

ABOUT US

Education is our Playbook, Sport is our blueprint, and LIFE is our game!

Super Student Athletes (SSA) takes a TEAM approach to connecting students to community resources, through the agreement of "quid pro quo". Equipping them with the right tools to expand their adeptness to the game of LIFE. We do this by leveraging the services offered by affiliate organizations (Work Hard), to facilitate the needs of students and student-athletes (Play Hard), in the form of short-term and long-term goal setting (The Playbook).

MISSION STATEMENT

Our mission is to identify and leverage the principles of sport, creating a Playbook to the ultimate game we call LIFE. Our framework is supported by four core values:

- Personal Development
- Community Service
- Financial Literacy
- Marketing

CORE VALUES

Financial Literacy | Personal Development
Principles of Sport | Rent/Service

WHO WE HELP?

We support those who have the desire to leverage core values of sports, to better understand their role in the ultimate game of LIFE.

HOW WE HELP?

Education is our Playbook, Sport is our blueprint and LIFE is our game!

SSA takes a TEAM approach to servicing our students. Equipping them with the right tools to build a solid foundation and to expand their adeptness to Life. We quarterback this approach by hosting seminars to educate, demonstrate and facilitate subtopics that expand upon our 3 pillars of service.



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PERSONAL DEVELOPMENT

Our approach to personal development begins with a Discovery Session; identifying community passions, and life desires to establish both short term and long term goals. Ultimately, this creates brand awareness and helps student-athletes identify how they want to approach the game of LIFE.

FINANCIAL LITERACY

A critical part of an athlete for life's base transition to the ultimate game of life. A strong foundation of financial literacy can help support various life goals, such as saving for education, retirement, using debt responsibly, and running a business.

Fun Fact: You pay a tax of every dollar you earn, spend AND file.

RENT/SERVICE

"Service to others is the rent you pay for your room here on earth"
- Muhammad Ali

You don't have to be a full time missionary or social activist to serve. Just do something to make the world a little better. This adds value to all 3 pillars of THE Playbook.

EDUCATION

Education is the passport to the future, for tomorrow belongs to those who prepare for it today"
- Malcolm X

The Super Student Athletes Playbook for Life encourages traditional education, while incorporating core values learned by those who have blazed paths through the business principles of sport.

BRAND AWARENESS

Your name, Image and likeness is the baseline of your brand. Bringing awareness to this fact helps educate the importance of your inputs (work hard options) and the rewards (play hard options) you reap.

MARKETING

What are some of your favorite brands? What distinguishes those brands from the rest, in your opinion? Are you loyal to that brand? Now that you have established yourself as a brand, you allow community resources to market themselves to you, giving work hard/play hard LIFE.



PRINCIPLES OF SPORT

TEAMWORK

You have to set goals, put in effort, and be consistent. Teamwork - for a TEAM to be successful we have to work together...What may be out of reach for one individual can often be accomplished through a network of resources.

DISCIPLINE

It's a lesson you learn quickly in organized sports; you get out what you put in. If you want the joy of victory or accomplishment, you must put in what it takes to improve and excel.

OVERCOMING ADVERSITY

Life sometimes isn't fair and obstacles arise. Through organized sports we learn to respond to adversity by; reviewing the situation, making appropriate changes and trying again. The feeling of accomplishment after a setback provides the same high as the adrenaline rush right before a jump ball in a basketball game.