

# ROB MAC



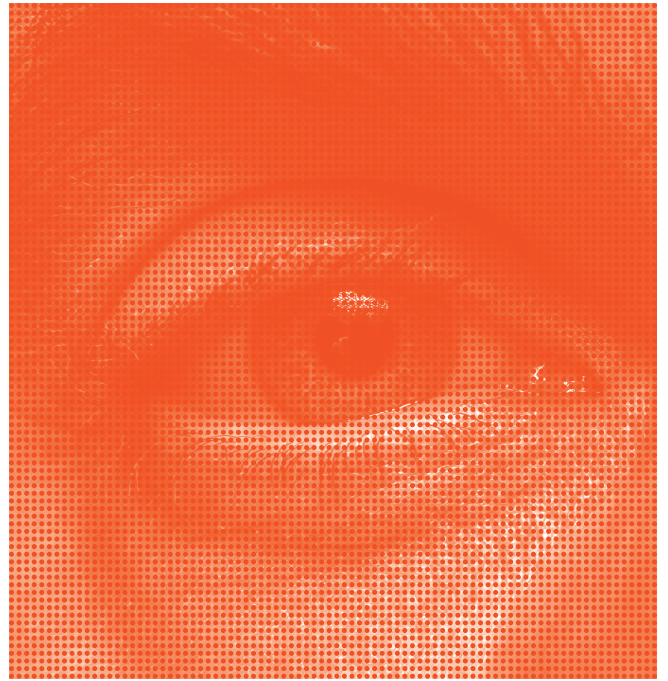
**Rob McClanaghan**

Speaker • Author • Trainer

**Transforming Walk-Ons into Starters**

**MEDIA KIT**





## ABOUT ROB

Rob Mac is regarded as *the* premier NBA skills development trainer in the game today. With over twenty years of experience helping elite athletes hone their skills and realize their full potential, Rob has cultivated his brand as a trusted NBA 'insider' creating customized, comprehensive training programs for serious, results-driven players and professionals of all levels. His clientele ranges from elite athletes on the court to sales professionals and their teams who are looking to level up their game.

Rob played college basketball at Syracuse University, earning his way onto the team as a non-scholarship player through a walk-on tryout. After playing in 3 NCAA Tournaments, and winning a Big East Championship, he moved on to coach basketball at the University of South Florida before exclusively preparing players for the NBA Draft and regular season.

Rob currently trains some of the top players in the NBA and WNBA, including MVPs Candace Parker, Derrick Rose, Kevin Durant, Steph Curry and Russell Westbrook. Rob has also worked with Kevin Love, Al Horford, John Wall along with dozens of other notable players.

Drawing from an incredible life journey and unprecedented access to some of the world's most elite athletes and executives, Rob has captured the defining traits of a starter. The work ethic. The mindset. The habits. By combining inspirational stories with fundamental training drills, Rob is the coach every aspiring business professional desperately needs.

Rob is now available for speaking engagements, group coaching and individual consulting where he teaches his methodology of leveraging the power of RELATIONSHIPS, ASPIRATION, PROFESSIONALISM, HARD WORK and MAKING IT PERSONAL, to elevate both personal and career growth.

# TESTIMONIALS

## **ADRIAN WOJNAROWSKI** **SENIOR NBA INSIDER,** *ESPN*

Here's what separates Rob McClanaghan from almost all of the basketball universe: he gets the biggest stars on the planet to trust him. It isn't easy. It's because they know he makes them better, and because they know he cares. A generation of All-Stars, MVPs and champions were sculpted in hot, sweaty gymnasiums across America and Asia, and Rob Mac knows all about it — because he was in the middle of it.

## **DAN MURPHY** **SENIOR VICE PRESIDENT,** *LION STREET*

After witnessing Rob speak at Indaba 2019, multiple Lion Street Advisor-Owners hired Rob as a speaker for center-of-influence and/or client events to share his stories and lessons learned. If you are looking for a captivating speaker who has a tremendous story and even better lessons for life and business, Rob McClanaghan should be hired for your next corporate, client, or center-of-influence event.

## **MATT GILL** **INSURANCE EXECUTIVE,** *JACKSON NATIONAL*

RobMac had the best reactions of any speaker I've booked in years. Sales teams and managers all loved his messages of hard work, relentless networking and being a professional. His basketball stories were amazing but they really crossed over to the business world in a way most people didn't expect. He is a slam dunk for the entertainment, but his lasting messages for business people are even better.

# SERVICES

## 1. KEYNOTE SPEAKING ENGAGEMENTS

Rob is an expert at speaking to large corporate departments. Through stories and wisdom he's picked up throughout his career, Rob will both captivate and inspire large groups to operate at their peak performance.

## 2. GROUP WORKSHOPS

For smaller teams that want to focus on a particular issue or opportunity, Rob offers a more intimate coaching service. These can be either a one-time experience, or setup as multiple sessions.

## 3. KEYNOTE SPEAKING ENGAGEMENT + GROUP WORKSHOP

The topics Rob introduces in his keynote lend themselves perfectly to extended, interactive team sessions that allow Rob to explore specific ways the team can apply his principals to their success roadmap.

# SERVICES

## 4. BECOMING A STARTER VIRTUAL PROGRAM

This five part series includes one hour sessions devoted to Rob's principals for peak performance. The activity-based program will be customized to the opportunities and challenges in front of your team and your industry.

## 5. ONGOING CONSULTING

Built specifically for your organization with your leadership team, Rob will apply his experience and expertise to focus on topics like leadership, athletic performance, mental health, relationship management and accountability.

# ROB'S BOOK

**Available  
everywhere  
books are sold.**

Personalized, signed copies  
available upon request.

