



**LEAD 'EM UP**



**TRAINING OVERVIEW**



Developing People Into The Leaders Needed To WIN

# MISSION

To transform teams by developing **PEOPLE** into the leaders needed to win

Lead 'Em Up is a nationally recognized leadership & character organization based out of Maryland that started in 2015 and now serves over 3000 teams, schools and professional organizations across the country.

Lead 'Em Up provides dynamic in-person trainings and a full comprehensive online learning platform.

***LEAD 'EM UP***

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**“WE’RE GOING ON YEAR  
FOUR WITH LEAD ‘EM UP.**

**THE IMPACT THIS PROGRAM  
HAS HAD ON OUR ATHLETES  
IS INCREDIBLE.**

**Jeff Rabberman - Athletic Director  
Quince Orchard High School**

**“AS SOON AS I SAW  
LEAD ‘EM UP IN ACTION, I  
IMMEDIATELY KNEW I  
NEEDED ALL MY ATHLETES  
TO EXPERIENCE THE  
PROGRAM”**

**Dave Klingel - Athletic Director  
South River High School**

**“LEAD ‘EM UP HAS  
HELPED US BUILD MORE  
COMPETITIVE, CONSISTENT  
AND COMMITTED ATHLETES.  
IT’S BEEN SO GOOD AND THE  
PLAYERS LOVE IT”**

**Kurt Stein - Varsity Football Head Coach  
Oakdale High School**

**“LEAD ‘EM UP IS THE MOST  
EFFECTIVE LEADERSHIP  
PROGRAM I’VE SEEN IN ALL  
MY YEARS OF COACHING”**

**Cay Miller - Varsity Field Hockey Head Coach  
Winston Churchill High School**

# 4-Ways to Experience Lead 'Em Up

- ✓ SESSIONS
- ✓ TRAINING CAMP
- ✓ CAMPUS DAY
- ✓ COACHES MEMBERSHIP

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# SESSIONS

Utilize one of our regional certified Lead 'Em Up coaches to host dynamic & interactive 60-minute on-site leadership trainings with your team.

Trainings are offered in the following packages

- 3-sessions
- 6-sessions
- 9-sessions
- 12-sessions

On-going sessions throughout the offseason and/or in-season allows the Lead 'Em Up coach (your Leadership Coach) to build alongside you and the team customizing each session to the unique needs of the team.

**\*Also includes 1-year access to our full online Coaches Membership**







# TRAINING CAMP

A single 3-hour in-person leadership Training Camp designed for a specific team.

During this special Training Camp the team experiences a dynamic kickoff training with a certified regional Lead 'Em Up.

The Training Camp utilizes a combination of interactive exercises, comprehensive teaching and collaborative discussions to produce an experience that is guaranteed to change your entire team.

Your team will see major increases in:

- accountability
- communication
- connectedness
- competitiveness

**\*Also includes 1-year access to our full online Coaches Membership**



# CAMPUS DAY

Experience this one-of-a-kind leadership development with 4-hours of in-person training for multiple teams.

How does it work:

- Set aside 4-hours (example: after school from 3-7, Sat AM's from 8-12)
- Teams sign-up for one of the four 60-min time slots
- Each team selects their specific leadership theme/topic to cover during the training
- Athletes experience dynamic training that is guaranteed to impact the team all season long
- Each athlete received a special Lead 'Em Up swag kit

**\*Also includes 1-year access to our full online Coaches Membership**



# MORE CAMPUS DAY INFORMATION

## EXAMPLE SCHEDULE

Hosted on a Wednesday after school, one-week into the winter season

- Boys Basketball - 3:00-4:00
- Girls Basketball - 4:00-5:00
- Wrestling - 5:00-6:00
- Indoor Track & Poms - 6:00-7:00

Teams selected their 60-min time slots to work around their various practice schedules

# TEACHING THEMES

- Creating an environment that produces winning
- Becoming a player that craves being coached
- Creating a structure of accountability that raises the level of everyone
- Strengthening our relationships to improve our leadership
- Building communicators that win!
- Intensifying our readiness to show up special daily
- Enhancing our mental state to reach peak performance in games and practices

**Each team selects their preferred teaching topic**





# COACHES MEMBERSHIP

Join the hundreds of teams across the country using the Lead 'Em Up Coaches Membership to build more committed, competitive and consistent athletes.

The Coaches Membership allows the coach to use a “DIY” approach as they can implement the full Lead 'Em Up program on their own.

The Coaches Membership includes:

- Online access to over 40 interactive exercises
- Team Leadership Score
- A specific leadership plan for you to follow
- Over 12+ teaching webinars and player videos
- An 8-part player-led Captains Course
- A special Green Team kit full of swag, awards, an MVG trophy and more (mailed to you within 1-2 weeks upon signing up)

**\*Coaches Membership included in Sessions, Training Camp & Campus Day**

# Build Excitement

In addition, the team/school will receive a series of social promotions and mentions to help build player engagement and excitement with each live training

**WINSTON  
CHURCHILL  
ATHLETICS**



**WHEN THE LEADER IMPROVES... EVERYBODY WINS**

**WINSTON CHURCHILL IS GROWING ATHLETES INTO  
LEADERS THROUGH THE LEAD 'EM UP PROGRAM**

**LEAD 'EM UP**

**TO LEARN MORE ABOUT LEAD 'EM UP VISIT - [WWW.LEADEMUP.COM](http://WWW.LEADEMUP.COM)**



## **GROWING AS LEADERS THROUGH LEAD 'EM UP**

We are thrilled to be hosting a Lead 'Em Up Campus Day for our Fall teams & athletes.



Lead 'Em Up is a nationally-recognized leadership and character program using dynamic drills & exercises to develop people into the leaders needed to win.

On (Insert Date) our athletes will be participating in a series of leadership workshops with their teams.

Coaches will also be receiving season-long access to the Lead 'Em Up to continue developing their team's leadership all season long.

- Leadership Growth
- Improved Character
- Team Building
- Interactive Exercises

**Used by hundreds of teams & featured at top camps & clinics.**



*"Using the Lead 'Em Up program was one of the best decisions I made as a High School coach"*

Dave Mencarini - State Champion High School Football Coach & Current Head of Recruiting for University of Maryland Football.

*"Lead 'Em Up helped take my kids to another level. I want my players experiencing Lead 'Em Up every year moving forward"*  
Mike Brown, Former Head Coach - Varsity Football - Watkins Mill High School

**WHEN THE LEADER IMPROVES... EVERYBODY WINS!**



**MY ONLY REGRET WITH  
LEAD 'EM UP IS THAT  
I DIDN'T USE THE  
PROGRAM SOONER.**

**IT'S BEEN SO GOOD FOR  
MY TEAM AND ATHLETES.**

**WE ARE GOING ON YEAR  
FIVE WITH LEAD 'EM UP**

**Coach Michael Nesmith  
Varsity Head Football Coach  
Paint Branch High School**

**"LEAD 'EM UP WAS  
SO IMPACTFUL FOR ME,  
MY STAFF AND MY  
ATHLETES. THE  
TEACHINGS, EXERCISES  
AND ACTIVITIES WERE  
INCREDIBLE.**

**ONCE WE FINISHED OUR  
INITIAL SET OF SESSIONS,  
WE ADDED MORE.**

**Coach Caroline McCombs  
Head Women's Basketball Coach  
George Washington University**



# WE ARE EXCITED TO BUILD WITH YOU

Email [info@leademup.com](mailto:info@leademup.com) to get started

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