**NFL-ESP**

**NFL-Extended Strategic Principles**

● NFL-ESP has a data-proven result of a 10-15% increase in a football team’s [and all sports] overall productivity; or 1.6 to 2.4 wins per 16-game NFL season.

● It is a program, over 40-years in development, whereby data suggests the NFL head coaches most associated with its use have won 10-of-the-last-13 Super Bowls.

● It is a program, whereby, Bears Head Coach Marc Trestman, with whom we consulted extensively, yet only implemented 50% of the program; won a pair of pro football championships.

● It is program, whereby, 6-time NFL Executive-of-the-Year, Mr. Bill Polian; began implanting portions of with the Super Bowl Champion Indianapolis Colts and consulted with us at length at the 2013 MIT Sports Analytics Conference.

● It is a COMPONENT of a PLAN which includes information and insights on “X’s and O’s” “or play design”; sports and strategic theory; stadium design; and spiritual strategy.

● It uses a complex formula to assign a comprehensive POWER RATING to all NFL teams [and all sports]; and a single qualitative number to determine the difference between the teams called the POWER SPREAD.

● It is a strategic initiative or concept using its exclusive statistical data “Reports” to serve in making more PRODUCTIVE key pre-game and in-game STRATEGY decisions.

● It is the development and formation of a third, primary COORDINATOR, who implements the data found in the Reports, called the “GAME MANAGEMENT COORDINATOR [GMC].”

● It is a MOTIVATIONAL program which CONSULTS implementing perspectives and tools drawn from a wide variety of MOTIVATIONAL minds, leaders, coaches and players.

● It is a SPIRITUAL program which COUNSELS using virtually all faiths, philosophies, religions, and perspectives including its *“Ten Commandments of Championships.”*

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Virtus Consulting Group, Inc. [www.vcgusa.com](http://www.vcgusa.com)

Mark Anthony DiBello, [www.markanthonydibello.com/sports.html](http://www.markanthonydibello.com/sports.html)