

“NAPSA is a necessity for former, current, and future players.”

-NAPSA & NFL Alumnus

**Leveraging Unique NFL Work Competencies:
A Penn State and NAPSA Intensive Training Program™**

*Providing an Accelerated Transition to
Gainful Employment and Career Occupations*

Offered September 30, 2019 through October 2, 2019
on the campus of Penn State, University Park as part of a
3-month Intensive Training Program



Penn State & NAPSA Intensive Training Program™ Course Description

Table of Contents

Overview

What We Believe 2

Inside-out Executive Coaching (IOEC) System™

Phase I: Onboarding Pre-work 3

Phase II: In-Residence Intensive Training Program™ 3

Phase III: Continued Learning and Virtual Instruction 3

Faculty and Boards

Penn State & NAPSA Faculty 4

NAPSA Advisory Board 9

NAPSA Player Leadership Council 10

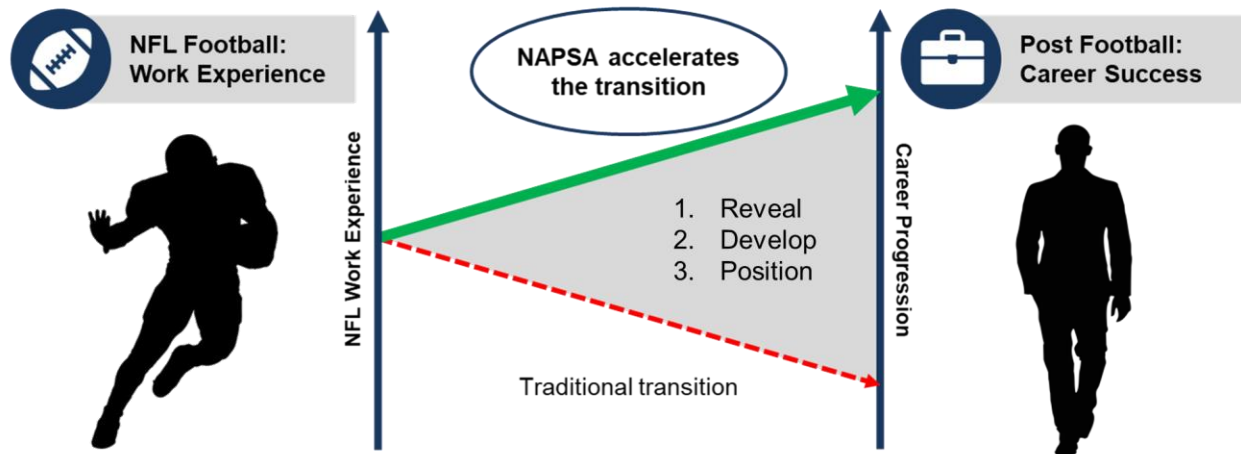
In Their Own Words

Select Testimonials 11

Fees and Investment 13

What We Believe

Leveraging Unique NFL Work Competencies: A Penn State Smeal College of Business and National Athletic and Professional Success Academy (NAPSA) Intensive Training Program™ to provide an accelerated transition to gainful employment and career occupations unlocks hidden value and transforms conventional paradigms regarding the preparation, perception, and value of elite athletes and performers.



The Penn State & NAPSA Intensive Training Program™ is a 3-month investment which leverages your NFL work experience to accelerate your post-football career.

Playing professional football requires intense cognitive and physical abilities developed over a lifetime of highly focused preparation, practice, and performance. The critical competencies (skills and knowledge) necessary to excel at football have direct application and value in professional business environments.

“What really is unique about this NAPSA experience is it’s such a non-conventional and non-traditional business approach.”

