

COACHING EXCELLENCE 2008

The heART of Coaching

Getting the BEST out of others – coaching *excellence* – is an **ART**, not a science.

It's an art because athletes are people first, then sportspeople. It's an art because passion, loyalty, courage, spirit and HEART are just as important as physical fitness and sports skills.

It's the mystery, the emotions, the human 'magic' – not mere logic or rationality – that uplifts our spirit and keeps us returning to the playing fields to experience this HEART of sport.

Brought to you by:



Phone (07) 5445 7994

"Excellent conference! It gave me new ideas and material to use with my athletes / students."

Mark Greer, PE Teacher, ACT

"Very informative, and a great toolbox of strategies for any coach to have, who is committed to improving performance of players."

Dave Alred, Specialist Kicking Coach, English Rugby Union, U.K.

"Thank you for running such a highly motivational conference. I was inspired by all the presenters, and I have learned so much!"

Lyn Hahn, Netball Coach, NSW

COACHING SELF AWARENESS

BRISBANE: Tues 25th & Wed 26th November

Bardon Centre, 390 Simpsons Rd, Bardon



Improving Sports Performance through Developing Self Aware Athletes

Self aware athletes are able to correct errors in body movement, skill execution, emotional responses, concentration and mental attitude more quickly and effectively than an athlete that has an undeveloped awareness of self.

A self-aware athlete is self-reliant – not dependent upon continual feedback and guidance from a coach, and is consequently a natural leader and mentor for other athletes.

Self awareness coaching leads to athletes that are self motivated, learn faster, react quicker, adapt to varying conditions and opponents more easily, have less injuries, and ultimately to improved sports performances.

What You Will Learn...

Four brilliant speakers over two days will teach you a range of *practical techniques and exercises* to develop physical, emotional and mental self awareness in your athletes (and yourself) to significantly improve sports performance.

- PRECISION SKILL DEVELOPMENT AND BODY AWARENESS
- ENHANCED CONCENTRATION AND FOCUS
- MENTAL TOUGHNESS AND AWARENESS OF MIND
- GREATER CONFIDENCE AND SELF BELIEF
- FEWER INJURIES
- IMPROVED PERFORMANCE

NUMBERS
LIMITED TO
30 DELEGATES
ONLY

Anthony Kelly (the 'arrow catcher') is an outstanding exponent of the martial arts. A Master instructor holding black belts in 9 different styles. Anthony has made or broken over 16 Guinness World Records. He is the holder for catching arrows, paintballs (both sighted and blindfolded), catching tennis balls at 135k/hr, spears from a spear-gun underwater and for the most number of punches delivered in 1 minute and 1 hour. His reaction training programs provide sportspeople with a significant advantage in speed and hand-eye co-ordination.



Mark McKean is an internationally acclaimed presenter, Certified Strength Coach and Accredited Exercise Physiologist who helps athletes improve performance through postural control, developing the right amount and type of strength, and balancing the body's movement patterns. Recognised for his many contributions to the fitness industry with awards in 2001 for author of the year, PT of the year in 2003, and in 2007 for outstanding contribution, Mark currently works with several international squads, and many individual Olympic and elite athletes.



Colin Cromack is the author of Target Oriented Golf, a new golf paradigm on DVD and coaches at the Hills International School in Queensland, working with both professional and talented amateur golfers. He studied psychological science at Griffith University and specialises in the management of performance anxiety in golfers.



Jeffrey Hodges is the author of the widely acclaimed "Sportsmind" & "Champion Thoughts, Champion Feelings" books and Sportsmind audio programs; creator of the Sportsmind Mental Mastery performance enhancement workshops and personal success coaching systems; the Coaching Excellence professional development program for sports coaches; and Director of the Sportsmind Institute for Human Performance Research. Jeffrey holds a B.Sc., an M.Sc.(Hons) and a B.Ed. in Adult Education and holds a black belt in Aikido.



Comments from previous programs...

"I've learned to look at things, especially problems, in a sometimes different way, and seeing demonstrated for the first time the power of negative thoughts and influences." **Craig Bellamy, Head Coach, Melbourne Storm RLFC**

"I've always been concerned about who coaches the coach, and helps keep him/her enthused. This conference was not only wonderfully informative, it was also a powerhouse of energy!" **Don Parry, Rugby Coach, Qld.**

"I really enjoyed the conference! Different sessions and content gave inspiration and new ideas. Well organised and fun, and practical rather than academic." **Cameron Paterson, Basketball Coach, The Shore School, NSW**

Presentation Details

ATTENTIONAL FOCUS – Training the Conscious Mind with Colin Cromack

Anxiety kills performance in all sports and peak performance strategies which only manage physical arousal are ineffective, for many still struggle at critical times. Why? A single thought can instantly elevate arousal. Athletes need to be trained to manage the **cause** of anxiety, not the symptoms – the conscious mind. Arousal control is the gateway through which you must pass to gain access to the more significant skill of attentional focus. This is the skill which elite sportspeople demonstrate but struggle to explain when they talk about the 'Zone'. It is a state of mind you can master once you understand the nature of the conscious mind.

