

MEET OUR
GAME-CHANGING
COACHES



PRESENTED BY



VCPM, INC.

NAME:

LINDSLEY KUMP

PASSIONS:

**TRAIL RUNNING, COMMUNITY BUILDING,
COACHING**

**DENVER, COLORADO
GAME CHANGERS 2023**



INTRODUCTION

This case study examines the impact of Game Changers on Lindsley, a trail runner alongside being a marketing manager, wife, mom, and fur mom.

PRE-PROGRAM OBSERVATIONS:



COACHING PHILOSOPHY

Lindsley believes that the trails are for everyone & aims to provide a welcome environment for all participants. She also believes that anyone can develop their running skills & overcome various challenges.

GOAL

Driven by her desire to increase diversity in trail running, especially among women of color, Lindsay enrolled in the Game Changers program. She envisioned a more inclusive trail community, with a goal of empowering and inspiring others to discover the joy of trail running and embrace the outdoors.

IMPACT OF THE GAME CHANGERS PROGRAM:

PARTICIPATION

Through the support and mentorship received from the Game Changers program, Lindsley equipped herself with the confidence and tools to promote inclusivity within the trail running community and lead by example.

PERSONAL GROWTH

Beyond refining her coaching skills, participating in Game Changers allowed Lindsley to learn how to value her time and contributions. She advocates her own value and fair compensation in the coaching world. This newfound belief extends beyond her coaching, as she encourages others to also recognize their own contributions in their lives.

COMMUNITY IMPACT

Lindsley's impact on her community is evident. Her run club, Brunch Running, now boasts a more diverse membership. Her retreats, such as the upcoming Soul Sisters Mountain Retreat, are empowering more women of color to embrace the outdoors.

LINDSLEY'S FEEDBACK ON THE PROGRAM:

"My mentor Athena and fellow mentee Yasmin really helped me find ways, through Game Changers to put myself first and to find ways that. To the things that bring me joy, to put it first. And I think that was huge."

"With Game Changers, it gave me the confidence to finally say, like, no. Like, this is how much I want to get paid. This is how much, like, I value myself and my time."

NAME:

PRISCILLA ROJAS

ROLE:

**CO-FOUNDER AND RUN COACH AT
SANTA MUJERES RUN CLUB**

**SAN DIEGO, CA
GAME CHANGERS 2023**



INTRODUCTION

This case study aims to examine the impact of Game Changers on Priscilla, a plus-size runner, who started out solo and now leads a running club.

PRE-PROGRAM OBSERVATIONS:



COACHING PHILOSOPHY

Priscilla advocates for personal growth and inclusivity, creating a supportive environment where runners of all sizes, shapes, and abilities feel welcomed. She also uses an athlete-centered coaching approach, focusing on individual goals and progress, and putting emphasis on consistency, self-compassion, and community, helping runners achieve their personal best.

RUNNING JOURNEY

What started out as a personal challenge to conquer a half marathon despite no prior experience, running became Priscilla's source of joy, stress relief, and health. She overcame the challenges of being a plus-size runner. Now, she's a seasoned half marathoner with a marathon under her belt, and gearing up for her first ultra.

IMPACT OF THE GAME CHANGERS PROGRAM:

PARTICIPATION

The Game Changers program's emphasis on athlete-centered coaching and inclusivity perfectly aligned with her values. Through it, Priscilla gained a comprehensive understanding of running mechanics, training principles, and athlete development, boosting her confidence and credibility as a coach.

PERSONAL GROWTH

As a scientist and runner, Priscilla's journey from a novice runner to a marathon finisher and aspiring ultramarathoner highlights her growth and dedication. She embraces goal-setting and strives for self-improvement.

COMMUNITY IMPACT

Priscilla is an inspiration for others in her run club, including women in their 50's who have completed their first half marathons under her guidance. Under her leadership, Santa Mujeres Run Club has grown to 300 members, with 60-80 runners regularly participating in the weekly Thursday runs. Priscilla's advocacy for inclusivity led to her involvement with the Broken Arrow Skyrace's advisory council.

PRISCILLA'S FEEDBACK ON THE PROGRAM:

"Prior to Game Changers, I was just showing up and leading with what I had. With Game Changers, I gained the backing of certification and a supportive community, which boosted my confidence."

NAME:

TONITA ROGERS

PASSIONS:

LONG-DISTANCE RUNNING, YOUTH TRACK COACH, PERSONAL DEVELOPMENT

**MORENO VALLEY, CA
GAME CHANGERS 2023**



INTRODUCTION

This case study highlights Tonita's journey, a sprinter in high school who initially hated distance running, and after overcoming health issues, is now a marathoner.

PRE-PROGRAM OBSERVATIONS:



COACHING PHILOSOPHY

Tonita's coaching philosophy emphasizes holistic care. Drawing on her personal experience, she personalizes training, emphasizes self-care, and ensures proper hydration, resulting in well-prepared and supported runners.

RUNNING JOURNEY

Tonita started out as a high school sprinter, excelling in the field despite her aversion towards distance running. With her partner's encouragement, she embraced distance running in 2020, starting with a challenging 3-mile run. Overcoming severe health issues, Tonita transformed from struggling with short runs to completing her first marathon just 10 months into her distance running journey.

IMPACT OF THE GAME CHANGERS PROGRAM:

PARTICIPATION

Tonita persevered through personal and health challenges, underscoring the importance of resilience and dedication in her training. Her experience also strengthened her mental fortitude, making her a more empathetic and determined coach.

