



HANDSHAKE AMERICA

est. 2011

GRIT - LEADERSHIP - TEAM

84% of organizations expect
a shortfall of leaders in the next five years.

At Handshake America, we are equipping and empowering a new generation of leaders.

*We help student-athletes develop a mental framework for success in life, and coach them on the fundamentals to achieve it...which includes a **proper handshake**.*



— OUR MISSION —

Coach gritty student-athletes for success in life.

– OUR VISION –

A national team positively influencing the people around them.



– OUR PROGRAM, BY THE NUMBERS –

- 12** Years of Coaching Student-Athletes for Success in Life
- 4** Program Regions (*Central Ohio, Metro Atlanta, Western North Carolina*)
**Charlotte launched in January 2024*
- 33%** Acceptance Rate, of over 1,600 applicants
- 534** Student-Athletes Selected
- 168** Volunteer Coaches
- 96%** Program Completion Rate
- \$548k** Awarded in Postsecondary Scholarships
- 82** Net Promoter Score (NPS)*



*NPS: The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. Above 20 is favorable. Above 50 is excellent. **Above 80 is world class.** - Qualitrics

– OUR STUDENT-ATHLETES –

To date, **534 student-athletes have been selected** for the Handshake America Program across four regions



- Coachable and gritty high school juniors
- Not necessarily the best athlete or highest GPA
- Desire to pursue post-secondary education
- Diverse ... we select one male and one female per school

Applications are reviewed and selected by an independent Selection Committee

– OUR SCHOOL PARTNERS –

98 high schools across four program regions

1) Understand the Handshake America Program

- Scholarship and coaching program for the “gritty” & “coachable” student-athletes
- “Coaching” vs. “Mentoring” — Requires engagement from the student (*comparison in Appendix*)

2) Communicate the Program to School Representatives (*teachers, coaches, counselors, or administrators*)

- Focus on representatives who understand “grit and coachability”
- More Info: www.handshakeamerica.org/schools

3) Identify and Encourage Gritty Student-Athletes to Apply

- Sends a positive message to student-athletes who may not think they are “*scholarship material*”
- More Info: www.handshakeamerica.org/students





