



WELCOME

You're in the right room.



INFLUENTIAL

A T H L E T E

THE MISSING PIECE

TH

Constant
Evaluation

Identity Tied to
Performance

THE MISSING PIECE

KEEP YOUR HAND RAISED IF:

NIL is currently permitted
for high school athletes in
your state.

THE MISSING PIECE

KEEP YOUR HAND RAISED IF:

You believe the heightened level of expectations, judgement, and pressure on athletes starts earlier in their lives than it ever has.

THE MISSING PIECE

KEEP YOUR HAND RAISED IF:

You have seen athletes struggle when an injury, a cut, or the end of a season forces them to rethink who they are.

THE MISSING PIECE

KEEP YOUR HAND RAISED IF:

Every athlete at your state's member schools is being intentionally prepared for both of those realities.



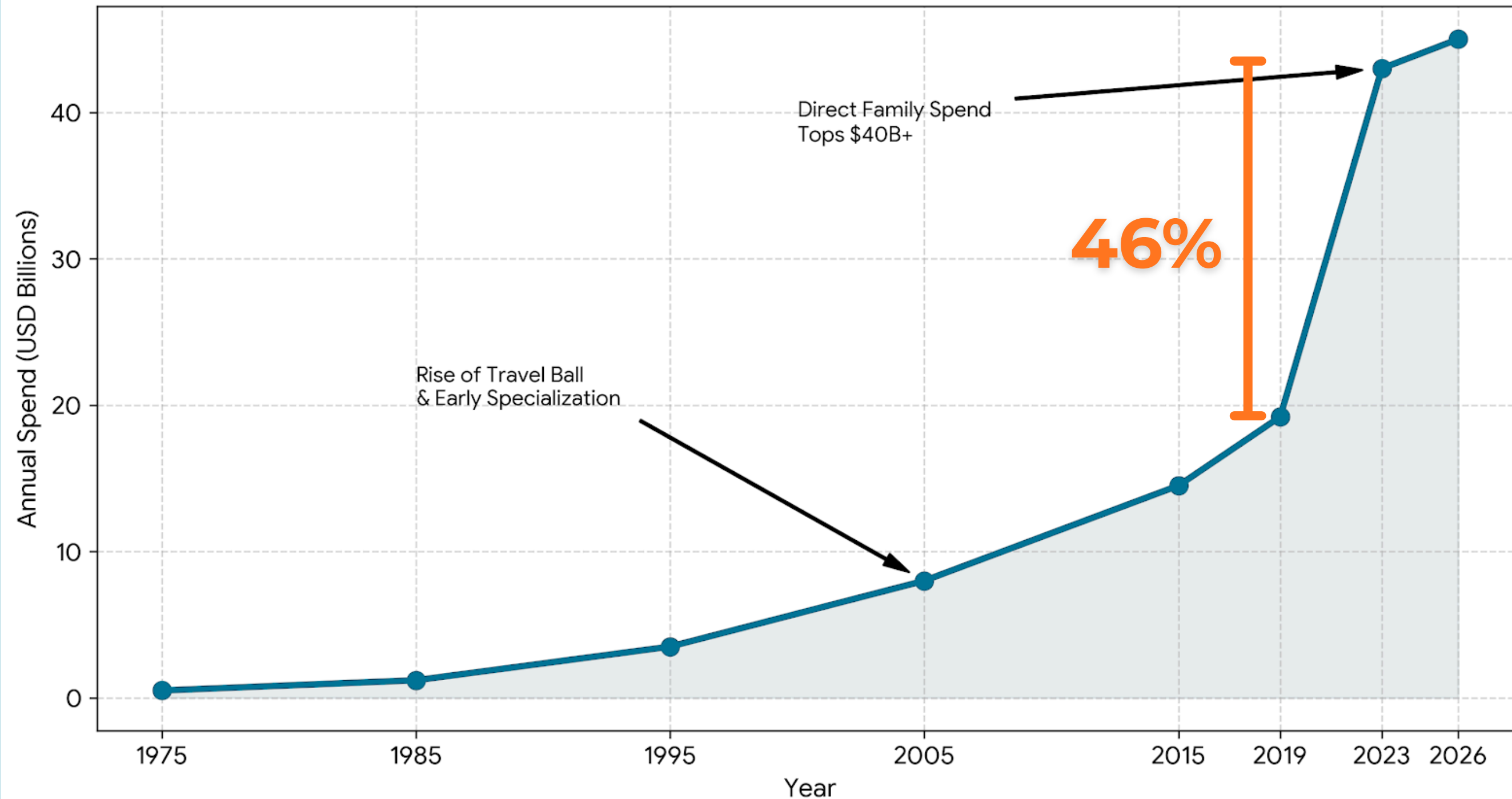
THE **GAP** BETWEEN EVALUATION AND PREPARATION

**NIL didn't create the gap.
NIL just made it impossible to ignore.**

Nobody updated the curriculum.

Are we fully preparing athletes for the world they're actually walking into?

The Explosion of the US Youth Sports Economy (Estimated Annual Household & Market Spend in Billions USD)





Who are they without the jersey?





2.1_x

Anxiety Prevalence

Former elite athletes experience anxiety symptoms at more than double the baseline rate of the general public.

2.6_x

Depression Prevalence

The risk is even higher for depressive symptoms, scaling up to more than two and a half times the baseline control rate.





Who are they without the jersey?

Kids who know who they are without the jersey don't fall as far when they take it off.



PILLARS OF DEVELOPMENT

in Education-Based Athletics

ACADEMICS

Critical Thinking
Subject Knowledge
Studying Habits
College-readiness

ATHLETICS

Performance
Competition
Skills Training
Conditioning

CHARACTER

Teamwork
Sportsmanship
Integrity
Accountability



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SOCIAL MATURITY

Athlete Identity
Digital Responsibility
Interview Skills
Voice and Delivery
Relational Intelligence

NAME, IMAGE, LIKENESS

PERSONAL BRANDING ACTIVITIES

NAME, IMAGE, LIKENESS

PERSONAL BRANDING ACTIVITIES

Against commercialization.

Against college chaos bleeding down.

Against brands having inappropriate access to minors.

Against integrity of education-based athletics being compromised by money.

| What *is* NIL at the high school level?

TWO STATES, TWO JOURNEYS

One Common Concern



- **Apr. 2024** – NIL vote failed
- **Nov. 2024** – Began working with Influential Athlete
- **Apr. 2025** – NIL vote passes by nearly 3-1



- **May 2022** – NIL vote failed
- **Oct. 2025** – OHSAA sued over NIL rules
- **Oct. 2025** – Began working with Influential Athlete
- **Nov. 2025** – NIL vote passes by more than 4-1

TWO STATES, TWO JOURNEYS

One Common Concern

How do we prepare athletes for
a world that looks different
than the one we prepared for
20 years ago?



THE PURPOSE OF EDUCATION-BASED ATHLETICS

It's worth protecting and building.





DEVELOPMENT



NIL was not the destination.

It was the doorway.

A silhouette of an athlete stands on a grassy field at dusk, looking out over a dark landscape with trees and a cloudy sky. The athlete is positioned on the right side of the frame, facing away from the viewer.

It's not an NIL conversation.

It's an athlete development conversation.

THANK YOU

 influentialathlete.com



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