

# SportsMind

2010 – No: 1



**SPORT IS A BATTLEGROUND .....**  
**YOUR MIND IS YOUR BEST WEAPON !**



## Inside this Newsletter

### 1. Lydia Wins Again!

Lydia Lassila – aerial skier and long term client of Sportsmind – sets a new World Record !

### 2. You're a STAR !

Use this simple life-coaching model to design your life for 2010.

### 3. Sportsmind News

The latest developments from the Sportsmind Institute : NLP Coach training & Sports Hypnosis camps.

### 4. Sportsmind NLP Coach Training

Train with the BEST NLP TRAINERS in the country.

## 2. You're a STAR !

It's evident that factors and forces outside of an athlete's sporting environment (e.g. family, finances, diet, relationships, etc.) influence their behaviour and sports performances – often detrimentally.

Recognising this, it's been common for many years for elite sportspeople to address "whole of life" issues as part of their achievement strategy for success in their chosen sport. This has been encouraged by enlightened sports coaches and managers who employ welfare officers and counsellors to assist with 'life coaching' to complement the fitness and skills coaching provided by the sports coaching staff.

There are numerous 'life-coaching' models, and with the recent explosion of often very poorly trained and inexperienced "life coaches" promoting their services, this has encouraged not only athletes, but people from all walks of life, to reflect on their life, question their driving values and beliefs, and challenge their own work/life balance to DESIGN A LIFE rather than simply "live to work" for someone else's dreams, goals and values. (While I think it's generally a good thing to raise a whole of life awareness in the community, one has to ask of some of these so-called "life coaches" : What have YOU actually done in YOUR life that qualifies you to be a life coach to others?).

Having worked holistically with athletes in this manner for many years, I wanted to share the Sportsmind 'STAR' model for whole of life coaching, and offer this as a comprehensive and effective way to reflect upon, and design, your life!

Combined with the Sportsmind SUCCESS process for dream achievement, the STAR process provides a superb vehicle for not only designing your life, but actually making the dream a reality! (Details of the SUCCESS process are covered in the Champion Thoughts, Champion Feelings book, published by Sportsmind Institute).

I see the star process as a template, or a filter, with which or through which you can look honestly at, and evaluate your current circumstances and then make some informed decisions about positive changes you want to initiate in your life.

But before I explain the STAR process, I think it's important to first consider and reflect upon two important concepts : the 'ideal' life, and the meaning of success.

Firstly, ask yourself : "What is my IDEAL life?" Where would you be living? What would your career be? How much would you earn in a year? What would your physical body be like? What about your relationships – how would they be?

As you think of these things, let your imagination and your passion guide you – don't be concerned about how you might actually achieve this ideal life yet (this is covered in the aforementioned SUCCESS process) but allow yourself to be excited about who you want to become, and what do you want to do and have in your ideal life?

The second thing to consider as you reflect and ponder on this is to decide and define for yourself what 'success' means for YOU – is there a difference between success and fulfillment?

For instance, I was speaking recently with a senior martial arts instructor about his successes in international competitions both for himself and for his students (he is an 8th Dan black belt in Karate), and he noted that his most fulfilling experience was coaching a schizophrenic individual over many years to attain his 1st Dan black belt – and noting the positive changes in this individual as a result – one of which was an eight-fold reduction in his medications.

**So .... what is it to be successful?  
And what fulfills you?**

*Continued overleaf...*



## 1. Lydia Wins Again!

At the recent World Cup events, Lydia Lassila (current world champion and long term client of Sportsmind), won two successive gold medals and set a new World Record score of 220.91 by nailing two triple somersaults, including one of the most difficult tricks in the women's repertoire – a triple-twisting, triple somersault with a double twist in the middle!

What a champion! Well done Lydia!

OK, so now you have some sense of a strongly desired ideal life, which is grounded in a clear sense of your own values about personal success and fulfillment. From here you can use the following STAR model to expand and detail this ideal life.

As shown in the diagram below, there are 5 key areas of your life :



I place **Health & Fitness** as the top point of the star, in recognition of the fact that without health and fitness you cannot really achieve or enjoy any of the other four aspects of your life properly.

