



IMMEDIATE RELEASE

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New Research Shows EQ Helps Former NFL Players Overcome Challenges with Health, Drugs, Money

SAN FRANCISCO, CA --- Recently NFL players have been making news, not just for their athletic prowess, but for destructive behavior off the field. A new study shows how serious this problem is, and that emotional intelligence is a key to helping players succeed when they're off the field or retired from the game.

A recent independent study of 30 former National Football League players shows they struggle with life success issues such as addiction, depression, financial woes, and violence, but players with high "emotional intelligence" have far fewer of these challenges. The research suggests that if teams train players in emotional intelligence they will succeed off the field, they will be winners for life.

The study assesses the emotional intelligence of 30 retired NFL players and shows their emotional intelligence is highly predictive of life success (including health, relationships, drug/alcohol use, and quality of life), finding over 60% in the variation of these important factors are predicted by emotional intelligence scores. This means of all the skills players could develop to succeed in life, emotional intelligence is key.

Amid ongoing concerns about players' off-field behavior, the study caught the attention of the National Football League Players Association (NFLPA). NFLPA Executive Director Gene Upshaw responded, "The study highlights key issues facing our players and other professional athletes and offers insight into the solution. We're committed to ensuring our members play well on the field and off, and getting our players the skills they need to truly succeed in the game and more importantly the game of life."

The study also found that compared to a sample group, the former NFL players scored almost 15% lower in the life success scale. Former linebacker and study co-author Marvin Smith explains, "Despite the money and prestige of their pro-ball careers, athletes are facing serious challenges – it's a tragic waste that can easily be prevented by teaching some basic emotional intelligence skills."

Smith, a Human Behavior Specialist is part of Sportstech International, a company working to bring "EQ" skills to athletics in partnership with the world leaders in emotional intelligence development, a nonprofit called Six Seconds Emotional Intelligence Network. Sportstech is a full service sports management firm specializing in 'Human Asset Management – the whole life optimal management of Human Capital to maximize performance for peak value' that is community-minded and focused on athletes giving back to their local community for positive behavioral modeling.

Upshaw concludes: "We're learning that emotional intelligence is an important ingredient in helping professional athletes live healthy and successful lives, so we're looking forward to have the study expanded, and using the information to focus on areas of development."

The study is available online at www.6seconds.org/NFL/

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