

## Amber Selking, PhD

Dr. Amber Selking founded the Selking Performance Group in 2012, with a mission to help individuals, sports teams, and business organizations unleash sustainable performance excellence by tapping into the power of Mindset and Leadership.



She speaks with organizations around the world while serving as Chief Leadership & Culture Development Officer for Lippert Components, Inc. and as a high-performance consultant to sports organizations, including LSU Football and the Denver Broncos. She also served as the mental performance consultant to the Notre Dame Football team during the winningest five-year stint in program history and as an adjunct professor in the Mendoza College of Business at Notre Dame. Amber joined Lippert in 2018, helping bring to life the company's vision of making business a force for good.

A former soccer player at the University of Notre Dame, where she earned a Management Consulting degree, Dr. Selking began her career in human resources. After recognizing the same performance dynamics in business that she experienced in sport, she pursued advanced study in human high performance, earning a master's degree in Sport & Performance Psychology from the University of Denver and a PhD in Applied Sport & Performance Psychology from the University of Missouri under Dr. Rick McGuire.

From the LockerRoom to the BoardRoom, Dr. Selking applies a top-down, bottom-up, and contextually relevant approach to high performance. Her expertise centers on optimizing human potential by partnering with leaders to build systems conducive to excellence, teaching people how their brain works, and providing strategies that strengthen mindsets for success.

She also hosts the popular podcast *Building Championship Mindsets*, used globally—including in Johannesburg, South Africa—to develop productive mindsets in young people. In 2020, she was named one of Michiana's "40 Under 40."

Her 2022 book, *Winning the Mental Game: The Playbook for Building Championship Mindsets*, documents her widely applied foundational mental performance training program, weaving together science, client stories, and mindset strategies for an interactive, practical read.