

MEDIA KIT

SPORTS

A portrait of Dr. J.E. Battle, a Black man with a beard and glasses, wearing a black tuxedo and a patterned bow tie. He is smiling and positioned in front of the large orange text 'SPORTS'.

Dr. J.E. Battle

Author – Professor – Motivational Speaker –
Change Agent – Human Capital Evangelist

Aligning People, Performance, & Payoff

M E E T

Dr. Johné Battle, MBA, M.S.Ed,

**Dynamic, Inspiring, Thought Provoking,
Courage - Mentor, Advocate Leadership,
Unforgettable, Teacher – Student, Trusted
Advisor, Servant**

Dr. Johné Battle is an author, keynote speaker, professor, mindset and grit coach, change agent, blogger, and mental toughness development expert who helps smart people perform more effectively and develop performance enhancement habits. He provides mental toughness counseling, mindset management, team building and GRIT development for teams, top players, coaches, and parents ranging from competitive youth to professional sports.

As a dynamic transformational speaker, Dr. Battle has taken the attention of students, athletes, educators and corporate execs of all ages, interests, and backgrounds hostage with his energetic and heartfelt messages of hope, persistence, and moving beyond your circumstances. His story of overcoming an early age reading disability to earning an Ivy League doctoral degree has inspired audiences across the nation. He is an advocate for transformational development, and life-changing reimbursement by leveraging the benefits and freedoms that can only come through the prism of education.



The most inspirational speaker you will ever hear!

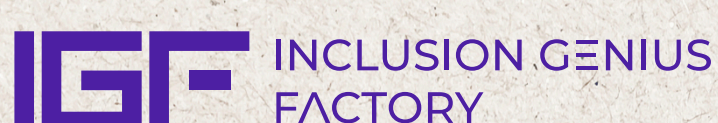
Battle-Tested Quotes:

"The reason why most people fail instead of succeed, is that they give up what they want most, for what they want at the moment."

"Coaches must go first and lead by example. Not from a position of authority, but rather from a position of influence. Because "influence" is the new currency that propels players forward today."

"Most people want to back-up to the stove of life and get heat from it. But they don't want to put any wood into it."

"It's hard, but it's fair."



"I am a "Victory" for common folk."

Why it's never too late for transformation



A lifelong resident of Atlanta, Georgia, John  struggled in his elementary school years with a learning disability/challenge that hindered his ability to read. His mother quit her corporate job to start working with him to bring his reading skills up to par in an era before home schooling became popular. He later graduated in the first class from B.E. Mays high school and attended Miles College as a student athlete where he majored in Mass Communications. After 21 years of working in Corporate America, the Entertainment Industry, and K-12 Education, John  decided to return back to school and pursue his life-long goals of furthering his education.

He attended Mercer University and completed his specialist degree BAS in Organizational Leadership, graduating Magna Cum Laude and as a member of the prestigious Omicron Lambda National Leadership Honor Society. He then attended Emory University's Goizueta Business School and was awarded an EMBA degree. He earned his doctoral degree from the University of Pennsylvania's GSE, and the Wharton Business School CLO program where he also earned his second Master's degree in Education and he is a doctoral candidate for the Executive Doctoral degree in Mindset Coaching. The program is a collaborative effort between The Wharton Business School and the Graduate School of Education and prepares leaders for roles in Talent Science Leadership with a focus on the correlation between behaviors and performance.



**“There is nothing more powerful
than a made up mind.”**

Dr. Battle works in the areas of student-athlete personal branding, team building, athletic coaching/leadership effectiveness, Mindset development, performance enhancement, and developing GRIT. He consults with multiple sports industries including the NFL, major college athletes, high school athletes, club teams, coaches and parents.

His 20 years of internal and external consulting and coaching experience coupled with his formal education makes Dr. Battle a sought after Mindset coach and trusted advisor to coaches, players, and parents. His approach is pragmatic and results-driven, designed to make athletes more effective in their current sport as well as prepared for future development and growth challenges.

His research interests are in the areas of GRIT, Self-Control, and Mindset, and how these components play a critical role in the athlete's mindset. He is passionate about how organizations leverage these components to build talent factories. His research awareness examines career transitions from student-athletes to corporate athletes across all business sectors, and how talent development in human capital is required for organizational success.

He is a guest lecturer and adjunct professor for the Webster University Graduate School of Business, and the Goizueta Business School at Emory University. Johné is a frequent speaker at conferences, association meetings schools, and executive education programs.



Permission to have Swag

As a transformational speaker, professor, and high-performance coach, I have been blessed to work with truly remarkable athletes from around the globe and across multiple sports. I have often been asked to speak on the impact of giving yourself permission to display your swagger.

I am a firm believer as research has shown us that; you cannot feel confident in any aspect of your athletic performance if you have not first given yourself permission to feel confident.

You have to take one-step to the right and get out of your own way.

Because as long as you work hard and maintain control over the aspects of athletic participation that you can control, you have every right to feel confident and display your swag! When you realize that, you can officially give yourself permission to swagger, or display your newfound confidence to the world.

