



Name, Image, & Likeness (NIL) Educational Partnership

Press Release - 1/9/2024

TRIPLE THREAT LEADERSHIP, LLC, a leader in High School focused Name, Image, & Likeness Education, Personal Branding & Social Media Education, as well as Leadership Development Programming has partnered with the Georgia High School Association (GHSA) to support the association and its membership in navigating the new normal of Name, Image, & Likeness at the high school level.

"We are honored for the opportunity to support the GHSA and its member schools during a time where misinformation is at an all time high, and fear / lack of clarity surrounds the new normal of Name, Image, & Likeness in high school educational based athletics. From the very first discussion together we were clear on ensuring our collaborative effort is on supporting the numerous stakeholders of Georgia High School Athletics, and continuing to be a leader in adding value through an educational based focus for the school communities. The GHSA is working each day to lead through this the right way, and we are excited to support them in that continued push!"

- Dr. Scott Grant

As part of the agreement, TRIPLE THREAT LEADERSHIP, LLC will provide NIL advisory support for the GHSA administration in regards to continually evolving NIL questions, concerns, education, and other elements. Additionally, GHSA member schools will receive a free NIL Policy Guide specifically built for their further understanding of key pertinent information regarding the GHSA policy, and have an opportunity to attend a virtual NIL for High School Administrators Webinar this month.

"The GHSA is excited to partner with Triple Threat Leadership, LLC to provide education and guidance as we navigate Name, Image and Likeness in the high school space. Our shared vision is to assist schools and student athletes in adherence to the GHSA policy and guidance. From my first conversation with Dr. Scott Grant, it became evident that his focus is to provide support for our student athletes and schools to ensure the best possible outcomes for them and our member schools. It is with much confidence and enthusiasm that I say that I've not had a conversation with anyone more knowledgeable about High School NIL and this along with his desire to assist students, schools, and the GHSA the right way makes his organization the perfect fit for us. The resources he provides are second to none and I am beyond excited about our partnership."

- Dr. Robin Hines

GHSA member schools and their stakeholders will also receive discounted rates on additional Triple Threat Leadership resources such as NIL Prep Kits, the Branding of ME Personal Branding / Social Media Education Online Course, live & virtual staff seminars, etc.

For more information on Triple Threat Leadership, LLC and NIL-Education.com please visit (www.triplethreatleadership.com / www.NIL-Education.com) or contact Dr. Grant at scott@triplethreatleadership.com

About the Georgia High School Association (GHSA)

The GHSA is a voluntary organization composed of approximately 460 public and private high schools. It strives to promote good sportsmanship and a cooperative spirit among its member schools. It endeavors to maintain high standards so that each pupil competing in each school is on the same basis.

About Triple Threat Leadership, LLC

Triple Threat Leadership, LLC was founded by Dr. Scott Grant in 2017 and has provided workshops nationally to hundreds of schools and organizations regarding Name, Image, & Likeness, Positive Social Media Use & Personal Branding, as well as Leadership Development.

In 2021 he created www.nil-education.com that specifically focuses on supporting educational needs around high school name, image, & likeness.

Dr. Grant is a former High School Teacher, Coach, Athletic Director, as well as School Board member turned award-winning professor in Educational Leadership & Policy Studies. He's worked in athletics at the collegiate Division I and Division II levels, most recently at The University of North Carolina at Chapel Hill in their Athletics program, and currently teaches at the University of Findlay in Findlay, Ohio.

As part of his continued desire to support schools and their stakeholders, he presents regularly at National, State, and Local conferences and schools throughout the country, and was the featured speaker for a hot button topic session regarding NIL at the National Athletic Directors Conference in 2022.

Additionally, in 2018 he gave a TedX talk titled - *"Ties & Tennies, a Pathway for Student Engagement"*, which outlined his belief on how branding can be utilized as an activated leadership engagement tool.

https://www.ted.com/talks/scott_grant_ties_tennies_a_pathway_for_engagement

Dr. Grant received his bachelor's degree in secondary education, a master's degree in business administration / organizational leadership, as well as a doctorate in educational leadership & policy studies.