



# JP NERBUN

**AUTHOR, PODCAST HOST, COACH**

J.P. Nerbun is a bestselling author, leadership coach, and founder of TOC Culture Consulting, a leading global sports-consulting and leadership coaching business. His mission is to support leaders and their teams to achieve their full potential through 1:1 coaching, consulting, and community.



Nerbun's impressive scope spans across sports, education, healthcare, and business, with a proven track record of guiding leaders at esteemed institutions such as Stanford University, Harvard University, University of Texas, the USGA, PWC, and Chick-Fil-A.

In 2019, he published his first book, *Calling Up: Discovering Your Journey to Transformational Leadership*, which has received critical acclaim. In 2022, he published *The Culture System: A Proven Process for Creating an Extraordinary Team Culture*, a groundbreaking book offering a framework for developing team culture.

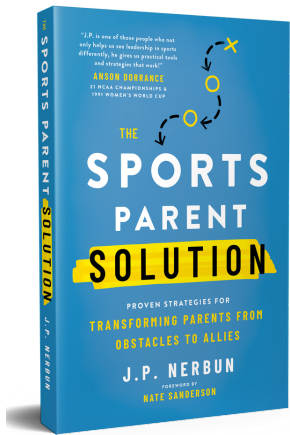
In 2023, he launched *The Culture System Online Training Platform*, which has been praised for being one of the most applicable online coach educations available. His podcast, *Coaching Culture*, is one of the top sports leadership podcasts globally. Nerbun lives in Ireland with his wife and their three children.

## FUN FACTS

- I enjoy trail running and ultramarathons, my longest being 120 miles (200km.)
- I'm from Columbia, South Carolina (USA), but now live with my family in Ireland.
- I played basketball at the University of South Carolina, winning an NIT Championship in Madison Square Garden in 2006.

# **THE SPORTS PARENT SOLUTION**

**Proven Strategies for Transforming Parents from Obstacles to Allies**



## **Are sports parents getting in the way of your team's success?**

If you're struggling with today's sports parents, you are not alone. Headlines like following are common:

- How Parents are Ruining Sports
- Sports Parents, We Have a Problem
- The Nightmare Sports Parent

Parents become obstacles not because they want to be a problem but because you aren't working together to support the athlete and the team.

As a coach, you can be part of the solution. In *The Sports Parent Solution*, J.P. Nerbun, one of the world's leading experts on team culture in sports, offers a comprehensive blueprint for turning your most challenging sports parents into your greatest allies.

Leveraging ideas from leaders in education, the military, and sports, and sharing dozens of real stories from youth, high school, and collegiate-level coaches, Nerbun shares practical strategies for creating open lines of communication, building a connection to the team, and engaging in hard conversations. Throughout, readers will find inspiration in real stories from coaches at the youth, high school, and collegiate level whom Nerbun has supported in his work as a leadership coach and culture consultant.

### **Explore how to:**

- Overcome the common obstacles and fear of sports parents
- Foster a collaborative partnership
- Get parent support for your goal and vision for the team
- Enforce boundaries for the wellbeing of you and the team

*The Sports Parents Solution* gives you the strategies and methods you need to transform the parent culture in your team, allowing you to better support each athlete's growth, improve your team's performance, create an extraordinary experience for all involved—and take your program to a whole new level.

# MEDIA HIGHLIGHTS

- **USA TODAY**  
October 2023  
Winning matters, but youth coaches shouldn't let it consume them. Here are some tips.
- **TIMES FREE PRESS**  
January 2016  
Sports culture needs more character focus
- **ABC27**  
October 2018  
Thrive on Challenge sports consulting

# SOCIAL MEDIA



@TOCCULTURE



@TOCCULTURE



@JPNERBUN



TOC CULTURE

# PODCAST CHANNELS



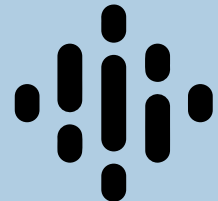
APPLE



SPOTIFY



YOUTUBE



GOOGLE



[tocculture.com](https://tocculture.com)



[jpnerbun@tocculture.com](mailto:jpnerbun@tocculture.com)