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# THE ART OF BECOMING

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LINELL BONNER III

IDENTITY. ALIGNMENT. TRANSFORMATION.

2

# THE PROBLEM



**33%**

of elite athletes report symptoms of anxiety/depression.



Athletes with strong athletic identity experience greater emotional distress after setbacks.



Retired athletes with identity foreclosure have higher rates of depression and loss of purpose.

**PERFORMANCE IS TEMPORARY. IDENTITY LASTS.**

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# OUR MISSION

We help athletes build an identity bigger than sports so they can perform with freedom and live with purpose.



**ALIGN**



**TRANSFORM**



**BECOME**

“  
*I FOLLOWED A STAR  
THAT **WASN'T**  
MEANT FOR ME.*”

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And the voids in my soul  
turned that journey  
into depression.



5

# THE 4C SYSTEM



**CORRECT**

Clear the  
mind.

**CREATE**

Rewrite the  
narrative.

**CEMENT**

Build it into  
habits.

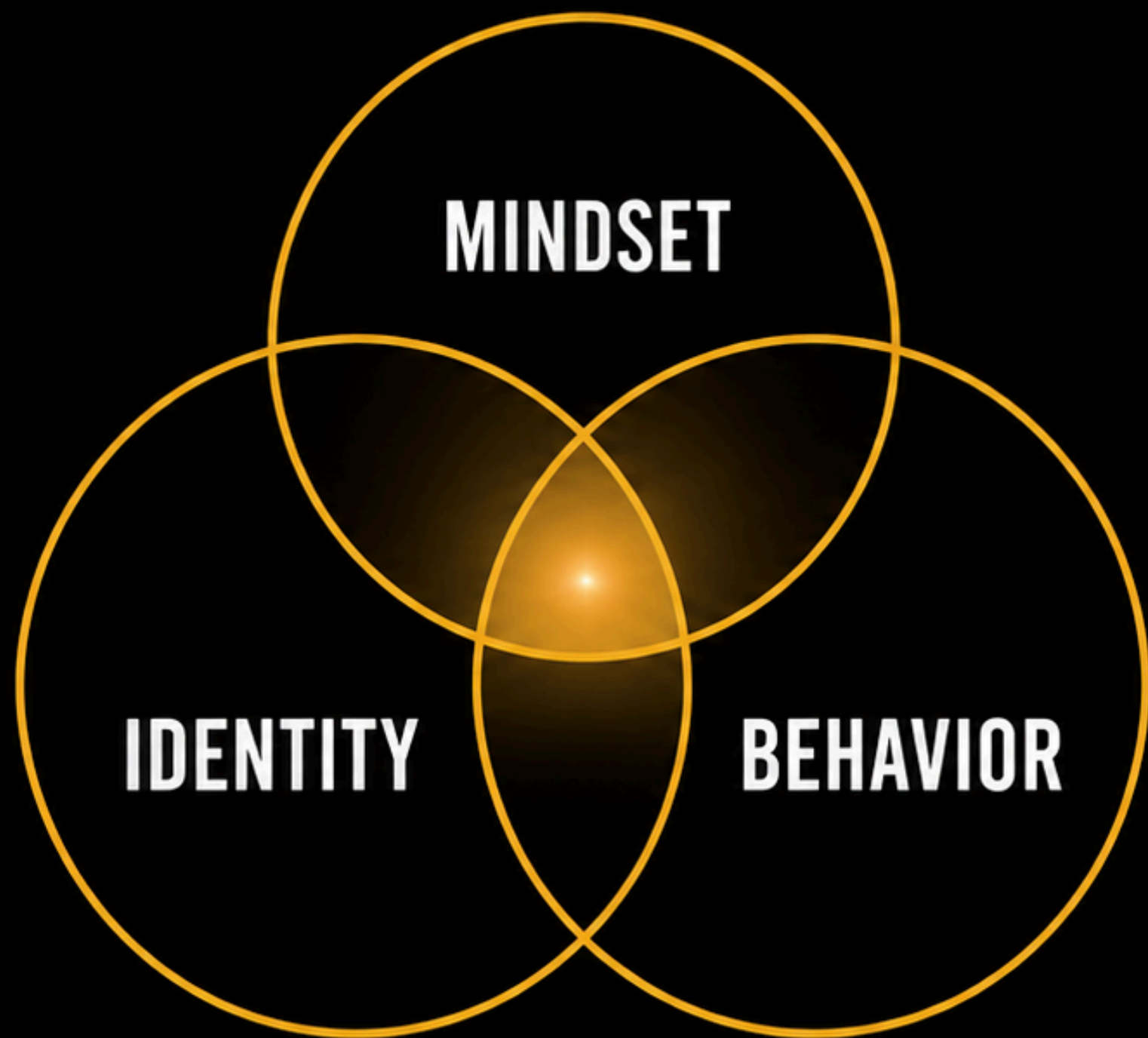
**CYCLE**

Surround  
yourself.

A SYSTEM. A PROCESS. A TRANSFORMATION.

6

# THE OVERLAPPING TRUTH



## **Mindset**

drives behavior.

## **Behavior**

builds identity.

## **Identity**

creates results.

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# THE TRANSFORMATION JOURNEY



**WHO YOU  
WERE**

**AWARENESS**



**WHO YOU  
ARE**

**ALIGNMENT**



**WHO YOU  
WANT TO  
BECOME**

**TRANSFORMATION**



# PROGRAM EXPERIENCE



## INTERACTIVE WORKSHOPS

Engage.



## TEAM DISCUSSIONS

Reflect.



## REFLECTION JOURNALS

Apply.



## ACCOUNTABILITY & ACTION

Transform.

ENGAGE. REFLECT. APPLY. TRANSFORM.

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# THE INVESTMENT

An investment in **identity**  
today creates a **legacy**  
tomorrow.

Let's build champions  
for **life**.



# LINELL BONNER III

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