



# A Higher Standard of Athletic Development



Institute of Athletic Development

Training Leaders Through Athletics

# Lead with Your Heart



## The Institute of Athletic Development (IAD) & Training Leaders through Athletics (TLA)

offer a cutting-edge program that combines one of the fastest growing **personal training companies** on the east coast with one of the **premier leadership development programs** in the nation. These two organizations have stood **shoulder-to-shoulder** in an effort to develop an interscholastic sports landscape that serves as a training ground for life lessons that will leave athletes equipped to be leaders on their athletic teams, in their high school hallways, their future families, professions, and ultimately our country. The results have spoken for themselves as athletes walk away from this program not only being **equipped to achieve excellence** on the field, but more importantly they are prepared to **win championships in life**.

Hundreds of athletes from multiple states, colleges, and school districts have dedicated and applied the principles taught within IAD & TLA's 5 Pillars of Excellence. The results have been numerous academic and athletic scholarships, several interscholastic titles and records, and most importantly the preparation to lead a life of excellence. The only question now is... **Why not you???**

*"Not sure if Kristin has told you this, but they strength-tested the entire women's lax team at Drexel (Div. I) after the first or second practice, and Kristin was at the top of the list in each category. Overall, she's in great condition compared to the other players, particularly the other incoming freshman. You should be really proud, she owes a lot of this to you and your program."*

-Jim

# 5 Pillars of Excellence

1. **Physical Development**- This component includes helping each athlete increase their strength, speed, explosiveness, power, acceleration, agility, change of direction, balance, coordination, nutrition level, sports specific conditioning, and flexibility. We use a periodization (five phase) model that focuses on continuously maximizing the athlete's physical potential through one-on-one, group, and team training sessions.
2. **Mental Development** - This component focuses on defining each athlete's Definite Major Purpose (DMP) for participating in our program, and the structuring of a personalized step-by-step action plan for them to achieve it. Our in-depth training on self-image, commitment, overcoming fear, and developing a champion's mentality offer the necessary tools to succeed.
3. **Character Development**- This component is rooted in our "Building Strength from the Inside-Out" philosophy that focuses on leading with your heart through integrity, empathy, and other centered mind keys to "True Success." Our service-based character formation is put into practice through community service initiatives, workshops, and short-term mission trips.
4. **Leadership Development** - The ultimate goal of this program is to use athletic development as a platform to create "Men and Women of Influence" that will accept a call to greatness focused upon impacting others with their lives. Our 5-Level Leadership Development program takes the lessons they learn in pursuing championships on the field, and prepares the participants to use them as spouses, parents, and community leaders.
5. **"Shoulder-to-Shoulder" Mentality** - We view our trainers, leadership coaches, and athletes as standing shoulder-to-shoulder as one team in a huddle pursuing the biggest championship of our lives: "Becoming Men & Women of Influence." Through this we strive to maintain a "Higher Standard" in ALL areas of our lives, encourage and challenge one another, and hold each other accountable in an effort to achieve greatness athletically, academically, and socially.



*"Unforgettable experience. The people I met and the experiences I had were remarkable. I feel that I have a different outlook on life now. Material belongings are replaceable. My relationships with my friends and family is what matters most to me. I feel blessed to be in the position that I am in now. TLA put together an amazing trip that I look forward to participating in again."*

*-Chad*

## IAD-

Are you interested in **maximizing your athletic potential** while achieving outstanding success in your sport? Do you want the best opportunity to position yourself to **receive an athletic scholarship**? Are looking to just have more fun by **improving your performance** in your chosen sport? If you answered “yes” to any of these questions, then participating in the athletic development program is the right choice for you!!!

The Institute of Athletic Development (IAD) is an athletic development company designed to **physically and mentally prepare athletes to maximize their athletic potential** while instilling strong character and value-based living. By using our powerful **one-on-one and small group format**, we **guarantee** athletes will learn the components of athletic development necessary to achieve their full athletic potential. We teach each athlete how to be a champion in every sense of the word-both on and off the field. Whether your goal is to receive a Division I scholarship or **just have fun**, participating in this cutting edge program will not only lead to you becoming an outstanding young athlete, but also an exceptionally well-rounded individual.