PERSONAL GROWTH

Tonita's story is a testament to the transformative power of running. Her running journey exemplifies resilience. Running became her way of rebuilding her strength and resilience after overcoming health crises and personal loss. She also fosters determination and empathy – qualities that she showcases as a coach.

COMMUNITY IMPACT

Tonita organizes local running events and training groups, creating a sense of community where she helps others find joy and fulfillment in running. Through such events and groups, she emphasizes the importance of mutual support and encouragement in running.

TONITA'S FEEDBACK ON THE PROGRAM:

"I realized that good coaching is crucial because it can prevent injuries and even save lives."

NAME:

MAHOGANY BLANK

ROLE:

RUN CREW LEADER SINCE 2019, KICKBOXING INSTRUCTOR FOR OVER THREE YEARS, DIVISION 1 COMPETITION CHEERLEADER IN COLLEGE

WASHINGTON, D.C.
GAME CHANGERS 2023



INTRODUCTION

This case study explores Mahogany, a Run Crew Leader, and her passion towards cross-country running, advocating for diverse representation in long-distance running coaching.

PRE-PROGRAM OBSERVATIONS:



COACHING PHILOSOPHY

Mahogany advocates for personalized coaching based on the runner's body type, lifestyle, and goals. She also pushes for supportive communities, proper nutrition, and holistic wellbeing. Furthermore, she also envisions a more inclusive running community, making sure that women of color receive tailored guidance and support.

RUNNING JOURNEY

Mahogany initially disliked running due to the hot climate. During her high school years, she found joy in it and improved in cross-country running. Over the years, her passion deepened, joining a run club in Washington, DC, and learning the importance of community and formal training. Mahogany pursued coaching certification to fill the gap in terms of the lack of women of color in long-distance running coaching.

IMPACT OF THE GAME CHANGERS PROGRAM:

PARTICIPATION

Through the Game Changers program, Mahogany was able to gain invaluable friendships, mentorship, and professional development. She also gained confidence in promoting her coaching services, learned advanced coaching techniques, and built a supportive network of women of color in the running community.

PERSONAL GROWTH

Through the techniques and skills she learned, Mahogany is confidently aiming to continue growing as a one-on-one coach and expanding into group coaching. Her future aspiration includes working with race directors in creating training plans and participating in brand partnerships.

COMMUNITY IMPACT

Mahogany aims to continue building a community of women focused on endurance sports and collaborating with personal trainers and run clubs.

MAHOGANY'S FEEDBACK ON THE PROGRAM:

"But it wasn't until I had the additional support of the Game Changers cohort, where I was able to, like go into a workshop and hear from veteran [Game Changers] coaches saying, 'This is what I did. This is how I got better at this.' And those aren't things that are offered just in the certification itself."

NAME:

WYNONNA FULGHAM

ROLE:

AN EMERGING RUNNING COACH, MOTHER OF 5, MIDDLE SCHOOL MATH TEACHER, SOON-TO-BE HIGH SCHOOL VOLLEYBALL COACH

NAVAJO NATION
GAME CHANGERS 2023



INTRODUCTION

This case study aims to put a spotlight on Wynonna, an emerging running coach, who has harnessed her deep cultural roots and passion for running to inspire and guide others.

PRE-PROGRAM OBSERVATIONS:



COACHING PHILOSOPHY

Wynonna's coaching philosophy, which is deeply rooted in her personal experiences and cultural teachings, focuses on the holistic power of running. She helps her athletes tap into their inner strength, as she did during her puberty ceremony. She also emphasizes perseverance, mental resilience, and spiritual well-being.

RUNNING JOURNEY

Running has been a central part of Wynonna's life since childhood, deeply intertwined with her Navajo heritage. For her, running is both a physical activity and a cultural practice. As an adult, Wynonna ran 5Ks and 10Ks but quickly progressed to ultramarathons. She also participates in grueling races such as the 6-day Colorado TransRockies race, to push her limits.

IMPACT OF THE GAME CHANGERS PROGRAM:

PARTICIPATION

Wynonna has this deep-seated desire to see more Indigenous women represented in the running world. She began her journey towards coaching and found the Game Changers program in 2023 through social media. The program became the perfect platform where she could gain the knowledge and skills necessary to support her athletes.

PERSONAL GROWTH

Through the Game Changers program, Wynonna gained the confidence she needed to believe in herself as a coach and to understand the value of her unique perspective and skills. The program has equipped her with the tools to succeed and connect with like-minded women who inspire and motivate her.

COMMUNITY IMPACT

Game Changers places emphasis on mentorship and business strategy. Such emphasis helped Wynonna overcome cultural barriers, especially those that relate to self-promotion and monetization of her coaching services. She aims to continue empowering Indigenous women to take on challenges that they thought impossible. She continues to coach women through their first ultra-distance races, help them build confidence, and achieve their goals safely and healthily. Most importantly, she aims to create more opportunities for Indigenous women to participate in races through sponsorships and financial support.

WYNONNA'S FEEDBACK ON THE PROGRAM:

"I wouldn't have known where to look or the resources if I didn't have Game Changers."

"The thing that I struggle with is the confidence to be as good of a coach, and that's what I've learned through Game Changers, that I am in a space where I need to be and not compare myself to a lot of these big industries or these coaching influencers."