

Media Bio — Freddie Scott II

NFL ALUM · CAPACITY COACH · AUTHOR OF *MADE FOR MORE* · HOST OF *THE FREDDIE SCOTT PODCAST*

ONE-LINE POSITIONING

NFL alum and Capacity Coach. Engaged with 8 NFL teams, the NFLPA, and 17+ Power-5 programs. Founder of Unlock the Champion and author of *Made for More*.

SHORT BIO (95 WORDS)

Freddie Scott II is a former NFL player turned capacity coach and national speaker. After competing at the highest level of professional sports, Freddie experienced firsthand that talent alone doesn't sustain success — capacity does. That insight became Unlock the Champion, the framework behind his work with 8 NFL teams, the NFLPA, and 17+ Power-5 college football programs including Penn State, Clemson, Florida State, Tennessee, and Miami. Featured in a documentary by The Trust, powered by the NFLPA. Freddie brings elite-level proof, raw authenticity, and actionable strategies to every stage.

LONG BIO (280 WORDS)

Freddie Scott II is a former NFL player turned leadership strategist, capacity coach, and national speaker. After competing at the highest level of professional sports, Freddie learned firsthand that talent alone doesn't sustain success — capacity does.

That insight became Unlock the Champion — the capacity framework behind the work Freddie has done with 8 NFL teams: the San Francisco 49ers, Minnesota Vikings, Detroit Lions, Chicago Bears, Dallas Cowboys, Pittsburgh Steelers, Houston Texans, and Tennessee Titans. The same framework has been engaged by the NFLPA, the ACC, the NCAA, and more than 17 Power-5 and FBS college football programs including Penn State, Clemson, Florida State, Miami, Tennessee, Oregon, and Arizona State. Penn State Assistant Athletics Director Dr. Omar X. Easy — a former NFL player himself — calls Unlock the Champion "one of the most effective platforms I have used."

Freddie is the author of *Made for More: Build the Capacity to Succeed Without Losing Yourself*, written for anyone winning on the outside and running empty on the inside. The book introduces the Made for More Framework — five areas (Identity, Alignment, Capacity, Execution, Legacy) and 14 dimensions — paired with a free Capacity Read at unlockthechampion.com that organizations now use to diagnose and develop capacity at every level. *Made for More* releases in Fall/Winter 2026. He also hosts *The Freddie Scott Podcast*.

Off the stage, Freddie has been married for over 27 years and is raising five children. He serves as a National Spokesman for All Pro Dad, received a Lifetime Achievement Award from the YMCA, and was awarded the Kenny Washington Award by the NFL Players Association for his work in the community. With 15+ years coaching capacity across professional sports, college athletics, faith communities, and corporate boardrooms, Freddie brings elite-level proof, raw authenticity, and actionable strategies to every stage.

FAST FACTS (VERIFIED)

- NFL alum — entered the league undrafted in 1996; four seasons (1996–1999) with the Atlanta Falcons, Indianapolis Colts, and Detroit Lions.
- Second-generation NFL — his father, Freddie Scott Sr., played 11 NFL seasons and is a College Football Hall of Famer.
- Penn State graduate.

- Coaching & developing NFL and college athletes since 2010 (15+ years), with the NFL and NFLPA.
- Founder of Unlock the Champion — the Capacity framework; 10,000+ leaders trained, 200+ organizations served.
- Author of *Made for More: Build the Capacity to Succeed Without Losing Yourself*, which introduces the Made for More Framework — five areas (Identity, Alignment, Capacity, Execution, Legacy), 14 dimensions — with a free Capacity Read at unlockthechampion.com; releasing Fall/Winter 2026.
- Host of *The Freddie Scott Podcast*; author of *The Dad I Wish I Had* (2008, foreword by Tony Dungy).
- National Spokesman for All Pro Dad; YMCA Lifetime Achievement Award; Kenny Washington Award (NFL Players Association) for community work.
- Featured in a documentary by The Trust, powered by the NFLPA.
- Married 27+ years; father of five.

Media & booking: contact@unlockthechampion.com · unlockthechampion.com · [@freddiescottii](https://twitter.com/freddiescottii) · Represented by Jessica Dupree

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