

TIER 03 · HEALTH ADVISORY BOARD

Tier 03 · Eric Cressey

Long-Term Athlete Development: What Elite Sport Knows That Corporate Wellness Doesn't

Elite sport invests in athletes over a 15-year horizon. Most corporate wellness invests over a 90-day pilot. This talk lays out the long-term-athlete-development framework Cressey uses with the Yankees and shows how the same principles apply to building durable, high-performing organizations.

KEY TAKEAWAYS

- 01** The five-stage long-term-athlete-development model
- 02** Why 'peak performance' thinking is the enemy of sustained performance
- 03** The role of off-season — and why most professionals don't have one
- 04** How elite organizations measure progress on horizons longer than the next quarter
- 05** Lessons from the New York Yankees player-health system
- 06** The leadership analog: building organizations on 15-year horizons

AUDIENCE

C-suite, senior leadership, board-level audiences, and HR strategy functions.

FORMATS

- 45-min keynote
- 60-min keynote + Q&A

SAMPLE AGENDA

- 0–10 min — The 90-day vs 15-year horizon
- 10–30 min — The five-stage development model
- 30–55 min — Inside the Yankees player-health system
- 55–75 min — The leadership analog
- 75–80 min — Q&A

SLIDE OUTLINE

- Slide 1 — Two horizons
- Slide 2 — The five-stage model
- Slide 3 — Why peak-performance thinking fails
- Slide 4 — The off-season problem
- Slide 5 — Yankees case study
- Slide 6 — Building organizations on 15-year horizons

SPEAKER POOL

Eric Cressey.