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Way of Champions Marketing Resources

- Website** WayofChampions.com
- Conference** **Annual WOC Transformative Coaching Conference.**
Every Summer we attract 200+ coaches from more than 5 continents.
Everyone receives a copies of my books 1) Win The Day 2) Way of the
Champion 3) The Competitive Buddha
- Podcast** **35,000 listeners/month** on the Way of Champions podcast.
<https://changingthegameproject.com/136-steve-kerr/>
<https://changingthegameproject.com/158-quin-snyder/>
<https://changingthegameproject.com/151-kevin-kirk/>
- Webinar** **Conducted 5X/year**
<https://changingthegameproject.mykajabi.com/6-week-mentorship-registration>
Current Webinar got 274 paying coaches including equal number of book
sales.
- Guest Spots** Frequent guest on national podcasts...at least 2 per month where books are
talked about and sold.

Friends and Colleagues who actively support, endorse and use Jerry's books and teachings:

- Phil Jackson, 11 time NBA championship coach
- Steve Kerr, 8 time NBA championships as coach and athlete (Golden State Warriors)
- Michael Murphy, Author of Golf in the Kingdom
- George Mumford, Author of The Mindful Athlete
- Quin Snyder, Head Coach of NBA Utah Jazz
- Anson Dorrance, Head Coach of Carolina soccer, 22 National Championships.
- Tara Vanderveer, Head Coach, Women's basketball at Stanford University, 2 time National Champions
- Cindy Timchal, Winningest lacrosse head coach of all time. 8 National Championships
- Jim Thompson, Author, CEO and founder of PCA (Positive Coaching Alliance)
- Matias Almeyda, Head coach of Major League Pro Soccer, S.J.Earthquakes

Over a period of 31 years, Jerry's books have guided teams to 115 championships at the Professional, Collegiate and High School levels of athletics. His work continues to thrive because the message is craved by so many during these challenging times.

About Doc J

Using an unconventional approach, Jerry combines Eastern thought, Native American tradition, Christian mysticism and western psychology to help coaches, parents and their athletes to create confidence, mental toughness, inspiration and empowerment for competitive events and to better navigate the uncharted waters of sports parenting and life.

Dr. Lynch has been recognized as one of the top five in his profession nationwide. He has worked with men's and women's basketball, lacrosse, soccer, tennis, golf and other sports at the universities of North Carolina, Duke, Maryland, California, Syracuse, Stanford, Harvard and Middlebury and continues to work with several teams and parent groups nationally. Several of his clients have participated in various summer and winter Olympic Games. Most recently, he has established a consultancy with Steve Kerr, head coach of the World Champion Golden State Warriors. In the past 30 years alone, he has been part of 54 Final Four and 36 National Championship at the collegiate and professional levels.

He is a well known and in-demand public speaker at Leadership, Coaching, athletic and corporate conventions, a national presenter of conferences, clinics and workshops for coaches, sports parents and athletes to college and high school. He is dynamic, entertaining, motivating, provocative, and humorous, presenting topics on Peak Performance and the Way of Champions in a practical, easy-to-apply manner. Some of his presentations include Keynote Talks at the New Zealand National Academy of Sport, Der Deutsche Schmerztag in Germany, the National Field Hockey Coaches convention, the Ironman Sports Medicine Conference in Hawaii, the USA Lacrosse National Conventions and the NIKE/China Leadership Summit in Lanai, Hawaii.

Dr. Lynch has had extensive media interview coverage such as being an invited guest on CBS, NBC, and PBS national television, the New York Times, Oprah Magazine, Sports Illustrated, Baltimore Sun, Outside Magazine and over 50 national radio broadcasts, podcasts and webinars.

Dr. LYNCH received his doctorate in psychology from Penn State University, and has done extensive post-doctoral work in the area of philosophy, Taoist and Buddhist thought, comparative religions, leadership development and performance enhancement. He has been a national class athlete, having been a member of a national championship team and, to this day, continues to run and bike. He has coached at the high school level as well as AAU sports.

He is the author of 13 books in as many as 10 languages on coaching, leadership, spirituality of sport, warrior spirit, peak performance, and sports psychology. He has nine DVD's (video) on the Way of the Champion as well as a TWO 6-CD audio boxes on PERFORMANCE IN ATHLETICS.

Dr. Lynch is the founder and director of WAY OF CHAMPIONS, a performance consulting group geared toward helping others master the inner game for peak performance in ATHLETICS and develop the essential spiritual qualities so necessary for the game of life. He maintains a private practice and an extensive sports psychology consultation service for athletes, coaches and parents around the world.

Testimonials

"I count Jerry as a friend who has given me encouragement and information that makes a difference in helping me lead, coach, inspire and empower my athletes so that they may reach their potential."

– **Coach Phil Jackson, coach of Eleven NBA Championship teams**

"Jerry has been with us for the past 10 years, helping the entire team to seven consecutive national championships in Lacrosse. Here we are during a team meeting on the field."

– **Cindy Timchal, Head Coach, University of Maryland**

"I rely on Jerry to keep me on track for being my best in golf and all of life."

– **Vijay Singh,PGA Tour Champion**

"THE WAY OF THE CHAMPION is a really, really good book that I enjoyed. I definitely apply it."

– **Kobe Bryant, of the LA Lakers, on Dr. Lynch's book**

"Jerry Lynch is right on target with his specific, practical lessons for leadership, coaching and winning as a champion in sports and the bigger game of life."

– **Coach Dean Smith, University North Carolina Basketball National Champions.**

"Our team culture has truly being re-shaped and re-molded with your wisdom and guidance, thank you. We all feel honored to have had you work so closely with BUFHA. Our personal growth as coaches from your work will continue to benefit the program, we have REALLY enjoyed working with you, and having you work with our teams."

–**Coach Sally Starr, Head Coach, Boston University, Coach Tracey Paul, Assist coach, Boston University**

Testimonials on Jerry's book Win the Day

"This book is about the connection, caring, and core values in a successful team culture, much like the Warriors. Jerry helps me to pass on his "Win the Day" philosophy to our Warrior culture. His book is one to be read by every coach of every sport, as well as athletes, CEOs, and other leaders to help understand how to build and sustain a championship culture."

– **Steve Kerr, Coach of 2017 World Champion Golden State Warriors**

"There is nothing more important to becoming a great team than creating a caring culture, which provides the trust and solidarity that individuals need to become emotionally committed to each other and to the quest for excellence. Win the Day provides so much practical wisdom for developing a caring culture that every coach at every level can learn from it. It is a wonderful book, a gift from an inspirational teacher and writer who has helped countless professional and college teams win championships. Jerry Lynch has written a masterpiece and we are all better off for it."

– **Jim Thompson, Founder and CEO, Positive Coaching Alliance**

"Jerry is a wise and trusted friend who happens to be one of the nation's top authorities on leadership, coaching, and culture development. His influence has had a very positive effect on me and other coaches at University of North Carolina to create and sustain championship team cultures."

– **Anson Dorrance, Head Women's Soccer Coach, UNC**