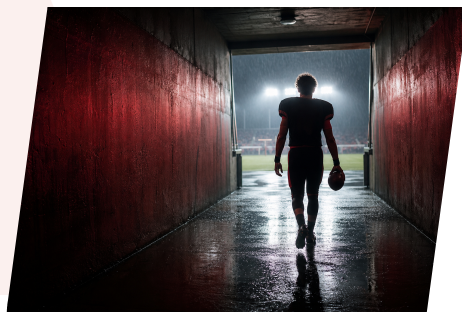




PILOT PROGRAM

PREMIER QB PROGRAM

A mental performance cohort for high school quarterbacks — built on the curriculum supporting All-Pro QBs and Super Bowl champions.



VIRTUAL COHORT

UP TO 10 QUARTERBACKS

ROLLING START

BEGINS WHEN THE COHORT IS
READY

WEEKLY SESSIONS

LED BY PREMIER SPORT
PSYCHOLOGY

PILOT PROGRAM OVERVIEW

The Premier QB Program Pilot is a streamlined mental performance cohort designed to introduce the Premier QB Program model to a select group of high school quarterbacks.

The pilot strips the program to its essential core: a virtual onboarding and assessment process, followed by weekly group mental performance sessions throughout the program. The full retreat experience — and the complete partner ecosystem — will be introduced in the program's inaugural full cohort year.

It is built for quarterbacks and families who want to experience what intentional mental performance training looks like before committing to the full program — and for Premier to refine the cohort model with a live group before scaling nationally.

THE PILOT AT A GLANCE

FORMAT

Virtual cohort, up to 10 QBs

STRUCTURE

Onboarding · In-Season · Off-Season

ONBOARDING

2-3 virtual Zoom sessions

WEEKLY SESSIONS

Weekly virtual group sessions throughout the program

HUB

Premier Sport Psychology — content & facilitation

INVESTMENT

Pilot pricing — shared during intro call

PATH FORWARD Pilot participants receive priority consideration for the full Premier QB Program cohort.

GET SOME REPS

WHY A PILOT

The Premier QB Program is built to be the most comprehensive mental performance development experience available to high school quarterbacks in the country. Before we launch the full program nationally – with the in-person retreat, the curated partner ecosystem, and the complete 12-month model – we want to do what every great quarterback does before competition: **get some reps.**

The pilot gives us the opportunity to run the core cohort model with a real group of quarterbacks, refine the curriculum in a live setting, and build relationships with the families and partners who will shape the program going forward. It gives pilot participants a meaningful head start on the mental side of the position.

This is not a lesser version of the program. The pilot simply delivers the core curriculum in a focused, virtual-first format.



“

**THE SAME CURRICULUM USED TO DEVELOP THE MENTAL
GAMES OF ALL-PRO QUARTERBACKS, SUPER BOWL CHAMPIONS,
AND SIGNAL-CALLERS WITH \$100M+ CONTRACTS.”**

DELIVERED TO THE NEXT GENERATION

PHASE 1

2-3 ZOOM SESSIONS · ONBOARDING

VIRTUAL ONBOARDING & ASSESSMENT

The pilot launches with a structured onboarding sequence conducted entirely via Zoom — establishing cohort identity, completing assessments, and giving each quarterback a clear picture of who he is as a performer before competition begins. Onboarding is deliberately paced across two to three sessions, so each QB completes pre-work between sessions and arrives with real depth and readiness.

PRE-WORK, COMPLETED BETWEEN SESSIONS

Mindset-Performance Assessment

DISC Behavioral Styles

Core Psychological Drivers

1 INTRODUCTION & SELF-AWARENESS FOUNDATION

WEEK 1 · 75 MIN

- Cohort welcome — introductions, program overview, and group agreements
- The Paradox of Our Minds: the brain's default operating system under pressure
- Assessment debrief: each QB's attentional profile, strengths, and pressure patterns
- DISC debrief: how each QB is wired to lead, communicate, and respond
- Opening reflection: what each QB wants to get out of the program