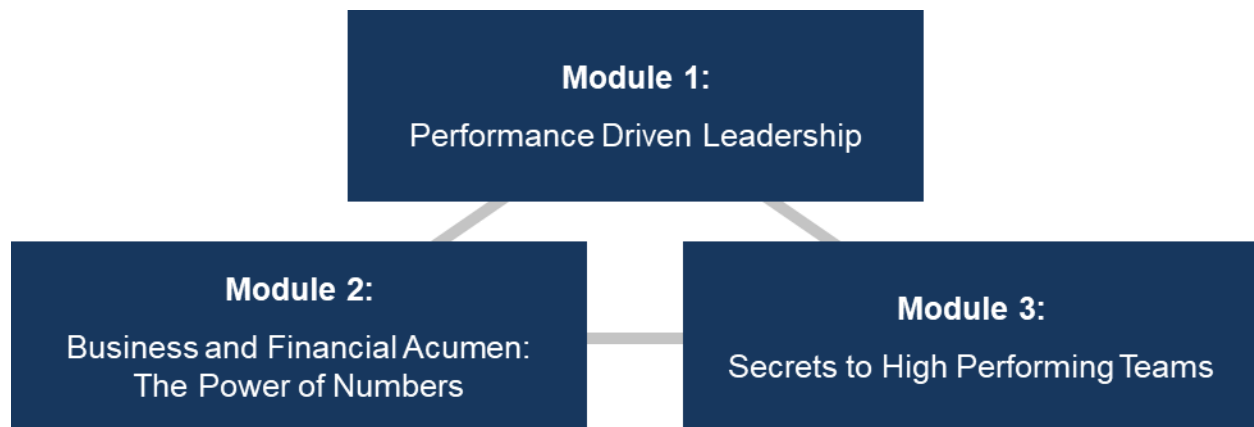
-Bryan Scott, NAPSA & NFL Alumnus

Phase I: Onboarding Pre-work

The Penn State & NAPSA Intensive Training Program™ uses a variety of assessment instruments and tools to structure a customized learning experience for each participant. The onboarding process begins with a one-hour phone interview designed to capture participant expectations, goals, and concerns.

Phase II: In-Residence Penn State & NAPSA Intensive Training Program™

The Penn State & NAPSA *High Impact Performance (HIP) Curriculum™* is built around 3 **Core Competency Modules™** and uses a proprietary *Inside-out Executive Coaching (IOEC) System™* to efficiently and effectively anchor sustainable accelerated learning and development.



Phase III: Continued Learning and Virtual Instruction

The *3D Performance Portfolio (3DPP)™* is a key output of the Penn State & NAPSA Intensive Training Program™. At the end of each lesson, *Key Achievement Notes (KANs)™* capture participants' hidden competencies (skills and knowledge) and form the basis of their customized 3D Performance Portfolio™.

“It was more than a traditional business program. NAPSA allowed me to find myself and realize the potential within me I thought I had lost.”

-NAPSA & NFL Alumnus

Penn State & NAPSA Faculty

Brad Mitchell

*Founder and President of NAPSA
Instructor*

Brad has consistently created world-class, multi-functional teams and led them to outstanding results throughout his 35-year career. He provides cross-industry expertise and best practices honed by intensive leadership experiences at The White House, and in public and private companies. Brad has successfully translated ambiguity into opportunity and unlocked growth potential across a diverse set of organizations, ranging from start-ups to Fortune 500 firms. His extensive experience working with C-Level and Executive groups revolves around business to business relationships, entrepreneurship, innovation, and executive coaching.

Brad served President George H.W. Bush as a member of his White House staff in the West Wing and led the Presidential transition team for the National Aeronautics and Space Administration (NASA) and the White House Office of Science and Technology Policy (OSTP). While Chief Commercial Officer at AccuWeather Enterprise Solutions, Brad reversed declining revenues and drove 31% sales growth for the commercial B2B weather monitoring and warning/alerting business. He founded and grew ChainDrugStore.net, a web-based pharmaceutical supply chain start-up, to operational profitability in 32 months by working with his team to acquire, retain, and grow customer relationships with 25 Fortune 500 companies.

Additionally, Brad is part of the team of external faculty experts who teach in the portfolio of offerings from the Penn State Smeal College of Business Executive Programs. He has been published by the Harvard Business School and currently serves as a board member on the Industrial and Professional Advisory Committee, College of Engineering, and as a board member on the Center for Service Enterprise Engineering Advisory Board at Penn State. Brad is a Lieutenant Junior Grade (retired) in the United States Naval Reserve.

Brad earned his B.S. in Industrial Engineering from The Pennsylvania State University and a master's degree from Harvard University. He also has completed certificate programs related to executive coaching, e-commerce, and finance at Rice University, MIT Sloan School of Management, and Harvard University. https://en.wikipedia.org/wiki/Brad_Mitchell

Shawn Clark, Ph.D.