– OUR VOLUNTEER COACHES –

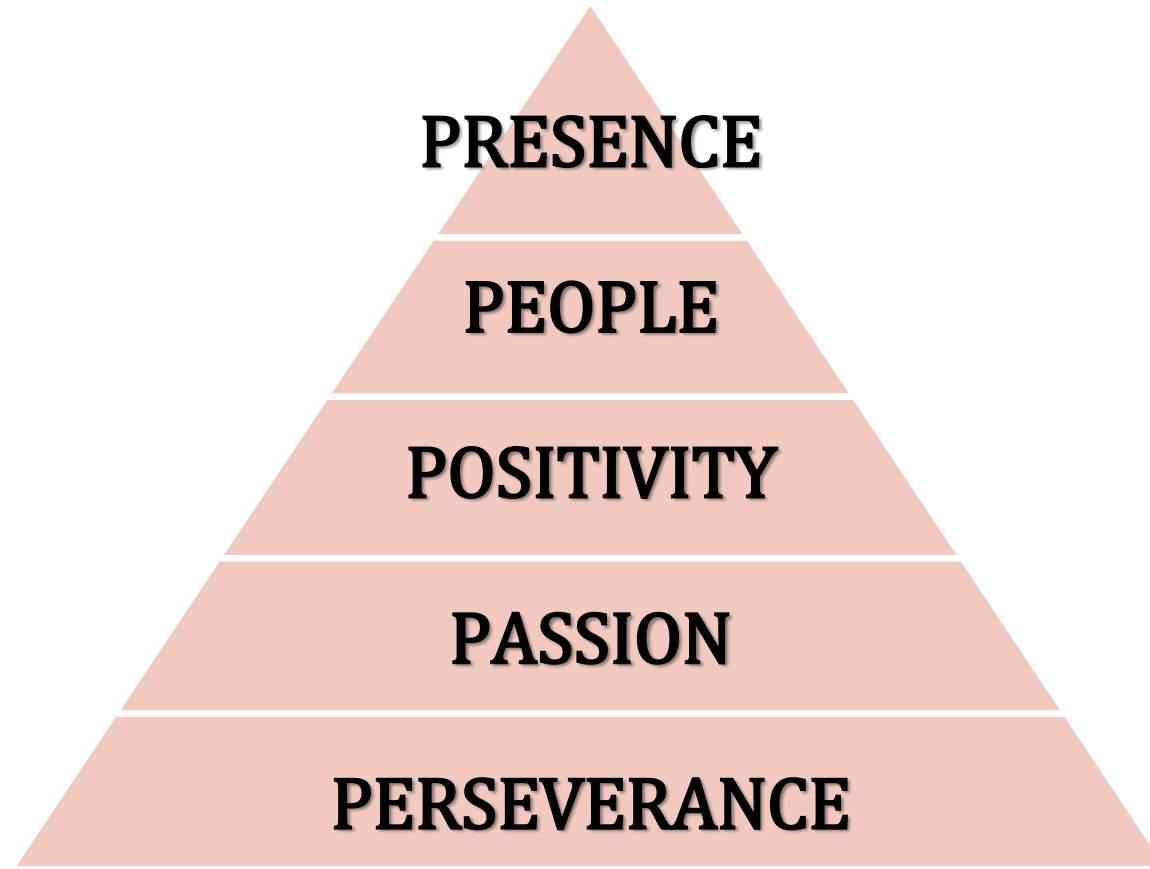
- Successful and respected people in the community
- Contribute a minimum of \$1,000 for student-athlete scholarships
- Appreciate the lessons learned from athletics
- Good Teammates!

Background Checks are performed on all Handshake America Coaches each year

— OUR FIVE PRACTICES OF SUCCESS —

“Success is peace of mind that is the direct result of self-satisfaction in knowing you did your best to become the best you are capable of becoming.”

— John Wooden



[Inspired by John Wooden's "Pyramid of Success"]



– OUR YEAR-LONG PROGRAM –



- Schedule for the calendar year:

Session #1: **Kick-Off** (*w/ families*)

Session #2: **Team**

Session #3: **Perseverance**

Session #4: **Passion**

'The Huddle' (*Alumni Event*)

Session #5: **Positivity**

Session #6: **People**

Session #7: **Presence**

Session #8: **Annual Assembly** (*w/ families*)

- Teams consist of 6 Student-Athletes and 3 Coaches
- Sessions occasionally include guest speakers and breakout activities
- Held at various businesses and public locations
- \$1,000 (min.) postsecondary scholarships are awarded to student-athletes following program completion. **Over \$545,000 has been awarded!**

APPENDIX



GRIT – LEADERSHIP – TEAM

- TIMELINE / MILESTONES -



**HANDSHAKE
AMERICA**
est. 2011

Changed name to
Handshake America



First Student-Athletes
accepted into the Program



Doug Probst
named President



Added females
to the program



Handshake America
Alumni launched

500th
Student-Athlete

400th
Student-Athlete

Over \$500k in
Scholarships
Awarded

300th
Student-Athlete

200th
Student-Athlete

100th
Student-Athlete



Founded
Columbus, OH



Hank Aaron
Guest Speaker

1st paid
Team Member



'Five Practices'
introduced to Program

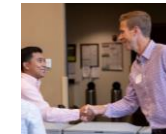


Launched Atlanta Region



Launched Western
North Carolina Region

Established
Regional
Leadership
Teams



Jared Weston
named President



Launched
Charlotte Region



– HOW WE’RE DIFFERENT –

- We “**COACH**,” not “mentor.”
(see Appendix for comparison)
- We **UNITE** people from diverse backgrounds who share common virtues.
- We **DEVELOP** leaders who influence others.



