocol so it becomes program language.

Banquet or Awards Night

20 to 30 min

Senior send-offs, end of season, parents welcome.

WHERE IT FITS

Pre-season culture kickoffs. Mid-season slumps. Championship mindset sessions. Captain development. Parent education nights. Volunteer coach training. League-wide programming.

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. Former program director at Boys and Girls Clubs, Garden Grove, California. Parent.

He is still on a field with this age group, which is the difference between someone who studies young athletes and someone who coaches them.

WHAT PEOPLE SAY

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

Jean Koerner, Assistant Principal, Rancho Alamitos High School

It is truly incredible what Mr. Sims managed to build in such a short period of time. There is no limit to his creativity or his passion.

Lawton Gray, Ed.D., Principal, John Muir High School

He has a unique talent for inspiring and mobilizing others to move out of their comfort zones and into active participation.

Julie Reynolds, Parent and Registrar, AYSO Region 5

LOGISTICS

Based in Southern California. No travel cost within the region.

Booking Four to six weeks typical lead time.

Setup Microphone. Works in a gym, locker room, or banquet hall.

Investment Available on request.

JABARI SIMS

Self-Leadership Speaker & Mental Performance Coach

626-705-7216 · booking@mrjabarisims.com
mrjabarisims.com · @mrjabarisims on every platform