*Penn State Faculty Liaison and Co-Director of NAPSA
Director, Penn State Farrell Center for Corporate Innovation and Entrepreneurship
Instructor*

Shawn Clark is the Michael J. Farrell Endowed Professor for Entrepreneurship, and Director of the Farrell Center for Corporate Innovation and Entrepreneurship at The Pennsylvania State University's Smeal College of Business. Prior to joining the Smeal College of Business he served as a Senior Lecturer and Professor of Practice at Penn State's College of Information Sciences and Technology. Shawn teaches courses in business planning, corporate strategy, innovation, entrepreneurship, enterprise architecture, executive decision making, and professional services. He also develops and teaches a host of executive education courses at Penn State including MBA offerings.

Shawn has filled a variety of administrative and leadership positions at the university, including Director of the IST Consulting Solutions Program, Executive Director of the Institute for Global Prescience, Director of Business and Career Solutions.

Shawn has advised and helped manage projects for IBM, Lockheed Martin, Oracle, Ford Motor Company, Disney, U.S. Marine Corps, NSA, Chubb Insurance, Providence Gas, Brooklyn Union, and many others. As a professional service provider, he achieved the rank of IBM certified business transformation consultant.

Shawn earned his Ph.D. in Business Administration at Penn State, and his Masters of Organizational Behavior and Bachelors of Science degrees at Brigham Young University. He is published in several top ten academic journals. His publication record includes over 30 articles and books related to business management and information technology.

Joe Battista

Instructor

Joe served in numerous capacities in business, intercollegiate athletics, and with professional sports teams, including Vice President of Hockey and Business Administration for the Buffalo Sabres and Director of Amateur Hockey Development for the Pittsburgh Penguins. In 2018, Joe published *The Power of Pragmatic Passion* and, based on his philosophy of *Dream Big, Keep it Real, Get it Done*, provides executive coaching and advisory services to corporations and teams around the United States.

Joe has spent his entire career creating, building, growing, and transforming organizations and teams and serving “the greater good.” He has been an instructor and mentor for over a thousand coaches, colleagues, students, athletes, and campers. His passion for helping others is based on his long-time mantra that “someone has to care.”

He spent 26 years at Penn State University (1987-2013) in several positions including Associate Athletic Director for Pegula Ice Arena & Hockey Operations; Executive Director of the Nittany Lion Club, one of the NCAA’s largest booster organizations; and Director of Major Gift Fundraising for the Smeal College of Business. Battista was instrumental in facilitating the largest philanthropic gift in Penn State University’s history. Prior to Penn State, Joe was an Academic Counselor and Leadership Development Coach at Culver Academies in Indiana.

Joe is also recognized for his many contributions to growing the interest in hockey in the United States, including 25 years as a USA Hockey Coaching Certification instructor. He was the Head Coach of Team USA for the 2003 World University Games. In 1991, he co-founded the American Collegiate Hockey Association (ACHA), which has grown to a membership of over 500 universities and colleges in five divisions. Joe is a Master-Level Certified Coach for USA Hockey and Certified Executive Coach by the World Business & Executive Coach Summit.

In April 2014, Battista received the prestigious “Lou Lamoriello Award” from the American Hockey Coaches Association for his distinguished professional career and contributions to the growth of hockey. He has also been inducted into The American Collegiate Hockey Association Hall of Fame and The Pennsylvania Sports Hall of Fame.

A Pittsburgh, PA, native, Battista is a graduate of Penn State University’s Smeal College of Business with a degree in marketing. https://en.m.wikipedia.org/wiki/Joe_Battista

Jason Engerman, Ph.D.

*Assistant Professor
Instructor*

Jason's academic and professional background provide a unique perspective to NAPSA. He earned a Ph.D. in Learning, Design, and Technology from The Pennsylvania State University, focusing on indigenous learning ecologies, diffusion of innovation, and playcology.

Jason is an assistant professor at East Stroudsburg University where he teaches courses in Digital Media Technologies, emphasizing the intersection of sports, entertainment, and digital media technology. He mentors and instructs young adults, particularly those from underrepresented populations, to help them leverage their passions towards advancing career opportunities.

