



## PRESS RELEASE

### PRAX Leadership Rebrands as PRAX Performance, Doubling Down on Measurable Results

**Fort Worth, TX — March 2nd, 2026** — PRAX Performance, formerly PRAX Leadership, with a track record of transforming organizational performance through self-leadership training, announced a rebrand today. The shift from “Leadership” to “Performance” reflects both its origins and its evidence-based focus on measurable outcomes.

Since its founding, PRAX has worked with senior executives and leadership teams to improve decision-making, execution, accountability, and consistency. What emerged from this work was a clear pattern backed by neuroscience research: the most sustainable improvements in outcomes were tied to improvements in **self-leadership behaviors**, not just traditional leadership concepts. The rebrand cements the firm’s focus on actual performance, and supports the company’s expansion into working with athletes, students, and families, in addition to continuing its work with businesses.

PRAX Performance’s methodology of **practical, immersive learning** means active engagement, feedback, and true habit formation, rather than passive lecture or instruction - a distinction supported by a broad body of research in cognitive science, showcasing that active practice strengthens neural encoding and long-term retention.

*“Most leadership and performance training today is made up of inspirational webinars or click through modules which have little impact on individual and organizational performance,”* said Andrew Geesbreght, Founder of PRAX. *“What moves the needle most is teaching people how to incorporate these concepts on a regular Monday morning, and how to continue using the skills, even when it’s hard.”*

### Self-Leadership and Measurable Outcomes

PRAX Performance intentionally tracks outcomes that reflect real change, including:

- Improvements in self-leadership behaviors (e.g., focus, emotional regulation)
- Well-being and quality of life
- Performance outcomes in business, athletics, and families

*“Our brand evolution simply puts a name to what we’ve always delivered,”* Geesbreght said. *“Performance is measurable. And it starts with self-leadership.”*

**To learn more go to website: [www.praxperformance.com](http://www.praxperformance.com)**

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