

EXPERIENCE

- 2012-Present **SELKING PERFORMANCE GROUP** | “Building Championship Mindsets.” South Bend, IN
Founder, Performance Consultant
- Emphasize the power of Mindset and Leadership to drive lasting change on athletic teams, in businesses, and in individual lives. Services include Speaking, Training, Consulting, and Performance Coaching.
 - High Performance Consultant and Coach for Infinite Blue.
 - Mental Performance Consultant for the NFL Denver Broncos.
 - Mental Performance Coach & High-Performance Consultant for LSU Football.
 - Mental Performance Coach for the University of Notre Dame Football program under Head Coach Brian Kelly during the winningest consecutive five years in program history. (2017-2021)
 - Mental Performance consultant for the University of Notre Dame Softball, Women’s Basketball, and Men’s Basketball in varying capacities. (2017-current)
 - Keynote speaker for various industries and organizations including BlackRock, LPL Financial, Brighthouse Financial, Ameritas, Northwestern Mutual, Luxottica, Edwards LifeSciences, Nat Sherman, Vision Source, Massage Envy, Jan Marini, Dry Bar, Chemical Coating Association, and more.
 - Lou Holtz Upper Ohio Valley Hall of Fame Partner, Annual Keynote Speaker with Coach Lou Holtz. (2010-2016)
 - Mental Performance consulting partner with Unlimited Sports Management group in Boca Raton, FL. Includes group and individual consulting and training. (2012-current)
 - Podcast Host of “Building Championship Mindsets. | the Podcast.” Show features mindset training and guests from the athletic and corporate worlds to share their application of the mental game to drive performance excellence. (2017-current).
 - John Maxwell Team member, independently certified to teach and train leadership development training systems of worldwide leadership teacher, John C. Maxwell.
 - Author of “Winning the Mental Game: The Playbook for Building Championship Mindsets.”
 - Curriculum and Program Development:
 - “The Mental Performance Playbook,” – Foundational mental skills training program.
 - “11 Mindset Principles of Greatness,” – Advanced mindset principles program.
 - “Mental Toughness Workshop Series,” – Group workshop series to facilitate mental toughness development.
 - “Building Championship Caliber Leaders,” – Semester-long leadership development program that incorporates Mindset Principles and Leadership Pillars.
- 2018-Present **LIPPERT COMPONENTS** Elkhart, IN
Vice President (2018-’22); Strategic Advisor, Culture & Leadership Development
- Lead strategy and execution of a global team of nearly 30 professionals responsible for developing leaders from the c-suite to the frontline, and for bringing culture to life in the organization.
 - Lead five teams including Leadership Development, Personal & Professional Development, Training, Philanthropy, and the Lippert Academy of Leadership.
 - Developed and implemented a Leadership Development Model that guides the development and programming for leaders around the globe.
 - Responsible for ensuring that the vision, mission and core values of the organization are living and breathing throughout the company, while helping drive cultural integrations for acquisitions.
 - Partner with operational and HR leaders to drive team member engagement through initiatives such as organizational engagement survey, onboarding, Leader In Training (LIT) program, Lippert University Learning series, Lippert University technical training center, development programming, and more!
- 2017-2018 **UNIVERSITY OF NOTRE DAME** | Mendoza College of Business Notre Dame, IN
Adjunct Professor
- Strategic Human Resource Management, with the course vision of being “The most memorable and applicable course that students have during their time at the University of Notre Dame!” Two undergraduate segments, and one segment for the Master of Nonprofit Administration (MNA) program.
- Summers **IMG ACADEMY** Bradenton, FL
2013 & 2014 *Mental Conditioning Coach*
- Coached youth athletes of various sports, ages 8-20, in mental conditioning, mental toughness, and vision training.
 - Developed lesson plans, incorporating multiple learning strategies, and taught Mental Conditioning and Mental Toughness classes to over 15,000 athletes.
 - Conducted 1:1 mental conditioning sessions with student-athletes.
 - Partnered closely with the IMG Football staff and physical conditioning coaches to incorporate mental training into on-field performance and facilitate cross-functional interaction.