Most athletes fail to realize that swagger is the behavioral consequence of having a healthy level of confidence in yourself and your abilities as an athlete. It becomes that air about you that tells others that you expect great things from yourself, and that you expect to win every time you compete.

See, your confidence is about you and you alone. I often coach athletes to understand that just because others may not have the same level of confidence does not mean that you should be ashamed to show your skills in the heat of battle.

While many other athletes may lack confidence, it is their problem to deal with and not the problem of the athlete that has confidence. If you taunt them, you're displaying cockiness, but if you do what you worked hard and prepared to do, you are displaying true confidence.





How to Fan the Flames of Your Motivation

Motivation is one of the most important and most frequently discussed topics in athletics. Coaches and parents wonder why athletes are not as motivated as they would like, and athletes see their own motivation fall and wonder why.

The first thing that athletes, coaches, and parents need to understand is that, motivation levels are not static-they rise and fall over time. Throughout an athlete's career, their motivation will change. But, one thing can remain constant: athlete's ability to measure their motivation, increase it when they need to, and respond to the situations that make their motivation wane.

Most people think that internal motivation is the only type that matters, but the reality is, both types of motivation-internal and external-have benefits. Athletes that want to maximize their motivation should use both: They should start by participating in sports because they enjoy them. Choose a sport that they love and have some talent for. Then, when they need to, use external rewards to supplement their efforts.

Internal motivation is more important for long-term success. External motivation can be effective in the short term-and it can be a part of their long-term success, but only if internal motivation is already present.

Athletes cannot improve their motivation unless they have a way of measuring where their motivation is currently and understanding why it is where it is. If an athlete's motivation drops, that is not a bad thing-in fact; it is a part of life. It is, however, a signal to stop, figure out why their motivation is waning, and address the causes.

Motivation is a complex mix of multiple issues, so athletes will find themselves addressing and adjusting it throughout their careers. The lack of motivation could range from physical fatigue, lack of sleep, diet, overall health, confidence, or burnout. The solution to all these issues is to acknowledge them and then assess what you do and do not have control over, focusing on what you can control.

Confidence Cycle

If coaches want to unlock more of the potential in their teams or players, they must first understand how the self-concept of the person works, and more importantly how they can influence it in a positive way. The confidence cycle, that unique blend of beliefs that is the intrinsic driver of the individual, is made up of three parts: thinking positive, taking risks, and experiencing success.



1. Thinking Positive.

To start, you need to believe that whatever you're pursuing is worth the effort, worth the pain, and worth the calculated rewards that follows the pain and effort. Positive thinking is characterized by optimistic, future-oriented, and solution-focused thoughts.



2. Taking Risks.

This step is about taking appropriate risks—risks that fit into your everyday practice, and have good consequences. Taking appropriate risks requires courage. Too many athletes play it safe—they may do things well, but their success will always be limited.



3. Experiencing Success.

Hard work doesn't ensure success and new skills, but it does increase the likelihood that you'll experience it eventually. Frequently, arriving at this step can take the longest, because success tends to come on its own schedule. Success breeds confidence, but be careful how you define success. Success is a by-product of deliberate practice.

WHY TALENT ALONE IS NOT ENOUGH



Q: What role should GRIT play when sourcing for talent?

As I frequently consult and benchmark with my colleagues across the country, I am surprised at how many organizations exclusively use assessment tools tied to competencies as their primary way of identifying talent for their organizations. Even interviews can be challenging when trying to identify that right fit for your organization, there is no interview that can measure GRIT and tell us if a person is going to work really hard every day over a period of time.

What organizations often fail to factor into the equation of sourcing for talent is that cognitive ability alone does not translate into organizational success. What we really want is a candidate who has a high level of talent, but also a high level of effort that allows for them to maximize achievement. GRIT shows us the evidence of commitment to a challenging situation that is sustained over a few years. Studies have shown that cadets from West Point and Student-Athletes are excellent examples of people who have high levels of GRIT. Ultimately, we know that $\text{Achievement} = \text{Talent} \times \text{Effort}$ if we are going to maximize production in the workplace with human capital.

DR. JOHNÉ'S

SPEAKING TOPICS

- ✓ Success versus Significance
- ✓ Critical Thinking for Turbulent Times
- ✓ Student Athlete to Corporate Athlete
- ✓ Get Ready, Get Set, GO
- ✓ No Struggle, No Progress
- ✓ Aligning your Vision with the Goal
- ✓ Why Coaches Go First
- ✓ BATTLE2VICTORY™



In the Media

The works of Johné Battle has been recognized, quoted, and interviewed by some of the leading news outlets, and Fortune 50 companies in the world, including: Walmart, The NFL Coaches Association, Warner Bros. Music, Grammy's In The Schools, CNN, ESPN, FOX Sports, The Atlanta Journal and Constitution, The Sporting News, Yes Network, Rivals, and NBC.



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BRING GREATNESS TO YOUR STAGE