Jason is an internationally requested keynote and chair speaker, having presented his research across the country. Just recently he received a highly competitive Innovative Technology Experiences for Students and Teachers through the National Science Foundation to leverage Esports as STEM development for at-risk youth. He has published journal articles and book chapters and served on international editorial boards. Jason has been involved in math education and athletic coaching, including football, basketball, and snowboarding among others, for over 20 years. His many awards and positions include: Association of Educational Communication and Technology (AECT) Presidential Emerging Leader Award (2016), Director of Designers for Learning, Advisory Board Member of Emanuel Preparatory School of Math and Science, and NSF ITEST Summit Committee.

Mark Watson, Ph.D.

Instructor

Mark brings a dynamic combination of academic and football leadership to the NAPSA team. He earned a Ph.D. in Workforce Education and Development with an emphasis on Adult Training and Development from The Pennsylvania State University.

Mark has over 28 years of experience as an educator and football coach, with 13 years as a high school head football coach and 17 years as the Director of Lakeside Football Camp. His many awards include: 2008 Honesdale Area Jaycees Outstanding Educator of the Year, 2008 Lackawanna Football Coach of the Year, 2016 Wayne Area Hall of Fame, and 2018 Northeast Pennsylvania Football Coach of the Year.

Mark has been an educator in Career and Technical Education and has taught and mentored two teams that have won the 2015 and 2018 National Automotive Competition in New York City with the students being labeled "America's Top Technicians." For 17 years, he has served as the Regional Coordinator, involving eight school districts, for Temple University's Teacher Leadership Network.

Mike Turkett

Instructor

With more than 30 years of business and Human Resource management and development experience, Mike has a successful record of executive coaching for senior leaders and the

creation of processes to enable career growth within large employer workforces. As a senior advisor, Mike provides leadership development, organizational assessment, and talent management solutions to professionals.

Mike has held strategic leadership positions with Cardinal Health, ITT Industries, TRW, and NAES Corporation. As an Adjunct Professor with Bryant & Stratton College, he participated in executive coaching and mentoring programs to prepare undergraduate students for future employment in finance, HR, sales, and supply chain.

Mike earned an undergraduate degree in Business Management from Ithaca College, where he played DIII football, and holds a Master of Science in Career and Human Resource Development from the Rochester Institute of Technology.

Steve Kipp

Instructor

Steve brings over 25 years of business, Human Resource management, and professional development experience to the NAPSA team. A proven HR professional, his track record of success has centered on mentoring and developing talent in fast-growing, fast-paced technical companies. As an HR advisor, Steve works with smaller companies that need to enhance their overall Human Resources approach with the help of strong management and leadership consultation. He is currently the State College, PA, Executive-In-Residence for Power Link, a small business advisory board working with local entrepreneurs.

Steve has experience in a number of HR leadership roles, including: Senior Director of Human Resources for Schoolwires, a K-12 education technology firm; Vice President of HR for Cadiant Group, an e-marketing firm serving the pharmaceutical industry; Director of US Human Resources for Teleglobe International, a telecommunications firm; and Senior HR Business Partner for the Life Sciences Business Unit of First Consulting Group, a software and IT consulting firm. Prior to those roles, he worked in finance, operations, and HR for IBM.

Steve has a Bachelor's degree in Business Administration/Finance from The Pennsylvania State University and earned the Senior Certified Professional (SCP) certification from the Society for Human Resources Management (SHRM).

Sam Jobson

Instructor

Sam graduated in 2017 from the Smeal College of Business Integrated Master of Accounting (MAcc) Program at Penn State University with a B.S. in Accounting, B.S. in Finance, and Master of Accounting degree.

During his time at Penn State, Sam led a pro-bono consulting organization called Nittany Consulting Group (NCG). The organization focused on delivering finance- and strategy-based solutions to clients while educating students on the mindset (structured problem solving and critical thinking), hard skills (data analysis and manipulation), and soft skills (client interaction and relationship management) required to succeed in consulting.

Sam worked as a Strategy Consultant in Ernst & Young's National Advisory practice and supported the accounting and finance functions at Select Medical and Grant Thornton.

Sam has advised multiple clients in both the public and private sectors. He acquired a wide range of experiences related to strategy and operations, finance and accounting, and technology and implementation. His background spans multiple industries including consumer products and retail; digital insurance; diversified industrial products; media, entertainment, and sports; and telecommunications.

