Usama Young

Leadership. Life. Legacy.

Speaker one-sheet · usamayoungadvisory.com · usama@believeinu.org

Every seat in the building.

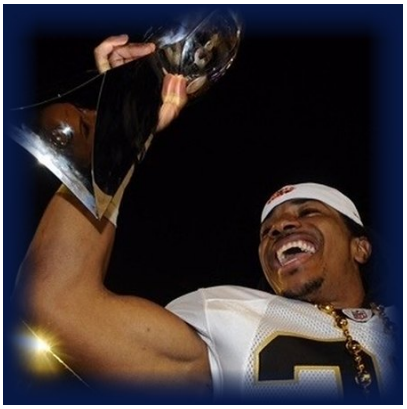


Usama Young has spent 20 years inside the NFL and has held every seat that matters to how an organization treats its people: a player on three teams and a team captain, Super Bowl champion, two-time Walter Payton Man of the Year winner, seven seasons as a replay assistant, eight years at the League Office, and most recently a club vice president who rebuilt and led a department in one season.

He founded Believe in U, a youth nonprofit that has reached 3,000 students, and holds a Master of Science in Strategic Management from the Kelley School of Business, athlete development certification from The Wharton School, a leadership certification from the Center for Creative Leadership, and executive coaching training with XBInsight.

He helps leaders and organizations develop people, strengthen teams, build cultures that perform under pressure, and lead with greater purpose at work and at home.

Speaking topics.



People First. Performance Follows.

- Build trust and accountability.
- Strengthen organizational culture.
- Create conditions for sustained performance.

Leadership Is Built in the Everyday.

- Lead through daily habits and actions.
- Establish standards and accountability.
- Turn consistency into results.

One Team. One Standard. Shared Success.



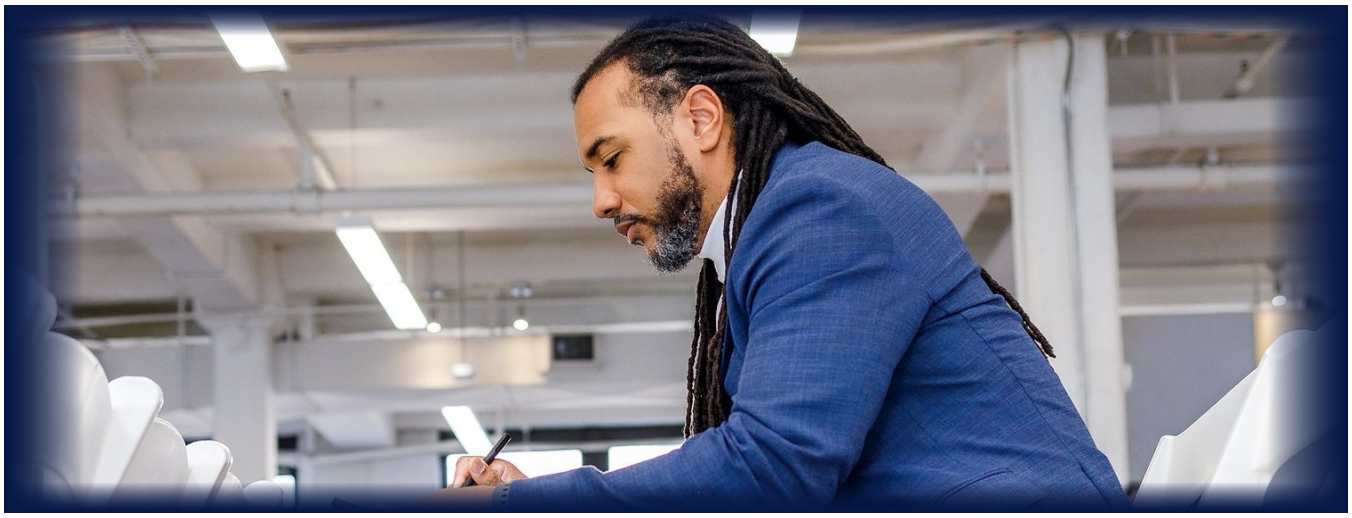
- Improve communication and collaboration.
- Break down organizational silos.
- Align individual strengths with shared goals.

Develop the Person. Elevate the Professional.

- Develop talent and emerging leaders.
- Strengthen mentorship and retention.
- Support career growth and transitions.

Leading Through Change Without Losing Your People.

- Build trust during uncertainty.
- Communicate change effectively.
- Keep teams aligned through growth and transition.



Formats.

Keynote
Conferences, company-wide events, and leadership summits.

Half-day leadership workshop
Team building, collaboration, and culture.

Cohort program
Structured learning, mentorship, and accountability.

Fireside conversation (30 to 60 minutes)
Executive events and leadership discussions.

Leadership development series
Ongoing development for managers and emerging leaders.

Strategic advisory engagement
Six- to twelve-month leadership and organizational development partnerships.

Audiences.

- Corporate leadership teams
- Professional sports teams and leagues
- University athletic departments
- Nonprofits and community organizations
- Emerging leaders and early-career professionals

Core focus areas.

- Leadership development
- Organizational culture
- Team building and collaboration
- Employee engagement and retention
- Talent development and mentorship
- Change management
- Resilience, discipline, and accountability

Suggested introduction

Usama Young has spent 20 years in the NFL as a player, Super Bowl champion, league executive and club vice president. He founded the youth nonprofit Believe in U and now advises teams, universities and companies on leadership, culture and the people who carry the results. His philosophy fits on one line: take care of the people and the winning follows. Please welcome Usama Young.