BACKSTAGE ADVANTAGE TOOLKIT

BUILDING *CULTURE, LEADERSHIP, AND SUSTAINABILITY* WHEN NO ONE IS LOOKING

JOHNNYPARKER.COM

ONE

***Who am I?* Identity.**
Refuse to confuse identity and identifier—what you do is not who you are.

TWO

***What do I want?* Impact.**
Authentic impact is simply this: leave every person and place better than you found them.

THREE

***Why do I want it?* Intent.**
Show up from love, not for love, so your motives stay clean and your heart stays free.

FOUR

Who am I becoming? Integrity.
Character is the quiet daily alignment between your values, your choices, and your future self.

FIVE

***How do I want people to experience me?* Inspiring.**
Be a fragrance, not an odor—carry a presence that is truly scent-sational.

SIX

What is now possible?* *Imagine.
Sign your own permission slip to embrace the story you were born to tell.

SEVEN

***How will I stay healthy and fresh?* Invigorate.**
Sustain your impact by sustaining yourself—burn on, not out.

EIGHT

***Who deserves access to my heart helping me win in life?* Influence.**
You can't know yourself or grow yourself by yourself—your circle shapes your story.

NINE

***What am I willing to do to be uncommon where others are content remaining common?* Investment.**
Uncommon impact requires uncommon choices—because average is crowded.

CORE 9

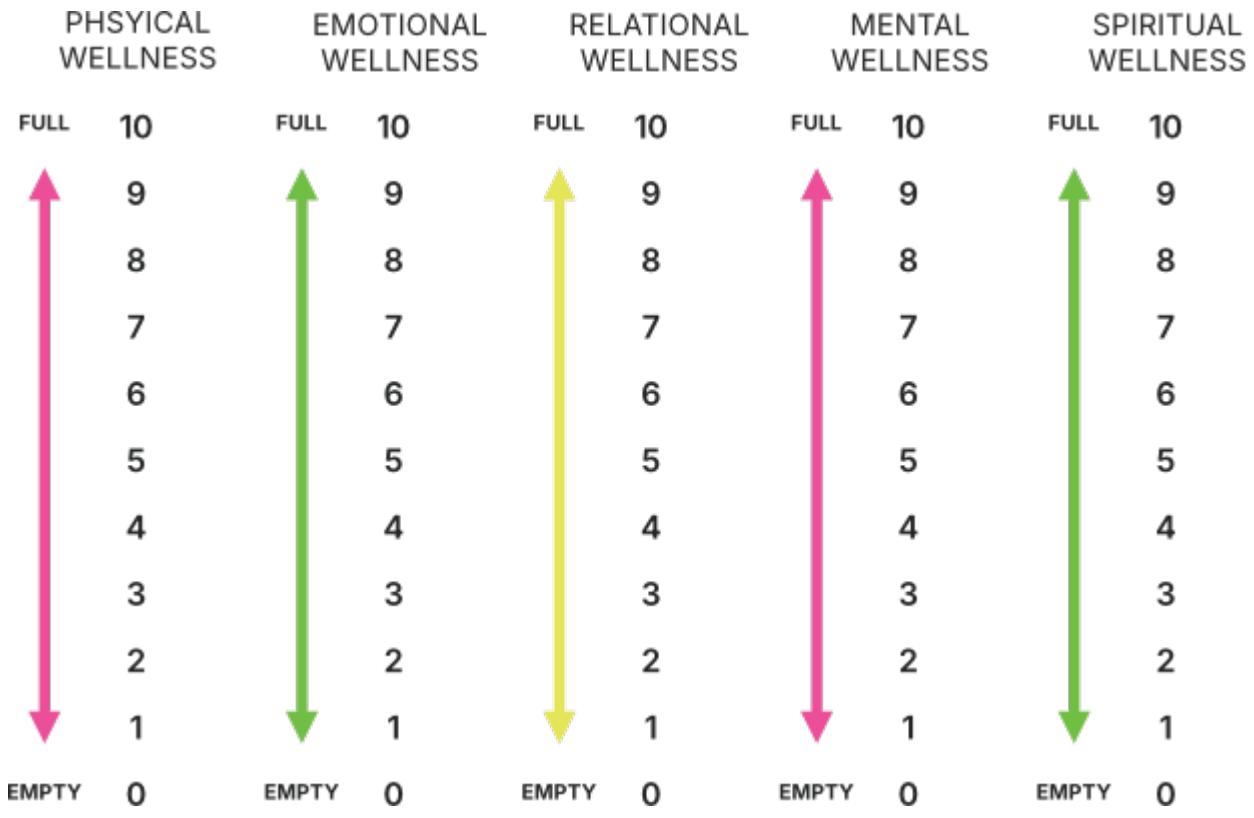
Lead Your *Heart* in What Matters *Most*