# True Warrior

*“I ran a lot last week and lifted a few times and everything that I did seemed REALLY EASY! It was definitely a great feeling! I feel like I am more ready for this season than I ever could have been. Thanks so much for all you have done for me (and made me do).”*

-Lindsay

University of West  
Virginia, Div. I Pole Vault



## What Are The Advantages To Participating In The Athletic Development Program?

**Guaranteed Results** — We guarantee that you will run faster, jump higher, increase your strength and power, and become more motivated and confident than you ever thought possible.

**Improve Your Speed and Quickness** — Whether your goal is to improve your 40 yard dash, first-step quickness and agility on the court/field, or create outstanding breakaway speed you will be given the training and tools needed to achieve those all important goals.

**Dramatically Increase Your Strength and Power** — This is the key to using your sport's skills training to its fullest potential. This component will separate you from the competition as well as help reduce injuries.

**Greater Jumping Ability** — The ability to jump is so valuable in many sports. Whether you are exploding up for a rebound, spiking a volleyball, catching a touchdown, or heading a soccer ball, the ability to out jump your opponent is essential to your success.

**Increased Confidence and Self-Esteem** — Confidence and self-esteem are taught by showing each athlete how to tap into their true purpose and motivation by establishing relevant goals and then developing a step-by-step plan to see those goals become a reality.

## How Does The Athletic Development Program Work?

**Individual** — One-on-one training sessions provide the added benefit of a mentoring component to support the physical and mental development.

**Small Group** — The small group format provides a fun and spirited environment with built-in workout partners. The athletes will work with a qualified professional to help insure safety and success.

**Team** — There's no better way to build teamwork and create a huge edge over the competition than to participate in this cutting edge program as a team.

### Quick Facts

-IAD currently works with over 100 athletes from Pennsylvania and Maryland.

-Numerous Division-I, II, and III athletic scholarships have been awarded to IAD athletes.

-IAD's staff offers first-class expertise with NSCA & ACE certifications that are supported with personal experience and exercise science degrees focused on athletic development.

\*All one-on-one and small group training sessions take place at the North Hanover YMCA.



*"Tyler Clabaugh and TLA is what Jim Collins (Good to Great) calls a "Pocket of Greatness." When it comes to the world of young athletes and preparing them for outstanding achievement in sports, life and leadership, Tyler and TLA are doing it with excellence. Tyler and the TLA team build into these athletes the skills and character, the knowledge and will to succeed in all the right ways. Through personal coaching, engaging seminars, and rigorous training, TLA is a "Pocket of Greatness" where young people can start growing toward their full potential and excel."*

*-Dr. Brian K. Rice,  
Leadership ConneXtions Intl.*

# Band of Brothers

The background of the entire page is a photograph showing the silhouettes of four people standing on a rocky ledge or cliff edge. They are positioned against a clear, bright blue sky. The silhouettes are dark and clearly defined against the lighter background. The people appear to be looking out over the horizon, with their bodies angled slightly towards the right. The overall mood is one of camaraderie and shared experience.

## TLA-

Training Leaders through Athletics (TLA) is an impact driven initiative that combines athletic performance and leadership development through **camp, mentoring, workshops, retreats, and short-term mission programs.**

Athletics is used as a platform to define concepts such as the **ultimate teammate, competition,** and **success** in ways that extend far beyond the athletic field. Participants are challenged to engage their hearts and minds into becoming **men & women of influence,** and to hold themselves to a **higher standard** as they strive to fulfill their **call to greatness.** By connecting our message to pursuing a championship on the athletic field, TLA prepares athletes to pursue much larger championships throughout the rest of their lives.

TLA's programs are offered through a staged **5-Level Leadership Development program** that is **available to athletes & non-athletes** alike over the course of 2-3 years.