Julia Vergamini

Vice President, Instructional Design and Operations

Julia brings nearly 30 years of instructional design experience to the NAPSA team. She is responsible for the systematic development of instructional specifications using cutting edge theory and application to ensure a high quality and effective Penn State & NAPSA Intensive Training Program™. Julia also coordinates the scheduling and delivery of the Penn State & NAPSA Core Competency Modules™.

She began her career as a Teaching Fellow at Smith College and has worked with learners from across the educational development spectrum, in both the classroom and in curriculum development. She earned a BA with honors in Economics and a Master's in Education, both from Smith College. Julia is also a certified Yoga Instructor (RYT 200), registered with the Yoga Alliance.

NAPSA Advisory Board



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Former NFL Athlete;
Super Bowl Champion



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Detroit Lions



Brad Fichtel
Eastern Illinois University
Los Angeles Rams,
Washington Redskins

In Their Own Words: Select Testimonials

“What really is unique about this NAPSA experience which kind of struck me is it’s such a non-conventional and non-traditional business approach.

A lot of the business seminars I’ve been to talk about your WHY and your WHAT. And I had kind of gotten to a point where I know all of this, I was taught this, and I got this from football. But NPASA taught me HOW. I feel like now the trilogy is complete: my WHY, my WHAT, and now I’ve received the HOW.”

“I have not seen an intensive, experiential program like NAPSA before. The program is very unique and goes beyond what is currently being offered.”

“I’m sure there are lots of programs out there and everyone is throwing something at the wall to see if it sticks, but I’m hoping this all comes together and opens the door for other athletes to feel the way I do because of NAPSA.”

“As a former NFL player and educator, I believe the vision of NAPSA is honorable, needed, and long overdue.”

“I recently secured a promotion with my school district, and I credit my week with NAPSA for this. I walked away with a newfound confidence and energy to conquer something new!”

“It’s important for us as an employer, because NAPSA is really helping athletes develop their business skills.”

“The way they were able to pull my football experiences and make it into a real work experience. The way they did it was very unique because I never thought of it that way. I had been to Babson and other programs. They say we have a lot of qualities from football but nobody was able to tell me what are those qualities—NAPSA did.”

“I will attack each day with more confidence now that I know I’m not just a dumb football player. The program gave me tools to use in life and my business. I will implement the tools starting Monday.”

“I can’t begin to express how uplifting, empowering, and valuable the NAPSA program was for me. It enabled me to bring back to the surface a piece of myself that I was trying to cover up and quite frankly run from. I truly believe this program has the power and capability to save our NFL brothers’ lives.”

“This program isn’t just going to help me, it’s going to help my kids and their kids. This will have a generational impact.”

“NAPSA is all about helping us think of ourselves differently and in another way.”

“It was more than a traditional business program. NAPSA allowed me in three short days to find myself and realize the potential within me I thought I had lost.”

“I can’t thank you all enough. I think totally different (in a positive way) after the week-long experience at NAPSA. I’m way more productive, and it all came from your guys’ help. I’m extremely thankful! Thanks!”

“NAPSA is something you can’t afford to miss.”

“I’m really looking forward to seeing the NAPSA Academy take off and change the game for hundreds and thousands of athletes and their families!”

“The NAPSA program has given me hope.”

“Thank you again for this life-changing experience. It’s been a long time since I have been this excited about my future.”

Fees and Investment

The Penn State & NAPSA Intensive Training Program™ is delivered to groups of 12 to 18 participants. [Register here](#) to save your seat for the September 30th program.

Please contact Sam Jobson at contact@napsacademy.org regarding our payment process and any general questions.

Program Elements	Penn State & NAPSA Intensive Training Program™ (3 months)
Onboarding Pre-work	✓
High Impact Performance (HIP) Curriculum	✓
Inside-out Instruction (IOEC) Model™	✓
3 Core Competency Modules™	✓
3 days In-Residence at Penn State, University Park	✓
2 months of Continued Learning and Virtual Instruction	✓
Virtual 3D Performance Portfolio (3DPP)™ Development	✓
Membership in the NAPSA Alumni Action Community™	✓
Fees and Materials per Participant	\$4,950
Food and Lodging per Participant (est.)	\$950
Grand Total per Participant	\$5,900