



D1EXPECTATION

Mindset. Legacy. Expectation.

About D1Expectation

Founded by former Division 1 athlete Kendric Smith, D1Expectation is a mindset and brand movement that helps athletes grow in the game, in the classroom, and in life. We partner with schools and programs to develop disciplined leaders with purpose and accountability.

How we partner with schools

- **Mindset coaching and leadership talks**
Interactive sessions that build focus, discipline, confidence, and team leadership.
- **Fundraiser and apparel programs**
Schools can raise money through D1Expectation gear. Choose team pricing for bulk orders or use our simple affiliate system.
- **Community collaboration**
Partnerships that connect athletics, education, and opportunity with minimal lift for staff.

Benefits for your program

- Stronger focus, confidence, and accountability in student athletes
- Simple revenue options that support teams and families
- Unity across athletics and academics with a clear standard of expectation
- Designed to fit programs of any size

Next step

Book a free twenty minute Locker Room Mindset call or request a partnership discussion. We tailor the format to your schedule and season.

Kendric Smith | Founder, D1Expectation

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The expectation never stops