

# Telling the stories of inspiring NFL stars

## [InsightfulPlayer.com](http://InsightfulPlayer.com):

Nashua woman's website aims to inspire kids by sharing the stories of football greats who lead great lives.

By **CHELSEY POLLOCK**

Sunday News Correspondent

**NASHUA** — For five years, Chrissy Carew has been on a mission to break into the NFL.

Carew, of Nashua, has worked as a personal and business coach since the mid-1990s, after getting out of the public relations field.

Several years ago, Carew said, she came up with the idea of taking that personal coaching experience into the world of professional sports.

“My goal was originally to become a coach to help these players become magnificent role models on and off the field,” she said, “but what I didn’t realize was there were so many wonderful role models that already existed.”

So Carew changed her plans, and focused on being a catalyst for players who already were doing great things.

“We only hear those stories of the bad boys getting in trouble,” she said.

“We never hear about these really good guys, and we are so desperate for role models.”

Carew’s newly launched website, Insightful Player ([insightfulplayer.com](http://insightfulplayer.com)), collects the stories of current and former NFL players she finds particularly inspiring.

After interviewing a player, Carew writes and publishes a narrative about his

experiences before breaking into the NFL and what lessons he's learned.

"They have so much wisdom and they don't even realize it," she said.

"These guys are so humble. I'm on the other end of the phone interviewing them and sometimes I'm in tears."

Carew's first interview was with former Dallas Cowboys quarterback Roger Staubach last summer. Since then, she said, a total of 22 current and retired players have gotten on board, including former Patriots Andre Tippett, Jarvis Green and Benjamin Watson.

Insightful Player is just in the early stages, but Carew said she hopes to expand the idea into a book and to coordinate player visits to schools. She also would like to include online audio and video content.

As the project grows, Carew said, she will remain selective of which players she features.

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**CHRISSE CAREW**, Insightful Player founder



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## **Players**

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"I tell the teams, 'If you have to talk any of these players into this, then they're not a good match,'" she said. "I really only want the players who just love to inspire kids. I'm not interested in any showboats."

Many of the stories touch on themes of poverty, violence and academic struggle. Carew said she hopes the project will inspire children to overcome adversity in their own lives.

"These guys have so much resilience, and I think part of the message is that kids really

need to make friends with adversity,” she said. “These things happened to these players, but it’s part of the reason they made it into the NFL in the first place.”

Carew said she approaches each interview almost as a coach herself, trying to bring out the best in each player.

Some of that spirit, she said, comes from her father, Walter Robert Carew Sr., a longtime high school football coach in Concord., Mass.

“I remember growing up there were always football players in our home and some of them lived with us,” Carew said. “(My father) made the boys part of the family, and he used it as a way to teach kids values and how to build character and how to build resilience and overcome adversity.”

Many of her father’s former players came to his funeral years ago and talked how much he had changed their lives, she said.

Now Carew hopes to bring her dad’s teachings to Insightful Player.

“I feel like my dad is doing all of this with me,” she said.