



KEYNOTE SPEAKER STEPHEN MACKEY



Stephen Mackey, better known to tens of thousands of students and educators as **Coach Mackey**, is a player development coach, and Wall Street Journal Best Selling author, based in Texas.

In January 2017, Mackey asked the question: “What would it take to help one million athletes and coaches connect the dots between sports and life?” The answer to that question became [2Words Character Development](#). Built on the Six Pillars of a Championship Character—Toughness, Integrity, Belief, Excellence, Effort, and Service—2Words has become one of the top leadership and character curriculums in the country; and in 2021, became the official character development curriculum of the Texas High School Coaches Association.

As a keynote speaker, Mackey has an uncanny ability to connect with audiences of all backgrounds through humor, timeless wisdom, and an infectious energy. Drawing upon the lessons learned as a coach and entrepreneur, the people he meets, and the teams he serves, Mackey helps teams, organizations, and businesses build a Culture of Character.

Mackey’s first book, coauthored with Damon West, is called [The Locker Room: How Great Teams Heal Hurts, Overcome Adversity, and Build Unity \(Wiley Publishing\)](#), and debuted on the Wall Street Journal Best Sellers List in May of 2022.

Mackey is a first-generation college graduate with a B.S. from Texas A&M University and a Master of Divinity from Fuller Theological Seminary. Mackey is currently working on a Doctorate of Ministry, also at Fuller. Among his many accomplishments, Mackey is most proud of his role as a devoted husband to his wife, Teresa, and father to their four kids.

His address at our Wednesday evening General Session is *Six Pillars of Championship*.