– COACHING VS. MENTORING –

Both coaches and mentors require trust, involve development, and aim to achieve personal goals, but the similarities begin to separate from there ...

COACHING	MENTORING
More formal structure	More informal structure
Gives instruction	Makes suggestions
Proactive approach	Reactive approach
Focuses on performance	Focuses on the relationship
Scheduled meetings	Meetings as needed
A defined period of time	Ongoing



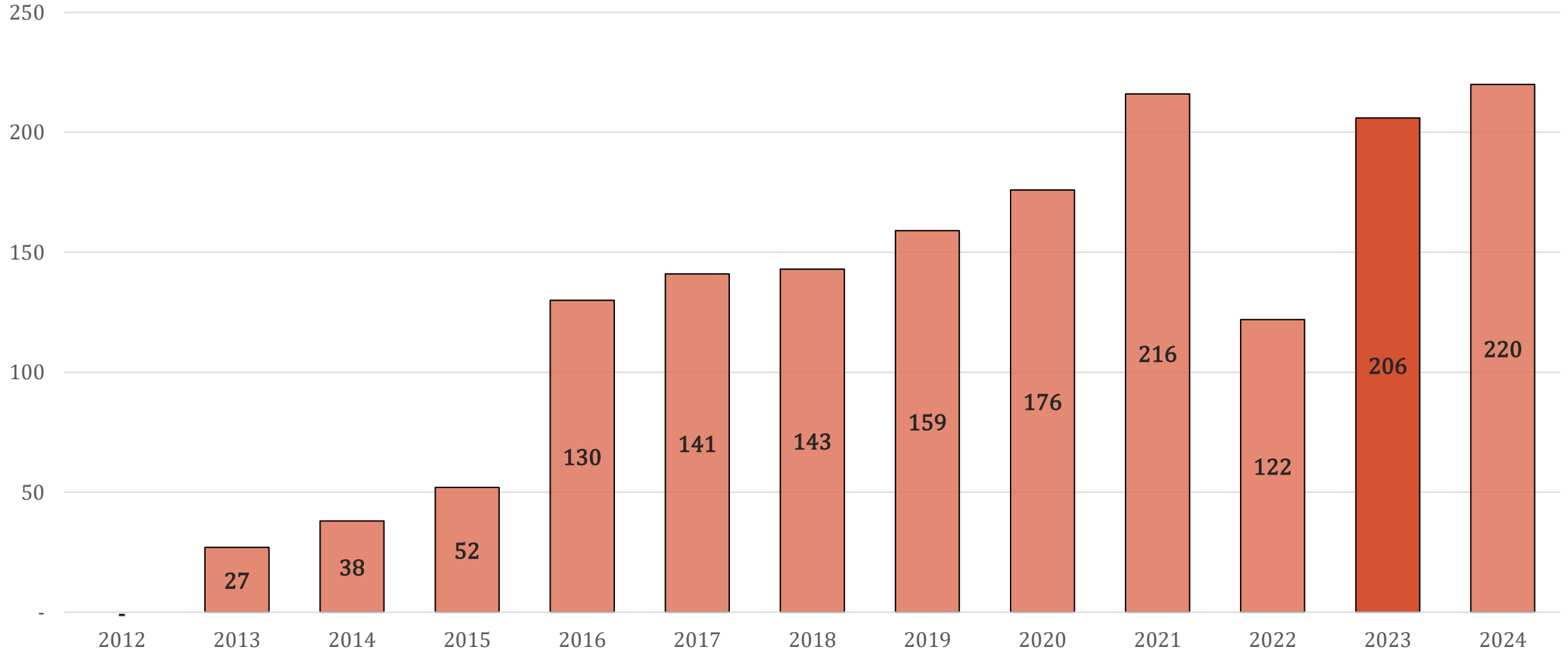
- HIGH SCHOOL PARTNERSHIPS -

CENTRAL OHIO			CHARLOTTE, NC	METRO ATLANTA	WESTERN CAROLINA
Africentric	Eastmoor Academy	Olentangy Orange	CMS - Virtual School	Blessed Trinity Catholic	Blue Ridge Early College
Beechcroft	Fairbanks	Pickerington Central	David W. Butler	Booker T. Washington	Brevard
Bexley	Fairfield Christian	Pickerington North	East Mecklenburg	Campbell	East Henderson
Big Walnut	Fort Hayes	Reynoldsburg	Independence	Central Gwinnett	Hendersonville
Bishop Hartley	Franklin Heights	South	Julius Chambers	Discovery	IC Imagine
Bishop Ready	Gahanna	St. Charles	Palisades	East Coweta	North Henderson
Bishop Watterson	Grandview	Summit		Frederick Douglass	Rosman
Briggs	Grove City	Thomas Worthington		Heritage	West Henderson
Buckeye Valley	Groveport Madison	Upper Arlington		Kipp Atlanta Collegiate	
Canal Winchester	Hilliard Bradley	Walnut Ridge		Lakeside	
Centennial	Hilliard Darby	Watkins Memorial		Milton	
Central Crossing	Hilliard Davidson	Wellington		Mount Bethel Christian	
Columbus Academy	Independence	West		North Atlanta	
Columbus Alternative	Johnstown-Monroe	Westerville Central		Pope	
Columbus Downtown	Linden-McKinley	Westerville North		Roswell	
Columbus International	Marion Franklin	Westerville South		South Forsyth	
DeSales	Mifflin	Westland		Stone Mountain	
Dublin Coffman	New Albany	Whetstone		Wesleyan	
Dublin Jerome	North International	Whitehall		Westlake	
Dublin Scioto	Northland	Worthington Kilbourne		Wheeler	
East	Northmont	Worthington Christian		Young Americans Christian School	



