



DUKE UNIVERSITY MEDICAL CENTER

Richard Keefe, Ph.D.

Associate Professor of Psychiatry and Behavioral Sciences
Director, Sport Psychology Program

January 2, 2007

The American Football Coaches Association
Attn: Grant Teaff, Executive Director
100 Legends Lane
Waco, TX 76706

Dear Coach Teaff and the Executive Committee:

I am happy to recommend Phil Olsen and Professional DynaMetric Programs (PDP). Phil Olsen worked with me and the Duke Football Program over the past year to teach us the ProScan and TeamScan systems. As the sport psychology consultant to Duke Football, I have been very involved with our coaches and players for the past few years. Working with our Head Coach, Ted Roof, we have considered various assessment tools and psychological intervention programs. We decided to choose the PDP System for these reasons: it is quick and easy to use; it conveys considerable relevant information, yet does not overwhelm with irrelevant details and psychological jargon; and both coaches and players alike agree that the assessment profiles are very accurate.

In working with the Duke team on their mental approach to football, I found the PDP system to be very helpful in gaining a fuller understanding of the players and helping coaches to understand how best to motivate, teach, and encourage their student-athletes. And let me add that I am also a Professor at Duke, and that I specialize in psychological assessment, so I am not easily impressed. Although PDP did not directly translate into wins on the field for us this year, we persisted all year in being a highly motivated ball club, and players did not become frustrated and discouraged. I believe that the PDP system may have helped the coaching staff to better understand how to keep players motivated during a very difficult situation.

Finally, I'd like to say that Phil Olsen has been excellent to work with. He has been available and supportive so that I was able to learn to use PDP and, in turn, educate our coaches and players how to take advantage of its benefits. I highly recommend Phil and PDP.

Sincerely,

A handwritten signature in black ink that reads "Richard Keefe". The signature is written in a cursive, flowing style.

Richard Keefe, Ph.D.
Associate Professor of Psychiatry and Behavioral Sciences

