

CREATING CONSISTENCY

WHY ATHLETE DEVELOPMENT WORKS
BEST WHEN EVERYONE ROWS IN THE
SAME DIRECTION



FEATURED VIDEO

Preston Droessler is the Director of 4A Performance where he built a multidisciplinary athlete development center that combines strength training, physical therapy, nutrition, + recovery under one roof.

TULLY

"It's not about how you can help us. It's about what we can do for you."

The strongest partnerships begin by solving someone else's problem first.

GREAT ATHLETE DEVELOPMENT IS A TEAM SPORT

Great athlete development doesn't happen because of one exceptional coach. It happens when every adult supporting an athlete works toward the same goal. School coaches, strength coaches, physical therapists, nutritionists, parents, and private performance facilities each contribute a different piece of the puzzle.

The strongest programs don't compete for influence—they collaborate to fill the gaps. When everyone plays their role and puts the athlete first, development becomes more consistent, more effective, and more sustainable.

FIVE IDEAS WORTH STEALING

Complement—don't compete

The best performance programs strengthen what schools already do well.

Measure progress objectively

Visible improvement builds trust with athletes, parents, and coaches alike.

Build systems, not superheroes

Consistent coaching matters more than any individual coach.

Relationships create referrals

Schools become partners when they know you're helping their athletes succeed.

Keep the athlete at the center

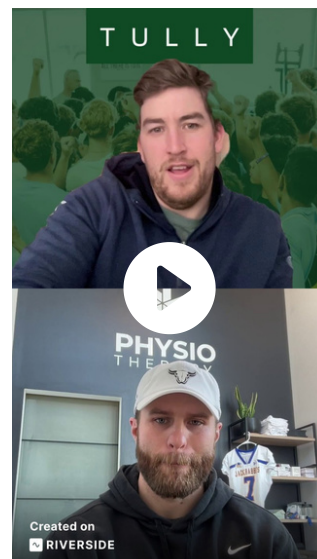
Every decision should answer one question: *What's best for this athlete?*

4A turned free sessions with local schools into 5 contracts to provide strength and performance training school-wide.



ASK YOURSELF

- Are we partnering with other orgs—or competing against them?
- Can parents clearly see their athlete's progress?
- Does every coach deliver the same experience?
- Are we building trust through measurable results?
- If a new coach joined tomorrow, would the athlete experience stay the same?



GO DEEPER

Preston Drossler explains how 4A Performance grew from a new facility into a regional athlete development partner by focusing on measurable results, coach consistency, and collaboration with schools rather than competition.

[Tully Legends Video - Preston Drossler](#)