

Jeremy Boone

Jeremy Boone is an internationally recognized coach, author, speaker, and researcher. He is the founder of Athlete By Design™, a coaching and consulting company for over twenty five years dedicated to helping high performing athletes, coaches, and managers maximize their potential focusing on being the best at getting better.

Since 1995, he has worked with over fifty National/World Champions, Olympic Medalists, and Elite Head coaches from six countries, served as the offseason speed & conditioning coach for the NFL Carolina Panthers for nine years, and has served as the mental performance/leadership coach for NASCAR Penske Racing for the last ten years.

In 2019 he gave a TedX talk titled 'The Courage To Connect- Why the World needs more of you' sharing his research on leadership, courage, and cultivating healthy relationships.

His passion project began in 2010 focusing on developing high school student athlete leaders focused on evaluating and improving decision making. In 2020 his Desire To Lead™ program set a national record that provided scholarships to high schools from twenty seven states and had over 850 student athletes participate in a twelve week online interactive leadership program. This program now has expanded to include schools from countries all around the world. (see links provided for more details) as well as select professional sports teams using it as part of their community outreach. He is also a regular contributor to the NIAAA Leadership Cohort led by Darryl Nance.

Boone is considered the world's leading expert in Sports Axiology, the science of human value and decision making in sport. With this science, he has profiled the decision making patterns of thousands of athletes/coaches/Athletic Directors worldwide and has used this research to create the Winning Leader Academy™ program, teaching leaders, entrepreneurs, Athletic Directors, and coaches how to build winning cultures, create great experiences, and get their mission accomplished.

Coach Boone has written two Amazon Best Selling Books, created industry leading coaching resources including 'Football Fast', 'Movement Based Games', and was the host of the iTunes featured podcast 'Coach Your Best', now titled as 'Winning Leader', interviewing New York Times best selling authors, world wide recognized sports scientists, and elite coaches while helping coaches make their athletes better reaching over 400,000 listeners/subscribers.



Currently he travels and consults around the world working with the military, NASCAR, NFL, MLB, MLS, NLL, colleges, entrepreneurs, and Fortune 100 C-Suite teams.

His new book, 'Be The Best At Getting Better™', will be released for high school sports Spring 2023.

For more information connect on twitter/instagram @athletebydesign on facebook @WinningLeader or visit www.WinningLeader.com.

Resource Links

- TedX Talk ['The Courage To Connect'](#)
- Desire To Lead™ - [West Charlotte HS football player gets special surprise before Christmas](#)
- [Here is what student athlete leaders learned about leadership at Carowinds](#)
- [Here is what NFL players do to 'Be > Avg'](#)