**Wealth & Possessions** obviously relates to how much material wealth you want – income, savings and investments, property, vehicles, clothes, etc.

**Career & Achievements** relates to your working life – what do you do to earn the income, and what career based and other achievements do you want to attain? (Obviously for professional sportspeople, their ‘career’ is their sport, so you would list your sports aspirations here).

The final two : **Relationships** and **Learning & Contribution**, form the ‘legs’ of your star and support you, allowing you to achieve the goals of the ‘arms’ of the star (Wealth & Possessions / Career achievements).

Relationships are more than just your partner – how do you want to relate to colleagues, your children, competitors, clients, friends, etc. Learning & Contribution recognises that we will never be truly happy and fulfilled if we stagnate – what isn’t growing is dying – so it’s important to keep learning. Contribution relates to your capacity to do good and achieve positive things for others and the wider community outside yourself.

As you consider each of these five aspects of your life, write down some goals now for each one for 2010 and beyond to design your holistic life.

*“Through the years the powerful Sportsmind techniques have proven themselves over and over. I recommend Sportsmind to any coach or athlete!”*

Ricky Budgen,  
2009 Lightweight Ju Jitsu  
Asia Pacific Champion



### 3. Sportsmind News

2009 was an extremely successful year for Sportsmind: the outstanding Coaching Excellence conference in May at the Sports Super Centre; workshops for sports organisations including Cricket Australia; the annual Sports Hypnosis training; and coaching many outstanding athletes – who all made huge improvements in their performances as a result of Sportsmind coaching.

The big news this year is the continued expansion of the network of Sportsmind coaches – with trainee coaches in Melbourne, Brisbane, Sydney, Perth and Newcastle. This means that Sportsmind has an even greater presence in the Australian sports community with my coaches providing Sportsmind mental skills training under my supervision.

I held the first 6-day Mental Mastery program in January, and have another scheduled for August, in addition to a 3-day Coaching Excellence workshop, and the annual Sports Hypnosis training in November.

*“I have found over the years that Sportsmind has given me the tools to make some fantastic changes and achieve great results. Elite athletes need elite minded support to consistently achieve extraordinary results and Sportsmind can offer you the skills to put you in control. If you are an elite athlete or anyone wanting to live your life at an extraordinary level I recommend working with Sportsmind.”*

Shelley Oates Wilding, Dual Olympian  
& World Champion, Kayaking, NSW

*“I want to express my sincere gratitude for giving me access to your Sportsmind program and guiding me with enthusiasm on the road to success. The Sportsmind material and format is the only one of its kind in Australia and I feel very privileged to have been exposed to your infectious attitude and passion for helping people achieve their dreams.”*

Anthony Brown, pro golfer, Vic.



### 4. Sportsmind NLP Coach Training

The Sportsmind NLP Performance & Life Coach Course comprises 10 modules – each module requiring about 30-35 hours of reading and practical work, with all study materials supplied. Students also attend regular NLP coaching tutorials to gain practical experience and skills. Admission to the program by written application – enrol at any time. Call for more information on (07) 5445 7994.

# Sportsmind Diary 2010 / 2011

For full details of each workshop see the website [www.sportsmind.com.au](http://www.sportsmind.com.au). All bookings must be made by either phoning (07) 5445 7994 or by emailing [jh@sportsmind.com.au](mailto:jh@sportsmind.com.au)

## Sportsmind Mental Mastery Workshops



Outstanding mental skills training for athletes and coaches. Workshops range from two to six days ..... enhance your motivation, sharpen your concentration, improve confidence and self belief, and learn new skills to immediately improve your performance.

