

# He gives you 'The Winning Edge'

*New audio-cassette tape series  
by Leawood sports psychologist  
Dr. Andrew Jacobs already a hit*

By Alan Hoskins  
Sun Sports Correspondent

It took Dr. Andrew Jacobs just five minutes to decide what to do with his life. Now he's making a lifetime of helping others.

"I was in my second year of graduate school and enrolled in a class in sports psychology. Five minutes into the class, I knew I wanted to do this," said Jacobs, a 1972 graduate of Shawnee Mission North High who now lives with his wife and two sons in Leawood.

"I've always been a sports fan and always will," added Jacobs, who played just about everything as a youngster and was on the tennis team at North. "I didn't want to become your typical shrink. I liked the challenge of helping healthy people to improve themselves."

After graduating from Vanderbilt with a degree in psychology in 1976, Jacobs had entered the California School of Professional Psychology in San Diego, Calif., when he decided to enter sports psychology.

By the time he earned a doctorate in clinical psychology with a specialty in sports psychology and performance enhancement in 1981, he had already piloted one of the first sports psychology programs in the nation at San Diego State.

In 1981, Jacobs became the first full-time sports psychologist at the University of Kansas while also opening his own private practice, "The Winning Edge."

It was during his five-year stint at KU that Jacobs gained national prominence through his work with the U.S. Cycling team, which had not won an Olympic medal in 72 years. In 1984, the team won nine, and Jacobs personally worked with athletes who won six of them.

His work with the cycling team continued through 1988 and included three world championship events. He also worked with the U.S. Weightlifting and Swimming Federations from 1983-86.

Since then, he has worked with several professional franchises, including the Kansas City Comets (1984-88), PGA (1985-88), Chicago White Sox minor league system (1989) and Kansas City Royals (1990). He still works with the Kansas City Blazers Swim Team, U.S. Tennis Association, Kansas City Explorers World TeamTennis and Cycle Reebok Development Team.

The lineup of athletes he's worked with reads like "Who's Who in Kansas City Area Sports."

"Dr. Jacobs has helped me reach my peak level of success," said Jeff Montgomery, the Royals' all-time leader in saves. "He teaches you how to



**IT'S NOT JUST FOR JOCKS** — A new series of tapes from Dr. Andrew Jacobs of Leawood "focus on how to attack issues and problems and overcome them," Jacobs said. "They also focus on attitude, goal-setting, relaxation, developing mental game plans for daily life and concentrating on the positives and eliminating the negatives so you can become a winner."

relax and focus, block out distractions and pitch to your ability and potential."

Former Kansas City Chiefs kicker Nick Lowery, a three-time Pro Bowl performer, credits Jacobs with helping him become the most accurate kicker in National Football League history.

## AT HOME IN SUN COUNTRY

"The difference between the average kickers and the very best lies in their mental strength, and since I began working with Dr. Jacobs in 1985, I have made approximately 84 percent of my field goals," Lowery said. "He has assisted me at identifying the key issues in my life that have enabled me to perform at a consistently high level."

"Dr. Jacobs has helped me take distractions, address them and send them into another zip code," said Luke Jensen, a former member of the Explorers and 1993 French Open doubles champion.

"Not only is Dr. Jacobs an accomplished professional and well-versed in his field, he's tremendously dynamic in his delivery," said Lynette Woodard, a former KU basketball All-American who captained the 1984 U.S. Olympic Gold Medal team.

While Jacobs has gained national prominence

"There are no secrets, really, but what Andrew has done is look at patterns left by successful people, identified those patterns, and in a clear fashion, communicated that."

— Gary Weinberg, vice president of National Seminars Group of Mission

working with athletes, he only uses sports psychology as a tool to work with people in all fields, as can be heard on his long-running (since 1992) "Dr. Andrew Jacobs Show" on KCMO Radio (710 AM) each Saturday from 10 a.m.-noon.

"It's not sports psychology, it's about success in life, and I apply how it works as related to athletes, but the bottom line is that they are just people, also," Jacobs said.

Based on that philosophy, Jacobs has just recently produced and released a "Winning Edge" set of six audio cassettes and workbook outlining "Finding your keys to personal power and success."

"The tapes focus on how to attack issues and problems and overcome them," Jacobs said. "They also focus on attitude, goal-setting, relaxation, developing mental game plans for daily life and concentrating on the positives and eliminating the negatives so you can become a winner."

"I thought the tapes were absolutely outstanding, and some of them I listened to more than once," said Henry Bloch, chairman of the board of H&R Bloch.

"I especially liked the anecdotes that were presented from time to time."

Barnett Helzberg, former chairman of the board and CEO of Helzberg's Diamonds, calls "The Winning Edge" tapes the "most powerful I have heard for focusing business people on the factors of success."

Gary Weinberg, vice president of National Seminars Group of Mission, the publisher of "The Winning Edge" tapes, said the tapes have climbed to the top 10 selling motivational tapes in just four weeks.

"We have more than 100 trainers putting on 25-30 seminars a day (5,000 a year), and they listen and recommend the tapes they like and believe in," Weinberg said. "They've found Dr. Jacobs' tapes are hard-hitting, straight-forward messages that are easy to understand and relate to helping building confidence and understanding what other successful people do to become successful."

"There are no secrets, really, but what Andrew has done is look at patterns left by successful people, identified those patterns, and in a clear fashion, communicated that."

"The Winning Edge" tapes can be obtained by calling National Seminars at 1-800-258-7246 or by calling Dr. Jacobs' office (561-5556).