

Luke Falk

Helping coaches & high-performers win the inner game so the outer scoreboard follows | Former Pac-12 & NFL QB | Mind Strength Coach & Author

Football • Mind Strength • Logan, UT

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Biography

Luke Falk's football journey is proof that mindset can overcome circumstance.

A former walk-on at Washington State under legendary coach Mike Leach, Falk developed into one of the most prolific quarterbacks in college football history. He finished his career as the Pac-12's all-time leader in passing yards, passing touchdowns, and total offense, earned the 2017 Burlsworth Trophy as the nation's top former walk-on, and was selected by the Tennessee Titans in the 2018 NFL Draft. He would go on to spend time with the Tennessee Titans, Miami Dolphins, and New York Jets during his NFL career.

Today, Luke has shifted his passion from throwing footballs to developing people.

As a Mind Strength Coach, author, and speaker, he helps athletes, coaches, and high performers strengthen the one area that separates good from great—their mindset. Drawing from the lessons he learned under Coach Mike Leach, years in professional football, and his own experiences overcoming adversity, Luke teaches practical mental performance strategies that build confidence, resilience, leadership, and consistency under pressure.

Statement

The greatest game you'll ever play isn't on the field—it's in your mind.

Football gave me opportunities I never imagined, but it also taught me that talent alone is never enough. Every level I reached—from walk-on to college record holder to the NFL—required learning how to master fear, pressure, adversity, and doubt before I could master the competition.

My mission today is simple: help athletes build Mind Strength.

I believe every player has untapped potential that can only be unlocked when they learn to control their thoughts, develop confidence from within, and consistently perform under pressure. Whether you're chasing a scholarship, competing for a starting job, or pursuing championships, your mindset will ultimately determine your ceiling.

Success isn't about avoiding adversity—it's about becoming the kind of person who can handle it.

I'm here to help athletes build that foundation.

Education

Bachelor's Degree

ATHLETIC CAREER

Quarterback — National Football League (NFL)

National Football League | Football | 2018 - 2019

Selected in the sixth round of the 2018 NFL Draft by the Tennessee Titans before spending time with the Miami Dolphins and New York Jets. Competed at the highest level while gaining firsthand experience navigating the demands, expectations, and mental challenges of professional football.

Quarterback — Washington State

NCAA Division 1 | Football | 2013 - 2017

Walked on under legendary head coach Mike Leach before earning a scholarship and becoming one of the most decorated quarterbacks in Pac-12 history. Finished his career with more than 14,400 passing yards, 119 touchdown passes, the 2017 Burlsworth Trophy, and numerous school and conference passing records.

COACHING CAREER

Coach & Author — Mind Strength

Sports | Sports | 2025

Today, I lead my Mind Strength coaching platform, working with athletes, coaches, parents, and organizations to develop elite mental performance habits. Through coaching, keynote speaking, online education, and his book *The Mind Strength Playbook*, he equips high performers with practical tools for building resilience, confidence, focus, and leadership that extend far beyond sports.

Offensive Coordinator — University of Northern Iowa

NCAA Division I - National Collegiate Athletic Association Division I | Football (Men) | 2024 - 2024

I served as the Offensive Coordinator and Quarterbacks Coach at Northern Iowa Panthers football during the winter and spring period, where I led the implementation and installation of the Air Raid offense throughout offseason workouts and spring ball.

Following the completion of spring ball, I made the decision to resign in order to attend to significant family health matters back home. Family had to take priority at that time, and I'm grateful for the opportunity I had to work with the players and staff during that offseason.

Quarterbacks Coach — Wingate University

NCAA Division II - National Collegiate Athletic Association Division II | Football (Men) | 2023

During the 2023 season at Wingate University, I served as the Quarterbacks Coach and worked closely with a true freshman quarterback who went on to earn SAC Conference Offensive Freshman of the Year honors and was named Division II National Player of the Week at one point during the season.

Under my guidance, the quarterback showed significant efficiency and decision-making growth:

- Completion percentage improved from 55.18% (2022) to 65.97% (2023)
- Passing Efficiency Rating increased from 129.29 to 164.4 (Conference Best & School Record)
- TD-INT ratio improved from 1.6 to 3.25
- 13 passing TDs to only 4 INTs as a true freshman
- Added 4 rushing touchdowns
- Named SAC & DII National Player of the Week (Week 9 vs. Lenoir-Rhyne)

The quarterback entered the season as a first-year starter and showed immediate command, confidence, and efficiency. In the following season (2024), with the same quarterback but without my involvement as QB coach, efficiency metrics regressed — reinforcing the developmental impact of the 2023 season.

My focus throughout the season centered on quarterback fundamentals and preparation — emphasizing

footwork, timing, clarity in reads, situational awareness, and calm execution in game environments.

Year-Over-Year Context

The quarterbacks coached during the 2023 season returned as the starter in 2024. Without my involvement as quarterback coach, key efficiency metrics regressed toward pre-2023 levels:

- Completion percentage declined from 65.97% to 56.50%
- Passing efficiency dropped from 164.4 to 133.65
- TD-INT ratio decreased from 3.25 to 2.33
- Rushing production declined from 4 touchdowns to 1

While the quarterback continued to compete at a high level and earned All-Piedmont honors, the contrast between seasons highlights the developmental impact of the 2023 quarterback coaching structure, weekly preparation, and emphasis on efficiency and decision-making.
