



LIG COACHING & CONSULTING
PURPOSEFULLY TAILORED COACHING

The **LIG EDGE**[™]

WINNING THE MENTAL GAME



HUMAN PERFORMANCE AND LIFE READINESS

Talent creates opportunity.

**Who you become determines
what you do with it.**

Personalized coaching for collegiate athletes navigating elite performance, pressure, visibility, NIL income, and rapidly expanding opportunity.

KNOW YOURSELF • OWN YOUR CHOICES • ELEVATE YOUR GAME

THE WHOLE HUMAN BEHIND THE ATHLETE MATTERS

Premier athletes are prepared to compete. Far fewer are intentionally prepared for everything that can arrive when success accelerates: identity shifts, public scrutiny, complicated relationships, consequential decisions, and significant financial opportunity at a young age.

The LIG Edge[™] develops the awareness, character, communication, and judgment athletes need to navigate success in sport and in life—building a foundation of personal strength and practical capability they can draw upon through changing opportunities, responsibilities, relationships, and seasons of life.

01

UNDERSTAND

Recognize how and why you operate—especially when the pressure rises.

02

CONNECT

Listen, communicate, and build trust across different styles and expectations.

03

PERFORM

Make aligned decisions, lead your influence, and turn awareness into action.

THE WHOLE-PERSON PERFORMANCE SYSTEM

Individualized insight. Practical coaching. Intentional application.

ASSESSMENT SCIENCES + PRACTICAL TOOLS CREATE A PERSONALIZED ROADMAP

DISC

How you act, communicate, and respond.

12 DF®

What drives your actions and choices.

EQ

Your awareness & management of emotions.

ACUMEN

Your ability to perceive, think, and decide.

LWI™

Your ability to listen, connect, and build trust.

THE LIG EDGE™ DEVELOPMENT PATHWAY

1

KNOW YOURSELF

Behavior, motivation, identity, values, confidence, and self-awareness.

2

MANAGE THE MOMENT

Composure, adaptability, emotional regulation, and sound decision-making under pressure.

3

CONNECT & COMMUNICATE

Listening, trust, boundaries, conflict, family, coaches, teammates & advisors.

4

LEAD YOUR INFLUENCE

Accountability, visibility, character, impact, and leadership with or without a title.

5

OWN THE OPPORTUNITY

Responsible NIL decisions, personal brand, support systems, and stewardship.

6

BUILD BEYOND PERFORMANCE

A grounded identity and practical foundation that extend beyond statistics and sport.

WHO THE LIG EDGE™ SERVES

- Individual athletes
- Parents and families
- Coaches and teams
- Athletic departments
- NIL organizations and partners
- Agents and aligned professionals

FLEXIBLE DELIVERY OPTIONS

- Individual and group/team coaching
- Assessment debriefs and integration
- Family sessions and team intensives
- Leadership and performance development
- Workshops and customized engagements
- Remote and in-person formats



LED BY MARCUS STRAUB

CEO & FOUNDER | LIG COACHING & CONSULTING

Award-winning coach, mentor, author, speaker, and trainer with more than 23 years of experience helping people turn greater awareness into intentional action.

Marcus was named the 2011 International Coach of the Year and TTISI's 2026 Contributor of the Year.

SCAN TO START THE CONVERSATION

