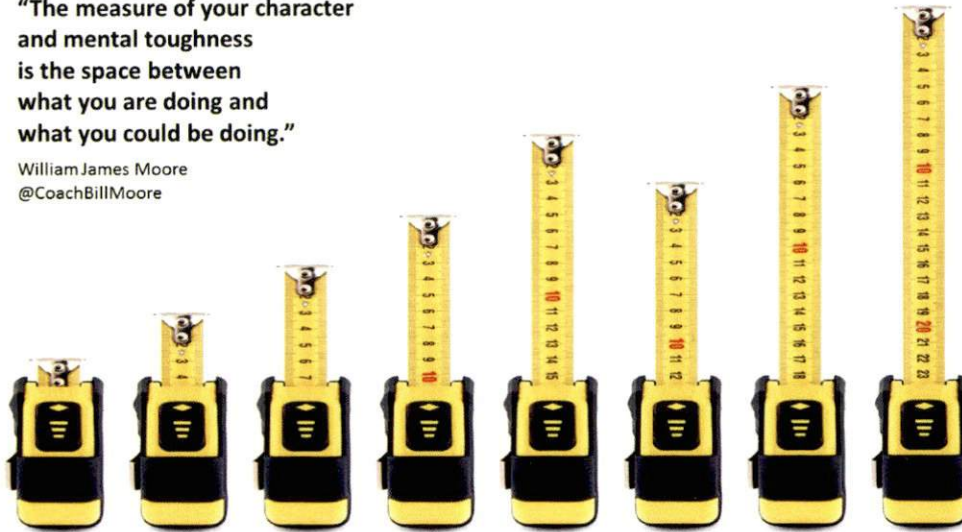


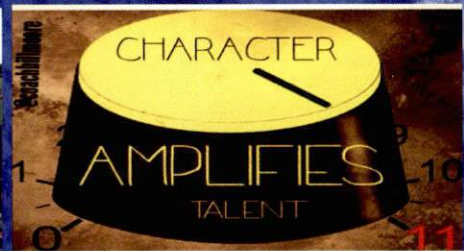
CHARACTER AND MENTAL TOUGHNESS

"The measure of your character and mental toughness is the space between what you are doing and what you could be doing."

William James Moore
@CoachBillMoore



The limits of your character are the limits of your progress.
@CoachBillMoore



ACADEMICS

ATHLETICS

THE
CHARACTER
WAY

PROFESSIONAL

PERSONAL

PUT CHARACTER AND MENTAL TOUGHNESS BEFORE EXECUTION AND YOU WILL GET CONSISTENT EXECUTION.
@COACHBILLMOORE

PERFORMANCE CHARACTER COACHING BY BILL MOORE

William James Moore, M.Ed., is a former scholarship athlete, the author of the book *On Character and Mental Toughness*, a decorated secondary school educator, and an accomplished high school and NCAA coach.

The Character Way is an engaging program that has blossomed from his written work and been embraced by successful college and high school programs in a variety of sports. Coach Moore has also provided pragmatic professional development to academic and athletic staffs. Through this program Coach Moore serves as a Performance Character Coach. In this role he guides individuals and teams through the progressive steps of his 11 Key Character Traits of Success.

With differentiated talks and seminars tailored to meet the needs of academic, athletic, and professional groups, Coach Moore demonstrates how awareness and mastery of these 11 traits will lead to improved individual and team performance.

Coach Moore emboldens leaders to broaden their intense focus on the technical and tactical aspects of their particular field and fully recognize how the strength and weakness of each individual's character will ultimately determine whether or not team plans are executed and goals are successfully achieved.

The Character Way program improves organizational culture by instituting a common vision and shared vocabulary. Character is strengthened as participants recognize how they will take either The Character Way or The Easy Way in each of their daily decisions. Participants also learn how to consistently maintain their character under pressure by developing crucial mental toughness skills.

- If you are interested in having a conversation about performance character, or hosting a talk or seminar, reach out to Coach Moore via email coachbillmoore@gmail.com or call/text (413) 330-3291.