EDUCATION

- 2014-2016 **UNIVERSITY OF MISSOURI** | College of Educational, School & Counseling Psychology Columbia, MO
Doctor of Philosophy (PhD), Educational & Counseling Psychology, emphasis in Applied Sport Psychology,
December 2016: (4.0/4.0 GPA) | Dean's List | Graduate Certificate: Positive Psychology
- **Dissertation:** "When the Lights Go Out, How Do They Turn Back On?: A Classic Grounded Theory on the Transition Out of the National Football League (NFL)"
 - **Area of Expertise:** Mindset Development, Mental Toughness, Leadership Development, Optimizing Transitions, Masculinity/Black Masculinity in Sport
 - **Graduate Assistantship:** Missouri Institute for Positive Coaching, under Dr. Rick McGuire
 - **Mental Performance Coach:** Missouri Athletics Department
- 2012-2014 **UNIVERSITY OF DENVER** | Graduate School of Professional Psychology Denver, CO
Master of Arts, Sport & Performance Psychology, June 2014: (4.0/4.0 GPA)
- **Master's Research Project:** "Mental Toughness, Leadership, & American Football: Correlations in Division I College Football Players."
 - **Public Relations Chair, Center for Performance Excellence:** Media Director, host of "The Center Line Sport Psych Talk Podcast" and editor of "The Center Line" newsletter; Mental Performance Consultant.
 - **Awards & Service:** Partial academic scholarship; 2013 AASP Southwest Student Conference committee volunteer; Student interviewer for incoming 2013 cohort; Host for prospective students
 - Lead mental performance consultant in a Denver Public School (DPS) Athletic Department.
 - Developed and integrated a comprehensive and sustainable sport psychology service delivery model within this DPS school by partnering with coaches and administration.
- 2006-2010 **UNIVERSITY OF NOTRE DAME** | Mendoza College of Business Notre Dame, IN
Bachelor of Business Administration, May 2010: Magna Cum Laude (3.8/4.0 GPA), Dean's List
Major: Management Consulting | Minor: European Studies | Certificate: International Business
- **Thesis & Grant Documentation, Nanovic Institute for European Studies:** "El Camino de Santiago de Compostela: Pilgrimage as a Microcosm of Life," senior minor thesis; "Relics & Symbols of the Camino of Santiago," research and travel grant documentation.
 - **Varsity Athlete, ND Women's Soccer:** 2006 Women's Soccer National Champion Runner-Ups; 2006 Big East Women's Soccer Champions.
 - **Collegiate Club Athlete, ND Women's Boxing**
 - **President, Notre Dame Christian Athletes (NDCA):** Founded group within the Notre Dame Athletic Department, and partnered with athletic directors, varsity coaches, & athletes to promote, implement, and grow NDCA into a currently-thriving and integrated program within the Athletic Department.
 - **Mentor & Tutor, Academic Services for Student Athletes:** Mentored freshmen athletes each semester.
 - **Undergraduate Representative, Mendoza College of Business College Council**
 - **Awards, Notre Dame Mendoza College of Business:** Eugene D. Fanning Award for Business Communications; Charles G. Morrow Award for Business Excellence (Mendoza ranked as the #1 Undergraduate Business School in the United States); ND representative to Undergraduate Business School Leadership Conference (UBSLC) at Emory University in Atlanta, GA.
- Spring 2009 **JOSE ORTEGA Y GASSET FUNDACIÓN** | Study Abroad Program Toledo, Spain
- Conducted coursework in Spanish; Lived with Spanish host family; Traveled to 8 European countries
 - Completed 111 km of the pilgrimage, "El Camino de Santiago."