2 IDENTITY, VALUES & MOTIVATION

WEEK 2 · 75 MIN

- Core Psychological Drivers debrief: Be Perfect, Please Others, Try Hard, Be Strong, Hurry Up — which patterns show up under pressure
- Values work: identifying the 2-3 core values each QB will lead from throughout the program
- Motivators and Fears: mapping what fuels peak performance alongside what creates vulnerability
- Primary Intention Setting: each QB articulates his single most important developmental focus

3 THE INTENTIONAL ATTENTION FRAMEWORK

WEEK 3 · 60 MIN

- Overview of the IA Framework: Awareness, Intention, Execution, Reflection, and Renewal
- How the framework will organize the program's weekly group sessions
- First application: connecting each QB's Primary Intention to the Awareness phase
- Commitment: what each QB is bringing into the program — and what he is leaving behind

Sessions 1 and 2 may be combined into a single extended session (90-120 min) if cohort scheduling requires.

PHASE 2

WEEKLY VIRTUAL · IN-SEASON

WEEKLY COHORT SESSIONS

This is where the core of the pilot begins. Each week, the group meets virtually for a 60-minute session led by a Premier Sport Psychology consultant, following the Intentional Attention Framework while staying responsive to what each quarterback is experiencing in real time.

The weekly cadence is intentional. Mental performance is a skill, and skills are built through repetition. A weekly touchpoint — where QBs process what happened last Friday night, sharpen focus for the week ahead, and learn from each other — is what separates this program from a camp or a one-day clinic.

SESSION STRUCTURE – EVERY WEEK

CHECK-IN

One word or phrase on current mental state — sets the tone, surfaces themes

WEEKLY FOCUS

Topic from the IA Framework curriculum

APPLICATION

Connecting the topic to a real situation each QB is navigating now

EXCHANGE

QB's respond to and learn from each other's experiences

COMMITMENT

One thing each QB will apply before the next session

SESSION CADENCE

Onboarding	2–3 virtual sessions, 60–120 min
In-Season	Weekly virtual sessions, 60 min
Off-Season	1–2 wrap-up sessions; renewal & transition
Between Sessions	Text/email access to a Premier coach

RESPONSIVE TO THE COHORT

The curriculum sets the structure — the cohort sets the agenda. Sessions flex to what each QB is navigating in real time: recruiting pressure and social media visibility · leading a huddle, a sideline, and a locker room · communicating with coaches under pressure · handling turnovers, bad games, and position battles · the mental weight of expectation

THE INTENTIONAL ATTENTION FRAMEWORK, ACROSS THE PROGRAM

PROGRAM CURRICULUM ARC

The program moves through the first three phases of the Intentional Attention Framework, saving Reflection and Renewal for after the competition is complete.

ONBOARDING

KICKOFF

AWARENESS

Attentional patterns, identity under pressure, default stress responses, intention setting

IN-SEASON

EARLY

AWARENESS INTO INTENTION

Values in competition, SERR Model introduction, 4 Controllables, planning for high-stakes games

IN-SEASON

BUILDING

INTENTION INTO EXECUTION

Focus Window, AAA Model, focus cues, in-game reset routines, managing adversity

IN-SEASON

PEAK

EXECUTION & REFLECTION

Peak performance when the stakes are highest, post-game reflection structure, learning from every game