The session will include practical techniques and discussion involving:

- Attentional Focus
- Anxiety Management
- Targeting
- Acceptance
- Intrinsic and Extrinsic motivation
- How we learn

REACTION TRAINING – Developing Anticipation & Timing with Anthony Kelly

The faster an athlete can move and deliver their skills, the more advantage they have – the more time they have to respond to specific situations. In addition, the ability to **predict** actions can also provide more opportunity to both ensure athletic movement is performed smoothly and with coordination, and to take control of any competitive interaction.

The development of kinesthetic awareness allows athletes to “feel” the movement as they perform it, and once an athlete is proficient in anticipation and timing they not only have a longer time to plan and play the technique but also the ability to concentrate on other performance aspects like changing rhythm and method of deliveries to confuse an opponent and prevent them from anticipating the action.

The session will include practical techniques and discussion involving:

- Perceptual Training
- Anticipation & Timing Exercises
- Accuracy, Control & Rhythm
- Hand - Eye Co-ordination Skills
- Focus & Concentration drills
- Agility exercises



COACHING SELF BELIEF with Jeffrey Hodges

Beliefs are powerful determinants of sports performance: the body cannot do what the mind won't believe. However, many beliefs are socially accepted 'realities' rather than an accurate representation of an athlete's true potential, and many athletes under-perform because of outdated, negative, limiting beliefs.

The best athletes have an unshakeable confidence and a positive belief in both their abilities and themselves that enables them to excel under pressure.

Interestingly, like physical skills, confidence and self belief are simply **learned behaviours** and can be improved with the right training.

This session will demonstrate how beliefs work in our lives, and provides several practical techniques athletes and coaches can use to develop greater self belief and confidence in both skill development and competition performance, including:

- Identifying and Releasing Limiting Beliefs
- Strengthening the Positive Self Image
- Re-Programming Negative Beliefs

SUPERIOR BODY AWARENESS with Mark McKean

For decades athletes have trained according to the principle of progressive overload with little or no improvement in their performance. This session provides a new direction for improving the performance of athletes, by giving athletes an increased sense of their body both in surrounding space and internally through good posture. Learn how to help athletes improve the performance of sports skills, and prevent injuries through an increased sense of physical awareness.

The session will include practical techniques and discussion involving:

- Identifying and improving posture in key movement patterns
- Improving self awareness for the athlete when learning new skills
- Establishing a balanced training program that meets the complete needs of the athlete

PLUS... PARTNER FLEXIBILITY TECHNIQUES FOR COACHES

A practical participation session in which delegates will assist in stretching each other through a range of different flexibility exercises. Mark will demonstrate how to do the stretches, explain why they are done, and provide details on the time and tension held for each muscle group. Coaches will take away a series of simple yet highly effective stretches aimed at improved physical flexibility and control.

Enrolment Information

For more details phone (07) 5445 7994 or fax (07) 5445 7995

ENROL EARLY & SAVE \$200.00 – Early Bird price for *Coaching Excellence 2008* is just \$795.00 (full fee \$995.00) **IF PAID IN FULL BY 10th October**. Registration includes attendance at all sessions, morning and afternoon tea, lunch, and comprehensive notes. To ensure the highest quality of teaching, numbers will be **limited to 30 delegates**.

To book your place, complete the enrolment form below, and forward with your cheque / money order for the full fee, or a \$295.00 deposit (non-refundable). The balance of payment is due TWO WEEKS prior to program commencement. Refunds will only be made if notified up to TWO WEEKS prior to program commencement, after which payment is forfeited. A cancellation fee of \$295.00 will be charged.

Post your registration with your cheque payable to: **SPORTSMIND INSTITUTE, 77 Flaxton Mill Road, Flaxton Qld 4560**



Conference Registration Form

YES! Please enrol me for *Coaching Excellence 2008* on Nov 25 & 26

Payment

Early Bird \$795.00

(paid by 10th Oct)

Full Fee \$995.00

Total = \$

Name

Address

Postcode

Ph (H)

(W)

(M)

Email

I have read and agree to the terms and conditions of enrolment outlined above. I also understand that professional development workshops can initiate significant personal changes and I agree not to hold the Sportsmind Institute Pty Ltd, Jeffrey Hodges and associates liable for any consequences of my attendance at the program.

Signature

Date