PUBLICATIONS

- Selking, A. R. (2022). *Winning the mental game: The playbook for building championship mindsets*. Amplify Publishing. April 2022.
- Lattner, A. R. & Portenga, S. (2015). Development of leadership skills in sport. In M. Dodds & J. Reese (Eds.), *Sports leadership: A concise reference guide* (45-46). Santa Barbara, CA: Mission Bell Media.
- Lattner, A. R. & Portenga, S. (2015). Sports as a means of developing leaders. In M. Dodds & J. Reese (Eds.), *Sports leadership: A concise reference guide* (233-234). Santa Barbara, CA: Mission Bell Media.
- Ivey, P. A., McGuire, R. T., & Lattner, A. R. (2015). Mind over matter. *Strength & Conditioning*, 25(5), 27-30.
- Lattner, A. R. (2015). Building a beat to #W.I.N.: Mental training with hip-hop. *Performance Excellence Movement*, 3-5.
- McLean, K. & Lattner, A. R. (2015). Applying a model of mental toughness with a division I college tennis team. *Performance Excellence Movement*, 10-13.

PRESENTATIONS

- “Comprehensive-Integrated Sport Psychology Service Delivery Model,” Professional Panel at 2021 Association for Applied Sport Psychology (AASP) with Drs. Pat Ivey (Univ. Louisville), Mark Aoyagi (Univ. of Denver), Scotta Morton (Univ. Missouri), Rick McGuire (Positive Coaching), Traci Statler (Cal State Fullerton & Red Bull)
- “Power of Positive Coaching,” Lecture at 2021 South Bend Community Schools Athletic Director & Coach Summit
- “Building Healthy Thoughts & Resilience,” 2021 Virtual Keynote for multiple organizations
- “Resilience in the Face of Adversity,” 2020 Virtual Keynote for multiple organizations
- “Mental Toughness and the Injured Athlete: The Massive Role of the Athletic Trainer,” Lecture at 2017 Beacon Sports Medicine and Sports Performance facility
- “Psychological Aspects to Help Optimize Patient Interactions,” – Lecture at 2017 South Bend Winter Sports Medicine Symposium.
- “Sport Psychology in Sport Performance Athletic Systems,” – Lecture at Holy Cross College
- “Integrating Mental Toughness Training into Athletic Programs,” – Lecture at 2017 National Coaching Conference with Dr. Rick McGuire.
- “Coaching the Skill of Focus,” – Lecture at 2017 National Coaching Conference with Drs. Rick McGuire and Brian Brown.
- “Plan to Win: Positive Coaching Practice Plans & Game Plans to Optimize Practices & Enhance Game Leadership,” – Lecture at 2017 National Coaching Conference with Drs. Brian Brown and Rick McGuire.
- “Extend the Reach!: Leveraging Digital Platforms to Optimize Positive Coaching Education,” – Lecture at 2017 National Coaching Conference with Drs. Rick McGuire and Brandon Orr.
- “Fixed vs Growth Mindset in Receiving Performance Feedback,” – Lecture at South Bend Cubs’ Performance Center.
- “Building a Champion’s Mindset,” – Lecture at Beacon Health Sports’ Performance Center.
- “Building Team Culture and Mental Toughness,” – Workshop at Ty Detmer Youth Football All-Star Weekend.
- “Building Positive Mindsets to Impact Kids’ Lives and Performance,” – Keynote address at 2017 Wisconsin State High School Track Coaches’ Association (WISTCA) Clinic.
- “Teaching Mental Focus for Optimum Performance,” – Lecture at 2017 WISTCA Clinic with Dr. Rick McGuire.
- “Creating a Gender Inclusive Climate for Staff & Team,” – Lecture at 2017 WISTCA Clinic Dr. Rick McGuire.
- “Developing a High Performance Culture through Positive Coaching,” – Lecture at the 2016 National Coaching Conference.
- “Coaching Mental Toughness,” – Interactive Poster at the 2016 National Coaching Conference.
- “From the Whistle to the Snap: Coaching Focus in Football,” – Lecture at the 2016 St. Louis Glazier Football Coaching Clinic with Dr. Pat Ivey.
- “Coaching Mental Toughness, Focus, and Confidence in Football Players,” – Lecture at the 2016 St. Louis Glazier Football Coaching Clinic with Dr. Pat Ivey.
- “Women for Women: Building a Sustainable Network for Female Coaches and a Social Responsibility Forum for our Female Athletes,” – Workshop at 2016 WISTCA Clinic.
- “Coaching Mental Toughness,” – Lecture at 2016 WISTCA Clinic with Dr. Rick McGuire.
- “Teaching the Skill of Focus,” – Lecture at 2016 WISTCA Clinic with Dr. Rick McGuire.
- “Bottom-Up, Top-Down, and Culturally Relevant: Gaining Entry for Sport Psychology Service Delivery,” – Lecture at 2015 Association for Applied Sport Psychology (AASP) National Conference.
- “An Exploration of Positive Coaching as a Means to Gain Entry,” – Lecture at 2015 AASP Conference.
- “A Proposed Model of Mental Toughness,” Poster at 2015 AASP Conference with Dr. Pat Ivey.
- “The Keystone of Performance Excellence: How Identity, Mindset, & Leadership Culminate in Greatness,” - Poster at 2014 AASP Conference.
- “Building Tough Tigers: McGuire-Ivey-Lattner Model of Mental Toughness,” – Presentation for the Mizzou Athletics Performance Series with Dr. Pat Ivey.
- “Proposed Strategic Approach to Leadership Development in College Football,” – Presentation at 2014 AASP Southwest Student Conference.
- “Self Talk: Training Athletes’ Inner Voice,” – Lecture at 2014 Center for Performance Excellence Coaching Workshop.
- “Strategic Approach to the Incorporation of Mental Conditioning into a Football Program,” – Presentation for IMG Academy Mental Conditioning Team.
- “Making Greatness: What it Means and How You Do It,” – Presentation for IMG Academy Mental Conditioning Team.

