



# SHAUN SPENCER

Keynote Speaker | Executive Performance Coach | Mental Performance Strategist

**ProAthlete • PentagonStrategist • Hall of Fame Championship Coach**

**Author of "Inside the 1%: How Ultra-Successful People Think, Decide, and Win Under Pressure"**

[www.spencerperformanceinstitute.com](http://www.spencerperformanceinstitute.com)

## — BIOGRAPHY —

Shaun Spencer is an Executive Performance Coach, Mental Performance Strategist, and Keynote Speaker who helps leaders and organizations perform under extreme pressure when the stakes are highest.

With 10 years as a Pentagon IT strategist working alongside military leadership up to three-star generals, Shaun learned how elite decision-makers operate in life-or-death scenarios. He then applied those frameworks as a Hall of Fame Division II head coach, leading Bowie State University to its first championship against undefeated, Olympic-level competition, not by recruiting superstars, but by strategically positioning overlooked talent to collectively dominate. This became the foundation of his signature ***Diamonds in the Rough*** methodology.

Before his coaching career, Shaun was a professional track athlete sponsored by Nike and Adidas, training for the 2008 Olympics. But his most defining credential came later: after losing everything and experiencing homelessness on the streets of Los Angeles, Shaun rebuilt his life using the same mental performance frameworks he now teaches. That transformation launched over 15 years of work in international health, wellness, and executive advisory, helping leaders worldwide conquer anxiety, eliminate decision paralysis, and execute flawlessly when the stakes are highest.

Today, Shaun is the founder of **Spencer Performance Institute** and creator of the **Olympic Mindset System**, a proven methodology combining elite athletic mental training, Pentagon decision-making protocols, and championship team optimization. He works with C-suite executives, corporate leadership teams, and organizations that refuse to let pressure dictate performance.

Shaun is the author of five books, including ***Inside the 1%: How Ultra-Successful People Think, Decide, and Win Under Pressure***, and has spoken at conferences and events nationwide, including the Apple MSP Conference and ACES Tech Conference. His approach is direct, practical, and rooted in lived experience, because when everything around you is burning, you don't need motivation. You need a system.

## — CREDENTIALS AT A GLANCE —

- Nike/Adidas-Sponsored Professional Track Athlete
- 2008 Olympic Training Team Track & Field
- Pentagon IT Strategist & Team Lead - 10 Years
- Advised Military Leadership up to 3-Star Generals
- Hall of Fame Division II Head Coach
- 4 X DIV Championship Coach

- Founder of The Spencer Performance Institute
- Creator of The Olympic Mindset System
- Author of 3 Books, incl. Inside the 1%
- Keynote Speaker - Apple MSP & ACES Tech Conferences
- 20+ Years International Health, Wellness & Executive Advisory
- Executive Performance Coach to C-Suite Leaders Worldwide

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