by Dr. Johnny Parker
johnnyparker.com

p.e.r.m.s.

Life Dimensions Inventory

Circle where you are as best as possible and add up your scores.



Scores

GREEN	36-50	Keep going. You seem to be in a healthy place. What's contributing to you being in this place?
YELLOW	18-35	Slow down. Pay atention to what's going on in your life. What's contributing to you being in this place?
RED	0-17	Stop! What's contributing to you being in this place? What do you INTEND to do?

p.e.r.m.s.
Life Dimensions Inventory

Understanding Life Dimensions

The Life Dimensions Inventory is a quick and simple tool for gauging our lives. Much like the dashboard inside a car, the LDI lets us know if the needle indicates "full" or "living on empty".

Key Questions

1. Which zone am I in?
2. What's contributing to me being in that zone?
3. What do I need to stop, start, or continue doing to move towards better wellness?

Physical Wellness

How would you assess your ability to sleep well, eat healthy, and exercise regularly during the last 21 days?

Emotional Wellness

How would you assess your level of joy and gratitude during the last 21 days?

Relational Wellness

How would you assess your level of connectedness between you and your closest relationship (spouse, significant other/ partner, children, co-worker, friend, parent) during the last 21 days?

Mental Wellness

How would you assess your level of clarity and focus during the last 21 days?

Spirtual Wellness

How would you assess your level of spiritual awareness related to purpose, meaning, calling, faith, or mission, during the last 21 days?

Write YOUR STORY

Game Plan

Every program tells a ***story.***
Every locker room carries a ***narrative.***
Every season applies ***pressure.***

The **Write Your Story Game Plan** equips coaches to lead themselves, their staffs, and their players from the inside out, aligning identity, culture, and performance so success is sustainable in the NIL era, not accidental.

Limited coaching sessions available each semester.

Sessions available **in-person or online.**

S — Soul

Before players build a brand, sign deals, or chase opportunities, they must know who they are without them. Before coaches lead others, they must be grounded themselves.

T — Transparency

Elite cultures are built on truth, not image.Transparency creates trust—and trust fuels performance.

O — Optimize

Optimization means committing to whole-person development, not just better schemes or bigger opportunities.

R — Rhythm

Rhythm replaces survival mode with sustainability across the season and across a career.

Y — Yield

Yield to a cause and purpose greater than yourself.

NEXT STEPS

Put the Game Plan Into Action

Step 1: Schedule a 30-Minute Zoom Needs Assessment

A confidential, coach-to-coach conversation with Dr. Johnny Parker to assess:

leadership and culture pressure points
NIL-related stressors for coaches and players
areas of drift impacting focus, trust, or unity

Step 2: Select Your Leadership & Culture Pathway

Helps coaches align public leadership (Frontstage) with private health and clarity (Backstage) using the Core 9—so pressure, NIL demands, and expectations don't compromise integrity or effectiveness.

Step 3: Implement, Coach, and Sustain

Based on your program's needs:

Staff and player culture intensives
NIL-aligned leadership workshops
Ongoing rhythm and performance support

The goal isn't just winning in the NIL era.
It's developing young men, supporting coaches, and building legacy.

Get started by emailing theresa@johnnyparker.com.