— STUDENT-ATHLETE APPLICATIONS —

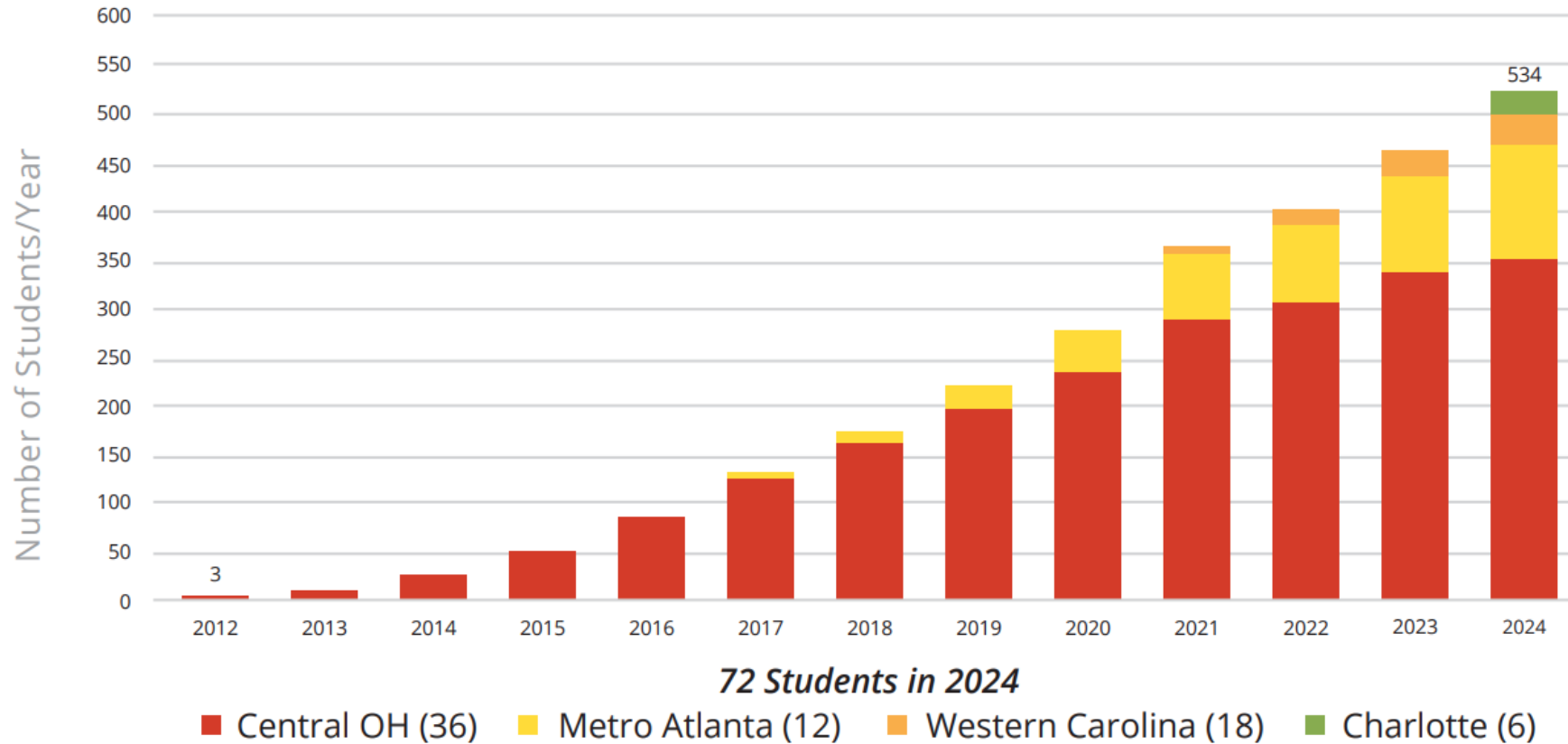
Student-Athlete Applications per Year



Application deadline is mid-November prior to each program year



— TOTAL STUDENT-ATHLETES SELECTED —



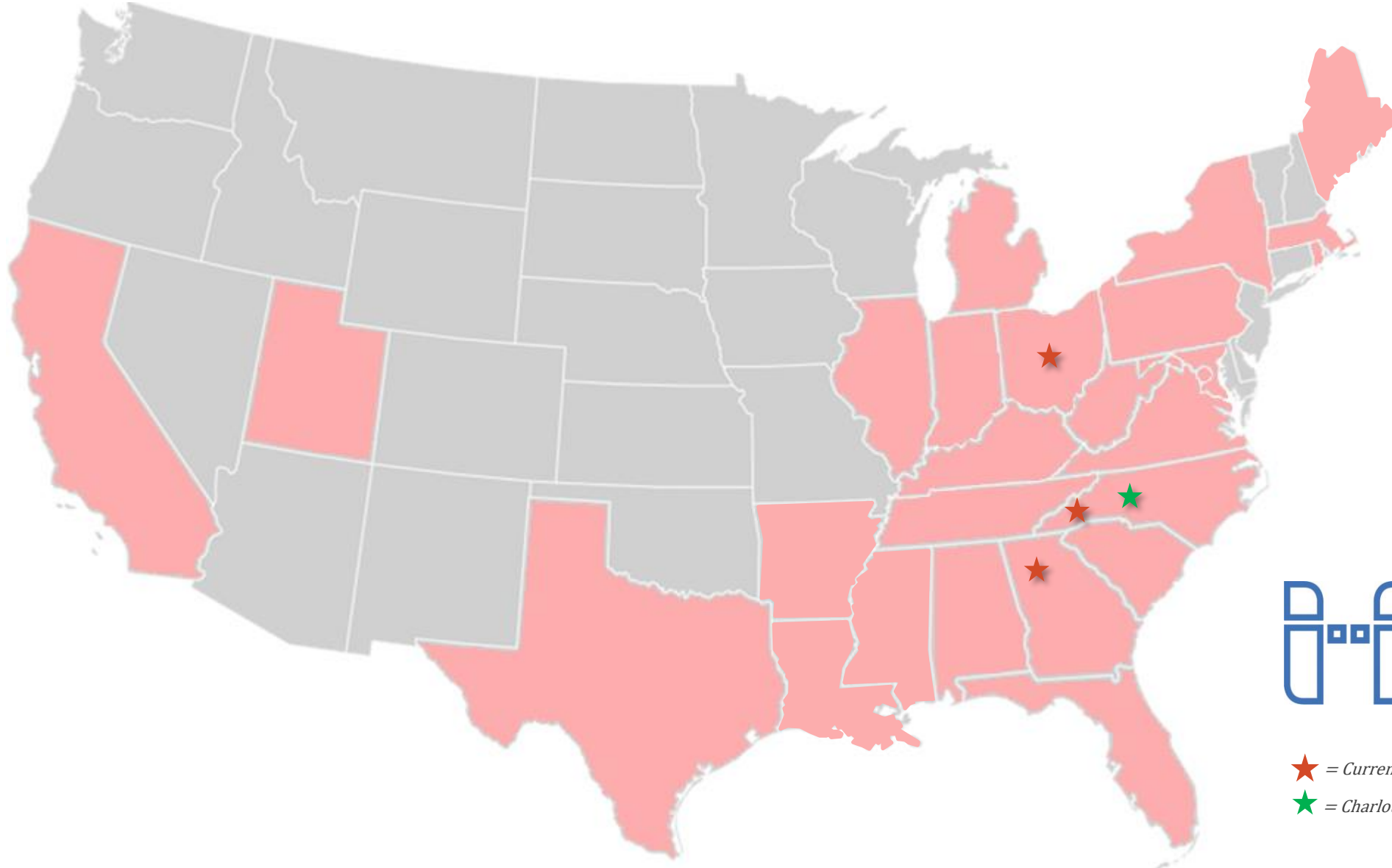
“Thanks to the Handshake America program I’ve been given a mindset that’s taught me I can conquer any goal regardless of an obstacle.”

– Jodie Smith, Metro Atlanta Class of 2018



– OUR ALUMNI, WHERE ARE THEY NOW? –

Have Enrolled in 126 Colleges in 25 States



