

Coach Jason Aubry

Creator of the Clarity of Purpose Framework

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Win in Every Arena: Clarity of Purpose for Athletes, Coaches, and Business Leaders

For over 25 years, Coach Jason Aubry has led teams to championship-level performance—on the field and in life. As the Head Football Coach at Kentucky Christian University, he's developed a transformational system called Clarity of Purpose, a framework that empowers individuals and organizations to operate with identity, direction, and drive.

Whether in the locker room or the boardroom, the Clarity of Purpose process realigns people with their “why,” builds high-trust culture, and drives behavior that leads to consistent, measurable success.

The Clarity of Purpose Framework

Purpose → Culture → Behavior → Results

- Set a Purpose (Individual Identity)
- Build a Culture (Shared Vision & Accountability)
- Drive Behavior (Habits, Relationships, and Leadership)
- Produce Results (Performance, Impact, and Legacy)

It works in football. It works in business. It works in life.

For Athletics

- Build high-performing team culture
- Align athletes around purpose, accountability, and mission
- Inspire personal growth through spiritual, mental, and physical goals
- Support coaches in leading young men to greatness—on and off the field

For Business

- Align leadership teams around core identity and shared vision
- Increase clarity, productivity, and performance across the organization
- Eliminate confusion and burnout by building purpose-driven teams
- Equip executives to lead with integrity, energy, and long-term impact

Who It's For

- Athletic departments & coaching staffs
- CEOs, executives, and high-level entrepreneurs
- Faith-driven business leaders and marketplace ministries
- Leadership development organizations and performance groups

Bring Coach Aubry to Your Team or Organization

- Keynote speaking (athletic and corporate events)
- Workshops & culture development intensives
- Coach or executive team training
- Onboarding retreats and leadership transitions

What Others Are Saying

“Coach Aubry speaks truth with grit, heart, and results. Every player left that room changed.”

— D3 Assistant Coach

“Clarity of Purpose was the spark our team needed. It changed how we thought, operated, and performed.”

— Business Executive, Small Company Turnaround

“Coach Aubry is one of the most outstanding men I have ever been around, and I will continue to trust in him and his message. His leadership of young men is inspiring and very impactful to those who accept his leadership. I respect him as a Coach and as a person to the highest level.”

— Former Record-Breaking QB