

THE ART OF BECOMING

IDENTITY. ALIGNMENT. TRANSFORMATION.

THE GAME ENDS.
IDENTITY DOESN'T.

ABOUT THE PROGRAM

The Art of Becoming is a three-session identity framework that develops emotionally consistent, self-aware, and resilient athletes who can lead themselves on and off the field.

Motivation fades — identity anchors. This system rebuilds athletes from the inside out, giving them the clarity and emotional discipline needed to handle pressure, adversity, and leadership demands with consistency.

THE 4C SYSTEM



CORRECT

Identify the beliefs controlling your behavior.



CREATE

Rewrite the narrative.



CEMENT

Build habits that reinforce identity.



CYCLE

Create environments that sustain growth.

THE THREE SESSIONS

01 SESSION ONE WHO WERE YOU?

Uncovers inherited identity, survival patterns, and emotional masks shaped by environment, pressure, and expectation.

02 SESSION TWO WHO ARE YOU?

Builds radical self-awareness by examining habits, emotional triggers, mindset patterns, and performance-based self-worth.

03 SESSION THREE WHO DO YOU WANT TO BECOME?

Designs a purpose-driven identity defined by values, standards, vision, and disciplined habits that shape leadership.

ATHLETE OUTCOMES

- Identity clarity
- Emotional discipline
- Real confidence
- Consistency under pressure
- Leadership habits
- Purpose beyond the sport

COACH & PROGRAM OUTCOMES

- More coachable athletes
- Stronger team culture
- Fewer emotional distractions
- Higher consistency
- Athletes who take ownership

ORIGIN STORY

“I followed a star that wasn't meant for me.”

Linell Bonner III developed The Art of Becoming after experiencing identity collapse when an NFL opportunity slipped away. The depression that followed revealed a truth: he only knew how to perform, not who he was. Rebuilding his identity created a system now used to transform athletes beyond the game.



TO REQUEST PROGRAM PRICING OR
SCHEDULE A WORKSHOP

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