**All workshop times are 9.30am – 4.30pm daily**

- March 8 & 9 MELBOURNE – Amora Hotel, Bridge Road, Richmond. Tuition : \$795.00
- March 10 & 11 PERTH – Swanview Room, Tompkins Park Rec. Assn., Dunkley Ave & Canning Highway, Alfred Cove. Tuition : \$795.00
- March 23 & 24 SYDNEY – Rydges Hotel, Missenden Road, Camperdown. Tuition : \$795.00
- August 26 to 31 GOLD COAST – Sports Super Centre, Morala Avenue, Runaway Bay. Tuition : \$1,795.00 (6 Days)
- Sept. 6 to 24 SOUTH AMERICA & UK – Six-day Mental Mastery workshops in Columbia and England. Contact Sportsmind for more details of exact dates and venues.
- January 2011 GOLD COAST – Sports Super Centre, Morala Avenue, 7 to 12 (6 Days) Runaway Bay. Tuition : \$1,795.00

## Sportsmind NLP Performance Coach Training

The finest performance-focused NLP training for coaches, PT's and managers.

**COACHING EXCELLENCE** – Three days of developing your rapport, sensory acuity, anchoring, and personal change skills to assist others to achieve positive change and improved performance.

- August 23, 24 & 25 GOLD COAST – Sports Super Centre, Morala Avenue, Runaway Bay. Tuition : \$995.00
- January 2011 4, 5 & 6 BRISBANE – Bardon Centre, Simpsons Road, Bardon. Tuition : \$995.00

## SPORTSMIND AVANCED NLP METHODS

- June 22 MELBOURNE – V/K Dissociation & Swish Techniques Amora Hotel, Bridge Road, Richmond. Tuition : \$395.00
- July 20 SYDNEY – V/K Dissociation & Swish Techniques Rydges Hotel, Missenden Road, Camperdown. Tuition : \$395.00
- Oct. 20 & 21 MELBOURNE – NLP Behavioural Flexibility Skills Amora Hotel, Bridge Road, Richmond. Tuition : \$795.00

## Sports Hypnosis Training

**November 3 to 5 (3 Days)** – Byron Bay, NSW. Tuition : \$995.00

An outstanding program for both athletes and coaches. Tap into the resources of your unconscious mind to greatly improve your sports performances.

## Gifted and Talented Student Conferences

with Julie Arliss & Jeffrey Hodges

Superb one-day conferences for year 10 and 11 Gifted & Talented students, designed to inspire students to launch themselves into new frameworks of thinking at a level matched to their abilities. Conferences in Perth (17th), Adelaide (18th), Melbourne (19th), Canberra (21st), Brisbane (24th), Sydney (25th), Auckland (26th), Wellington (27th) & Christchurch (28th).

**MAY 17th to 28th** – all major cities in Australia and New Zealand. For more details contact Sportsmind on : +61 7 5445 7994 or email on [jh@sportsmind.com.au](mailto:jh@sportsmind.com.au)

## Personal Coaching

Build your mental toughness with the best performance coaching. Call us today for a Free Sportsmind Coaching Consultation.

*“Thanks for all your help this year, it shows in my riding and comps. Whatever your sport, I recommend that you take advantage of the Sportsmind course. I owe a few good trainers thanks this year but without help from Jeffrey to start me off, I wouldn't have achieved so much.”*

Sue Franks, Reigning Champion, Qld.

*“I recently competed in the FINA Diving Grand Prix in Spain and won a silver medal – my most significant result to date. Earlier this year I also achieved a personal best score at the Australian Open Championships. Without the focus I have put on mental training through the Sportsmind program I would not have improved my diving anywhere near as much, nor would I have achieved my most exciting results. Jeffrey Hodges and his Sportsmind program taught me invaluable skills in mental training. The Sportsmind program is revolutionary in mental training and will, without question, significantly improve performance in any sport.”*

Olivia Wright, Diving, Qld.

*“Sportsmind is dedicated to helping coaches and athletes find that competitive advantage. Workshops such as this one, with Presenters forcing athletes to ‘think outside the square’, are invaluable. We were able to ensure that each participant had a ‘take away’ from each session, and they will be able to put those new learnings into action.”*

Lyndon Bray, NZ Rugby Union

*“I thoroughly enjoyed the 2 day seminar and have come away from it with a new outlook on my coaching. I have been inspired to get the most out of my athletes both physically and mentally and am more willing to try and extend them in these realms.”*

Trevor Irvine, Sports Master,  
Brisbane Grammar

*“I asked Jeffrey to construct a one-day motivational workshop addressing our High Performing Umpires. The results exceeded my expectations. The workshop was engaging, professional, and inspirational. The emphasis on positive, constructive, informed, and focused personal development added the extra dimension that we needed.”*

