



WILSON4Q
CAMPUS & ATHLETICS

Emotional Fitness Intelligence for California College Athletics

*A Brief for Athletic Directors, Coaches, and Campus Leadership — Community
College Through Division I*

"Emotional Fitness is your birthright. Wilson4Q makes it measurable."

— Janice Taylor, Founder & CEO, Wilson4Q

The Body Has Been Optimized. The Inner Game Has Not.

Every college athletic department in California — from a 100-athlete community college program to a full Division I roster — is already investing in the physical side of performance: strength staff, nutrition, sports medicine, recovery technology. Almost none of them have an equivalent system for the mental, emotional, and identity side of the job. That gap is where athletes fall apart, and it is where Wilson4Q starts.

~60% of college athletes report clinically significant anxiety	0 shared training systems for the emotional side of performance	90% independently measured effectiveness of the Wilson4Q method
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The 4Q Model

Wilson4Q is built on thirty years of research into why athletes — and people — fall apart after the moment that was supposed to define them. The result is the 4Q model: four quadrants that, together, make up a whole athlete, and a single Emotional Fitness Index (EFI) score that makes all four trainable and measurable, every day.

Quadrant	What it trains
Physical	Training load, recovery, and readiness signals
Mental	Focus and decision-making under pressure
Emotional	Regulation, resilience, and identity stability
Purpose	Why the work matters beyond the scoreboard

Emotion powers everything. Train the inner game, not just the outer one.
— The Wilson4Q Ethos

What It Does for Your School

Emotional Fitness isn't an add-on wellness perk — it's infrastructure that protects the investment your department has already made in every athlete on your roster.

Retention & eligibility protection

Athletes who feel supported through pressure, setbacks, and transition are more likely to stay enrolled, stay eligible, and finish their careers on your campus — reducing the quiet attrition that never shows up in a win-loss column but shows up in your budget.

Risk and compliance, built in

Right now, coaches are often the first line of response to an athlete in real distress, with no framework, no documentation, and no protection for anyone involved. Wilson4Q gives your department a structured, consented, audit-ready system — with a scripted escalation path and clear scope boundaries — instead of leaving that responsibility to individual goodwill.

Administrator visibility

Athletic directors and administrators get roster- and department-wide dashboards: team and squad-level EFI trends, engagement monitoring, and a documented record of the support your department provides — visibility that today largely does not exist for the emotional side of athletic performance.

Scaled to your budget and your division

A community college program and a Division I athletic department don't need the same starting point, and they don't pay the same price. Wilson4Q offers three entry points, and every level is additive:

Entry point	What it is	Best fit
Licensed Programming	Curriculum, workshops, and coach-delivered training — no technology to deploy	Community college, NAIA, D3 programs, or any department wanting the fastest, lowest-cost start
EFI Intelligence SDK	The Wilson4Q engine embedded into a platform or app your department already uses	Programs with an existing team-management platform or wearable integration
Full Program + Technology	The complete experience — EFT training, 4Q analytics, squad intelligence, Wilson (the always-on AI coach), and parent/coach/athlete tracks	Flagship programs ready to run the full platform

What It Does for Your Athletes

Athletes already track their sleep, their heart-rate variability, and their lift numbers. Wilson4Q gives them the same kind of daily, honest feedback for the part of their performance no wearable can see.

- A daily Emotional Fitness Index (EFI) score across Physical, Mental, Emotional, and Purpose — the same kind of number they already trust for recovery and training load, applied to the inner game.
- Wilson, an always-on AI coach that translates the day's EFI signal into plain, specific guidance — a breathing routine before a big exam, a reframe before a tough practice, a check-in after a hard loss.
- Short, guided Emotional Fitness Training (EFT) sessions that build the same skill every week, so regulation becomes a trained habit rather than something an athlete has to improvise under pressure.
- Real support at the moments that matter most: a season-ending injury, a scholarship that isn't renewed, a transfer-portal decision, a roster cut — the exact moments that, without a system in place, athletes are left to navigate alone.
- A human coach one tap away when they're ready for one, matched to their EFI profile, with their context already understood — because it followed them, with their consent.

Your readiness is trending up. Twelve-minute reset, then we loop in your coach. You in?

— **Wilson, in a live product walkthrough**

What It Does for Your Coaches

Coaches at every level are already the first person an athlete turns to when something is wrong. Wilson4Q doesn't add to that job — it finally gives coaches a system for the part of it they've always had to improvise.

- A shared framework and a shared language for the emotional side of coaching, instead of instinct alone.
- Certification, not guesswork: every coach who delivers Wilson4Q programming completes a structured pathway — training, assessment, and certification — so they know exactly what's in scope and what isn't.
- A clear boundary that protects them: coaches operate inside an educational wellness framework, never therapy, with a scripted three-level escalation path for anything beyond that scope.
- Squad-level intelligence: aggregate, consented EFI trends across a roster help a coach see who needs a conversation before it becomes a crisis — and see it earlier than box scores or attendance ever will.
- A credential that travels with them: certified coaches carry a real, recognized skill set into their next job, their next level, or their next program.

How This Differentiates Your School

California is home to more college athletic programs, at more levels, than any other state — which means competing for recruits, transfers, and reputation happens in the most crowded marketplace in the country. In the NIL and transfer-portal era, athletes and families are evaluating programs on more than facilities and playing time; they're asking who will support the whole person, not just the athlete.

- First-mover advantage: being the first program in your conference to offer a measurable, credentialed emotional fitness system is a real, tellable differentiator in recruiting conversations — not a marketing claim.
- A story recruits and families can feel: a documented EFI lift and a real case study is a far stronger pitch than a generic "we care about our athletes" line every program already makes.
- Association with a proven methodology: the same 4Q model and EFI framework already deployed across youth, college, and professional sport — backed by thirty years of research and an independently measured 90%+ effectiveness rate.
- A retention and reputation edge that compounds: athletes who feel supported stay, perform, and speak well of your program to the next recruiting class — the same dynamic that makes a coaching staff's culture a selling point, now made measurable.
- Press and community visibility: a validated case study is a real, positive story for your athletic communications team to tell — about your program, your coaches, and your athletes.

NEXT STEPS

How We Get Started

Getting started doesn't require a technology rollout, a big budget commitment, or a semester of planning. Most programs are live with a pilot cohort within a few weeks of a first conversation.

Step	What happens
1 · Discovery Call	A 30-minute conversation to understand your program, your budget, and where the need is sharpest — no commitment required.
2 · Pilot Design	We scope a pilot to your program: which team or teams, which entry point (Licensed Programming, SDK, or Full Program), and what success looks like.
3 · Coach Certification	Your coaches complete the certification pathway — typically two to three weeks — so they're ready to deliver from day one.
4 · Launch & Measure	Your pilot cohort goes live. We capture an EFI baseline and track engagement and lift, with a review at 90 days.

What we ask of your program

- A department lead or executive sponsor to coordinate the pilot.
- Coach availability for a short certification window.
- Openness to measuring the outcome — that data is what makes the next conversation, and the next team, an easy yes.

What Wilson4Q brings

- The 4Q curriculum, the EFI engine, and Wilson, the AI coach.
- A deployment lead who manages the pilot end to end.
- Compliance built in from day one — designed to work inside FERPA- and Title IX-conscious campus environments.

Let's Build the Model for Your Program.

Whether you're a two-year program with fifteen coaches or a Division I department with a hundred and fifty staff, there's an entry point built for you.

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