*"Over the summer, I went to the TLA Camp Program. The camp really impacted me and put life into perspective. Some changes I have made are prioritizing better and looking at everyone exactly the same. I also have more energy and commitment in the things I participate in, like student council and sports teams. I now look at failure as a good thing and do everything I can to better myself each day. This camp has influenced me to become a woman of influence. I'm not afraid to speak in front of people anymore. I can step up and take new challenges and believe in myself to achieve my goals."*

-Liz

# **5 Level Leadership Program**

## **Level #1 - (Weekly & Monthly Quotes & Reflections)**

- Weekly leadership quotations and biblical verses that are based upon a monthly theme.
- A monthly reflection focusing on one of the weekly quotes to promote a personal evaluation followed by a series of reflection questions.
- Monthly Themes: Leadership, Commitment, Integrity, Respect, Excellence, Attitude, Responsibility, Vision, Service, Humility, Character, and Honor.

## **Level #2 - (Book List)**

- A 3-tiered book list tied to corresponding workshops that are taught on a monthly basis.
- Completion of periodic book reviews on key points, and an explanation as to how the participant will apply the concept or principle within his/her life.
- Text and workshop formats prepare participants for college courses that are taught in similar structures.

## **Level #3 - (Workshop Series & Camp Strength)**

- Year-long workshop series taught over the course of three 4-month trimesters: *The Mental Edge*, *Personal Development*, and *Leadership 101*.

- Interactive experiences with other students based upon themes such as, *Living a Life of Everyday Greatness*, *Developing a Champion's Mentality*, and *Leadership: What it Takes?*

-“Building Strength from the Inside-Out” Camp: An intense 4-day program that combines athletic performance and leadership development through weight and speed training, leadership workshops, and “Special Forces” team competitions.

## **Level #4 - (“Life Transformation” Mountain Retreat)**

- 3-4 day “Life Transformation” Mountain Retreat Program (*offered 2-3 times per year at various locations*).
- Participants are tested both physically and mentally to extend beyond their comfort zones through our 5-part “heart-to-mind” workshop series and team building exercises.
- Overnight experience allows for activities such as evening campfires, paint ball battles, snow tubing, and white water rafting.
- Small group atmosphere promotes camaraderie, offers ample time for one-on-one mentoring, and leadership coaching.

-Participants are challenged to examine and express their hearts as “men and women of influence” in preparation to define and accept their “call to greatness” within their schools, future professions, and families.



## Level 5 - (“Discovering the Warrior Within”, El Salvador Mission)

- “Discovering the Warrior Within” short-term mission trip to El Salvador (*offered 1-2 times per year*).
- Capstone experience challenging an elite group to put the principles and concepts they learned in Levels 1-4 into action by serving disadvantaged people in a developing nation.
- Service activities include: 3-day sport clinic, competitive games in partnership with the International Sports Coalition for impoverished children and teens, assisting at an orphanage for children born to prostitutes, leading a soccer outreach for a poverty stricken community, and connecting and serving within a community church.
- Cultural immersion through apartment living in a low-income community in San Salvador, dinner and fellowship within Salvadoran homes, and learning to communicate despite a language barrier.
- One-on-one mentoring sessions, 2-day self-reflection retreat, scaling a volcano, mountain climbing with zip lines, and focused workshops on becoming “Men and Women of Influence”.

**Elite Program:** An elite group of IAD and TLA participants that have excelled in both programs will receive one-on-one and small group leadership development coaching to prepare them to become mentors in the 5-Level Program. In addition, they will also receive significant collegiate and professional advancement through documented recognition of their success and completion of the program, highlighting of their work, and the opportunity for professional mentoring with one of our sponsors or supporters who have agreed to provide their expertise to this elite group of Level 5 Leaders.



# Live a Life of Everyday Greatness

*“The mental toughness along with the physical improvement, has really had an impact. He now will push himself harder. As his father I appreciate the quality of the training, but the most important thing I feel is the value system you interject into your training, the balance of the mental, physical, and spiritual and how all are needed to succeed, not just in sports but in life in general.”*

-Emmett,  
adult personal training  
client & father



## Joe Lenker



Joe is the founder of the Institute of Athletic Development (IAD), and is nationally certified by the National Strength and Conditioning Association (NSCA) and American Council on Exercise (ACE) as a personal trainer.