Denis Burns, Cricket Australia



77 Flaxton Mill Rd, Flaxton Qld 4560  
Phone (07) 5445 7994  
Mobile 0435 032 733  
Email [jh@sportsmind.com.au](mailto:jh@sportsmind.com.au)  
Website [www.sportsmind.com.au](http://www.sportsmind.com.au)



If undeliverable, return to:  
SPORTSMIND INSTITUTE  
77 Flaxton Mill Road  
FLAXTON Qld 4560

# SPORTSMIND Products

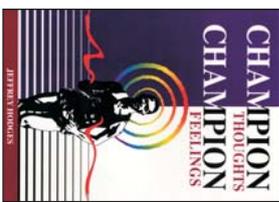
**SPECIAL OFFER!**

Buy the complete Sportsmind Peak Performance Pack for just **\$295.00**

**Includes:** *Champion Thoughts, Champion Feelings & Sportsmind books and Training Manual, all six CDs and an Achievement Log.*  
Total Value: \$342.50 – SAVE \$42.50!

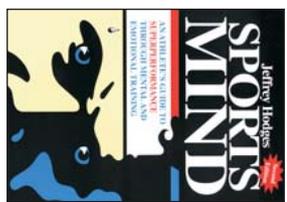
## CHAMPION THOUGHTS, CHAMPION FEELINGS

Learn the mental and emotional techniques of champions. Think and feel like a winner in sport, work and life. **\$50.00**



## Sportsmind BOOK

Best selling mental training guide for athletes and coaches. Train your mind and emotions as well as your body. **\$50.00**



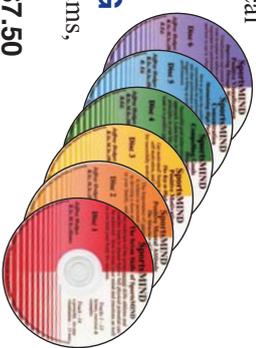
## Sportsmind MENTAL TRAINING MANUAL

Essential companion to *Sportsmind* – 6 week practical training manual. **\$25.00**



## Sportsmind CDs

Six 60 minute mental toughness training CDs on: Mental Skills, Motivation, Positive Attitude, Sports Goals, Concentration & Visualisation. Each CD includes a practical mental exercise. **CDs \$35 each**



## Sportsmind ACHIEVEMENT LOG

A weekly log for your dreams, goals and action plans. A4 size Pad of 50 sheets. **\$7.50**

**ALL PRICES INCLUDE POSTAGE & HANDLING**

You now have the **MENTAL EDGE...**  
Look inside for practical ways to improve **YOUR performance**



## PROGRAM BOOKING and/or PRODUCT ORDER FORM

Complete the enrolment form below, and post it with your cheque / money order to:  
**SPORTSMIND, 77 Flaxton Mill Rd, Flaxton Qld 4560**

**YES!** Please enrol me for the following *Sportsmind* programs:

Program title: \_\_\_\_\_ Date \_\_\_\_\_ Value \$ \_\_\_\_\_

Program title: \_\_\_\_\_ Date \_\_\_\_\_ Value \$ \_\_\_\_\_

Please also mail me (prices inc. postage & handling) Quantity

Sportsmind Peak Performance Pack \_\_\_\_\_ \$295.00

Sportsmind Book \_\_\_\_\_ \$ 50.00

Sportsmind Training Manual \_\_\_\_\_ \$ 25.00

Champion Thoughts, Champion Feelings Book \_\_\_\_\_ \$ 50.00

**Total Payment and Cheque / Money Order Enclosed for \$**  

*Make cheques payable to: SPORTSMIND INSTITUTE*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone (Home): \_\_\_\_\_ Postcode: \_\_\_\_\_

(Work): \_\_\_\_\_

(Mobile): \_\_\_\_\_

Email: \_\_\_\_\_

Sport/s: \_\_\_\_\_

Age: \_\_\_\_\_

I have read and agree to the terms and conditions of enrolment outlined above. I also understand that professional development programs 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 \_\_\_\_\_