CERTIFICATIONS

- “Graduate Certificate in Positive Psychology,” University of Missouri. December 2016
- “Positive Psychology,” The University of North Carolina at Chapel Hill. Earned: April 3, 2015

AMBER SELKING, PHD
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CURRICULUM VITAE

- “Mental Conditioning Coaching,” IMG Academy. Earned: June 2013
- “360 Feedback Facilitation,” SPX Corporation. Earned: 2011
- “International Business,” University of Notre Dame, Mendoza College of Business. Eared: 2010
- “ACES Change Management,” SPX Corporation. Earned: 2010
- “Corporate Training Facilitation,” SPX Corporation. Earned: 2010
- “Working on International Teams,” SPX Corporation. Earned: 2010
- “El Camino de Santiago,” Asociaciones de Amigos del Camino de Santiago. Earned: 2009

ORGANIZATIONS

- Association for Applied Sports Psychology (AASP), Notre Dame Alumni Association, John Maxwell Team, LifeWorks Nonprofit (Board Chair).

INTERESTS

- *Research & Application:* Mental Toughness, Leadership, Identity, Black Masculinity, American Masculinity in Sport, Athletic Transitions, Organizational Culture.
- *Personal/Professional:* Speaking, Coaching, Athletics, American Football, Travel, Reading, and Writing.

REFERENCES

- **Rick McGuire, PhD**, Former Director of Sport Psychology Graduate Studies at the University of Missouri; Founder of the USA Track & Field Sport Psychology program; Former Olympic sport psychology consultant; Director of Positive Coaching, LLC.
- **Matthew Breitfelder**, Global Head of Talent, Apollo Wealth Management.
- **Lou Holtz**, College Football Hall of Fame Inductee; Presidential Honor of Freedom Recipient; Former Head Football Coach at Notre Dame.
- **Brian Kelly**, Head Football Coach, LSU Football.