★ = Current Handshake America Region Location
★ = Charlotte, NC Launched in Jan 2024



— OUR NATIONAL BOARD —



Doug Probst* (GA/NC)
Founder & Chairman of Handshake,
Retired CFO, DSW Inc.



Chris Lanning (OH)
Vice Chairman of Handshake, President
& CEO of Country Visions, Inc.



Barry Esposito* (OH)
GM & EVP, Covia Corp



Beth Murphy* (OH)
SVP, General Counsel, Assistant Secretary,
Grange Insurance



Lauren Morr (OH)
SVP, Digital Engineering,
Abercrombie & Fitch Co.



Cam Murphy* (OH)
Area Vice President, Gallagher



David Probst* (OH)
EVP, Conterra Ag Capital



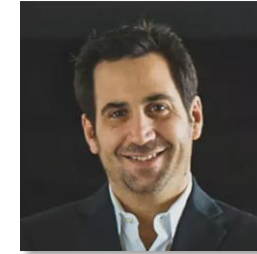
Ron Ransom* (OH)
CEO, American Endowment Foundation



Ronnie Robinson* (OH)
Chief Supply Chain Officer, Designer Brands



Julie Roy (OH)
CMO, Designer Brands (DSW)

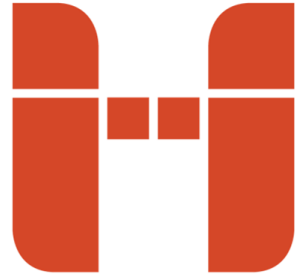


Andrew Summerfield (OH)
President & Creative Director, Summerfield



Jared Weston (OH)
President, Handshake America

* Handshake America Coach experience



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GRIT – LEADERSHIP – TEAM

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