



## Apex Coaching Quick Start Guide

Coaching today is about more than playbooks—it's about psychology. The Apex Competitive DNA profile gives you deep insight into your athletes' mindset, motivation, and how to bring the best out of them. Use this guide to apply what you've learned.

## Anatomy of the Apex Profile

- Dominance: Assertiveness, control, decision-making under pressure
- Influence: Communication style, emotional expression, leadership charisma
- Steadiness: Patience, consistency, team loyalty, how they handle change  
Conscientiousness: Attention to detail, preparation habits, rule adherence • Motivation Style: Internally or externally driven? What pushes them to train?
- Sacrificial Mindset: Willingness to do the hard stuff without credit or attention
- Apex Mentality Score: Their current competitive edge—resilience, drive, and focus  
Coach Tip: Start by focusing on extreme scores—highs or lows are coaching gold.

**Coach Tip: Start with the athlete's highest and lowest scores—they tell you the most.**

## 5 Apex Archetypes — Coaching Blueprints

Archetype	Key Traits	Best Coaching Style	Motivation Trigger
Alpha Leader	Confident, vocal	Empowered leadership	Responsibility + Trust
Technician	Methodical, focused	Structure, feedback, mastery	Clarity + Control

Steady Anchor	Loyal, dependable	Patience, relationships	Trust + Team Culture
Motivational Catalyst	Energetic, vocal	Enthusiastic, collaborative	Connection + Recognition
Intrinsic Motivator	Quiet, thoughtful	One-on-one trust	Meaning + Progression

## 3 Coaching Moves to Apply Today

### 1. Mirror Back Their Motivation

Ask: “Why do you show up to train?” Write it down. Reference it before games or tough practices.

### 2. Adjust How You Teach

Some athletes need the why, others the how. Technicians want instructions. Catalysts want to know who’s watching.

### 3. Weekly Identity Check-In

Revisit their profile. Has anything shifted? Are they leaning into their strengths—or avoiding their weaknesses?

Every profile is a doorway. It’s your job to walk through it with them.

# Know Your Athlete – Worksheet

Player Name: \_\_\_\_\_

Apex Archetype: \_\_\_\_\_

3 Words to Describe Them: \_\_\_\_\_

What Motivates Them Most: \_\_\_\_\_

What Frustrates Them: \_\_\_\_\_ 1 Adjustment

I'll Make This Week: \_\_\_\_\_ ■ Use during your  
next 1-on-1. Print and keep in your binder.

## Continue the Journey

**Coaching Excellence Isn't an Accident—It's Apex.**

Want more? • Monthly drills & insights

- Full Apex Coaching Playbook
- Live Q&A; with Antonio Harvey
- Early access to tools and team packages