OFF-SEASON

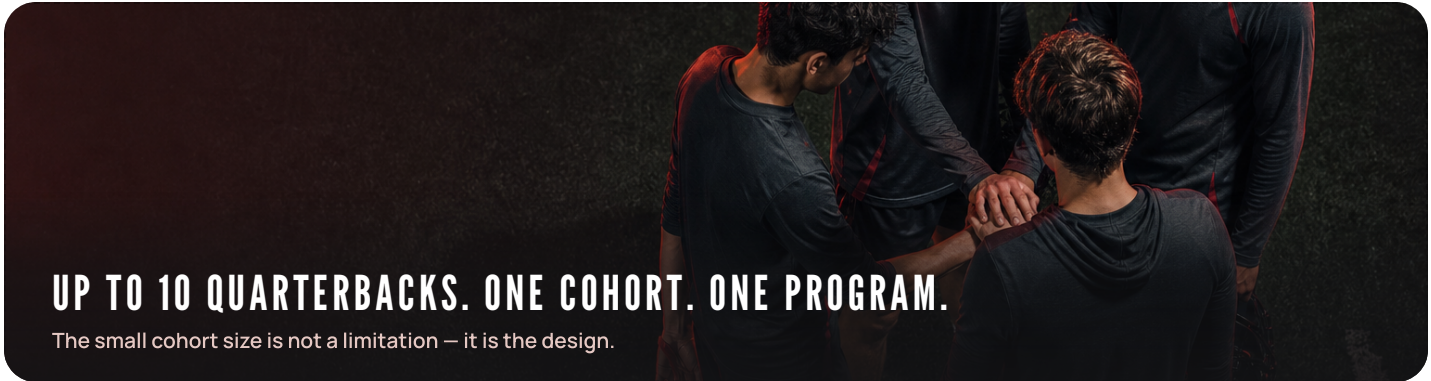
TRANSITION

RENEWAL & TRANSITION

Recovery, renewal, what the program revealed – and what comes next

INTENTIONALLY SCOPED

THE PILOT COHORT



UP TO 10 QUARTERBACKS. ONE COHORT. ONE PROGRAM.

The small cohort size is not a limitation — it is the design.

The group dynamic, the peer relationships, and the shared experience of going through the program together are part of what makes the program work.

WHAT WE ARE LOOKING FOR

- High school quarterback, any grade — rising 9th through 12th
- Genuine interest in mental performance, not just mechanics
- Willingness to show up consistently and engage honestly in group sessions
- Family support and engagement with the program's philosophy
- Geographic diversity encouraged — this is a national program

RESERVED FOR THE FULL PROGRAM

- The signature immersive 2-day in-person retreat
- Complete partner ecosystem — QB coaches, S&C, nutrition, recruiting, agent/NIL and financial education
- Full 12-month arc including structured off-season sessions
- Additional self-awareness tools and assessments
- Family orientation session and partner referral network

Pilot families receive a full overview of the complete program before the pilot concludes.

FROM PILOT TO FULL PROGRAM

TIMELINE & PATH FORWARD

PILOT TIMELINE

- Applications open
- Cohort selections confirmed
- Pre-work materials distributed
- Onboarding Sessions 1-3
- Weekly sessions begin
- Pilot concludes
- **Full program invitation extended**

The pilot is the starting point, not the destination. QBs who complete it will know the framework, have built relationships with their cohort, and have a clear picture of where the full program can take them. At the conclusion of the pilot, Premier will extend an invitation to join the inaugural full cohort – with **priority enrollment** and **a credit toward the full program investment**.

PILOT PROGRAM	FULL QB PROGRAM
Virtual onboarding – 2-3 Zoom sessions	2-day in-person immersive retreat
Weekly cohort sessions	Weekly in-season; monthly off-season
Core IA Framework curriculum	Full IA Framework + partner ecosystem
Group mental performance only	+ QB coaches, S&C, recruiting, financial, agent/NIL
4-8 QBs, national	4-8 QBs, national



Pilot participants helped shape what the program becomes – and carry that head start into the inaugural full cohort.

ABOUT PREMIER SPORT PSYCHOLOGY

BUILT ON 15+ YEARS WITH ELITE PERFORMERS

Premier Sport Psychology is one of the most prominent sport and performance psychology practices in the United States. Founded by Dr. Justin Anderson, Premier has spent over 15 years building mental performance frameworks for elite performers across the NFL, NBA, WNBA, MLB, NHL, MLS, Olympic sport, and Fortune 500 leadership.

The Premier QB Program is built on the same content that has developed the mental games of All-Pro quarterbacks, Super Bowl champions, and signal-callers earning \$100M+ contracts. The pilot brings that curriculum to the next generation — in a format designed for the realities of a high school quarterback.

NEXT STEPS

SHOW UP READY TO WORK

01

Reach out to express interest or ask questions

02

Complete a brief application — athlete and parent/guardian

03

Schedule a 20-minute intro call with the program team

04

Receive pre-work materials upon selection

TO APPLY OR LEARN MORE

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