



TASB BOARD CANDIDATE BIOGRAPHICAL SKETCH

DATE: 10-29-25 ____

NAME: Stephen Mackey

MAILING ADDRESS: [REDACTED]

CITY: [REDACTED] ZIP: [REDACTED]

BUSINESS PHONE: _____ RESIDENCE PHONE: _____

CELL PHONE: [REDACTED] FAX NUMBER (if applicable): _____

We communicate with our Board members primarily via e-mail. Please list your preferred email address.

E-MAIL: [REDACTED]

SCHOOL DISTRICT: Blanco ISD

LOCAL TERM EXPIRES: May 2027 YEARS ON BOARD: 2 years 1 month

(Month/year)

Upon expiration of current term on your local board, will you seek reelection?

YES X NO _____

BOARD POSITIONS HELD (including dates): Serve on VATRE and Bond Committees, Security Committee, and am the Board Delegate to TASB; May 2024-Present

OCCUPATION: Author and Speaker

CURRENT EMPLOYER: Owner and Founder, 2Words Character Development

DATES: Jan 2017-Present

EDUCATION-HIGH SCHOOL: Bryan High School, Bryan, Tx **COLLEGE:** Texas A&M University

OTHER EDUCATION: Mdiv Fuller Theological Seminary, 2016 **DEGREES:** BS 2007; Mdiv 2016

HOBBIES/SPECIAL INTERESTS: Professional Armlifter (armliftingusa.com); Slow mornings and good coffee with my wife, hunting, traveling, chasing my kids.

BUSINESS/PROFESSIONAL/CIVIC GROUP MEMBERS (offices held, including dates): I am the character and leadership coach for the Texas High School Coaches Association.

ADDITIONAL COMMENTS: _____

Please attach a short bio and include a current picture in jpeg format.

STEPHEN MACKEY

PLAYER DEVELOPMENT COACH | KEYNOTE SPEAKER | AUTHOR



Stephen Mackey is a *Wall Street Journal* bestselling author, keynote speaker, and one of the nation's most trusted voices on character and leadership development. His message is simple and uncommon: Championship people win championships.

A proud first-generation college graduate and Texas public school product, Mackey earned his B.S. from Texas A&M University and a Master of Divinity from Fuller Theological Seminary. In 2017, he launched 2Words Character Development with a simple goal: What would it take to help one million athletes and coaches connect the dots between sports and life?

Today, 2Words has reached more than 2.5 million students and coaches in over 30 states and is used by over half of all public schools in Texas—making it one of the largest leadership and character programs in the country.

In 2024, sportsmanship in the state of Texas was out of control. This led Mackey to create *The Texas Way*®, a first-of-its-kind statewide sportsmanship initiative that produced a 13% decrease in student ejections, 12% among coaches, and 28% among fans after only one year. By year two, the initiative produced a 25% statewide reduction in football ejections, with engaged schools seeing a 23% decrease in ejections across all sports.

Since 2017, Mackey has delivered more than 1,700 speeches to students, educators, coaches, and business leaders across the nation. His latest book, *Uncommon Beliefs: Seven Principles to Build a Competitive Edge That Lasts*, argues that the hardest leadership work happens before you lead anyone else—and that examined character is what separates leaders who thrive under pressure from those who crack.

Mackey serves as the Leadership Development Coach for the Texas High School Coaches Association—the largest coaches' association in the world—and as the Character and Leadership Coach for Formula Zero, the leadership initiative founded by 9x NBA All-Star Damian Lillard. He bridges the worlds of education, athletics, business, and public service with a message that connects across generations.

Mackey lives in a small town in Texas with his wife, [REDACTED], their four kids—[REDACTED]—and their mini-goldendoodle, [REDACTED]