He has been involved in coaching and training athletes in the strength and conditioning field for over 20 years. While serving in the U.S. Air Force, he trained several Air Force athletic teams in California. He also coached both wrestling and football at Bermudian Springs High School. Joe currently trains jr. high, high school and college athletes, along with sports teams throughout PA and MD. Joe does this through one-on-one and group athletic development training sessions, workshops, camps, retreats and his Special Forces Training Program for athletes. He has helped many local athletes receive Division I athletic scholarships, along with achieving all-state status in a variety of sports. Joe specializes in teaching the mental preparation, exercise programming, and nutritional support needed to participate at the competitive level. He also teaches health, fitness, and personal development seminars and retreats throughout the United States and Canada. Joe regularly appears on

television programs on the subject of exercise and athletic development training. He is the official fitness and athletic development expert for CBS Ch. 21 News in Harrisburg, PA

## Tyler Clabaugh



Tyler Clabaugh is the founder of Training Leaders through Athletics, and is certified by the National Strength and Conditioning Association (NSCA) as a personal trainer. Tyler has been named the 2007 Most Outstanding

Pennsylvanian, and one of the 2008 Ten Outstanding Young Americans (TOYA) by the US National Jaycees. He also graduated Magna Cum Laude from York College of Pennsylvania with a Bachelor's of Science in Business Management. Tyler has extensive teaching experience on the topics of leadership, success principles, and personal development through his speaking at numerous business conferences ranging from 250-5000 people. Through TLA and IAD's partnership, Tyler serves as a personal trainer and leadership development coach for hundreds of athletes in PA and MD. These experiences serve as the foundation for TLA and the subsequent curriculum that links the athletic and leadership development sectors.

The message is far-reaching as Tyler has used the curriculum to facilitate numerous programs locally. The program launched a youth and economic development movement in El Salvador where hundreds of teenagers and adults have already been impacted by the message.

Tyler is also the recipient of numerous awards and recognitions, including the University of Rochester's Xerox Humanities and Social Sciences Award, St. Michael's College Book Award for Scholarship and Service, Harry S. Fields / SCORE Entrepreneurship Award, Stanford's Global Realizer Group's Top Performer Award in Leadership and Entrepreneurship, and others.

Tyler's life is made complete through his faith in Christ as his source of direction and strength, and his desire to share this with others. This becomes most evident in his assistant varsity basketball coaching position at Hanover H.S., and the ongoing mentoring relationships he maintains with many of his athletes as he strives to stand shoulder-to-shoulder with them as they pursue greatness within their lives.



*"I just wanted to say thanks for everything. You've taught me so many things I can use not only on the athletic field, but in life also. I can never thank you enough for all the time you've spent with me. You helped make me a better person, and I can never thank you enough."*

-Sean

A group of ten people are silhouetted against a bright sunset over the ocean. They are standing on a beach, holding hands in a line, with their arms raised in a celebratory gesture. The sun is low on the horizon, creating a strong glow and reflecting on the wet sand. The sky is a mix of blue and orange. In the bottom left corner, there is a decorative graphic consisting of several overlapping, curved bands in shades of blue, yellow, and green.

**Building Strength  
from the Inside-Out**



## DUAL PROGRAMS

Many of IAD and TLA's programs are able to be personalized to your individual team, school, or organization including:

-Team Strength and Conditioning Workshops and Programs

-Pre-, During, & Post-season Mental and Leadership Development Workshops

-Definite Major Purpose, Goal Setting, and Team building Retreats

-Team Community Service Projects

-Short-term Mission and Faith-based Team Programs that take athletics beyond the playing field

-School Assemblies

-Keynotes & Seminars

For additional programs and upcoming workshops, please visit our websites: [www.iadfit.com](http://www.iadfit.com) • [www.tlateam.com](http://www.tlateam.com)

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