

# SportsMind

2010 – No: 2



## PASSION DRIVEN MOTIVATION



### 1. Congratulations Lydia and Anthony



*“Jeffrey, your Sportsmind training program takes mental training to a level that I didn't know existed. My expectations were to learn mental skills that would help me perform better. Not only have I achieved this, but I now know myself at a different level. I have analysed all the aspects that make up me: my thoughts, emotions, beliefs and values. I have learned to take control over them, empowering me to shape my own future. Many thanks!”*

Lydia Lassila, 2009 World Cup Aerial Skiing Champion... And now 2010 Olympic Gold Medalist!



*“Last week I finished third in the Indonesian Open. This is my best result as a professional to date and was even more pleasing due to the strength of players in the field. I want to thank you again for your contribution to my performance, last week has opened up doors for next year which is a fantastic feeling. Again, thanks for your help not only last week but for all of my future endeavours – I truly feel that you have given me an advantage. Your friend always in the mental game.”*

Anthony Brown,  
Touring Golf Professional

It was the highlight of my career as a performance coach when, after 2½ years of working with Lydia Lassila, she won the Winter Olympic Gold Medal for aerial skiing this year. Lydia is without doubt the most persistent, courageous, focused and admirable athlete I've ever had the pleasure of working with, and she fully deserved her victory. Her story of coming back after her fall and serious injury in the previous Winter Olympics reads like an inspiring movie script – but it is all true, and her unshakable self belief in her dream and dogged persistence and commitment to her demanding training regimen demonstrates just what it takes to be an Olympic Champion.

It is significant to note that others in the Australian Winter Olympic team (including Lydia), used the services of a 'sports psychologist'.... however only Lydia sought out Sportsmind and engaged my services to give her that extra mental edge. This clearly demonstrated to me how effective the Sportsmind performance coaching program is – and how far ahead of the simplistic and out-dated traditional 'sports psychology' approach Sportsmind is!

For any serious sportsperson or coach aspiring to elite performance, make sure you see Lydia tell the story of her success and outline the mental training approach and techniques we used to prepare her for her successful Olympic Gold Medal campaign.

This is a special two-day workshop in Melbourne on 20th & 21st October – see full details in the Sportsmind Diary.

It was also fantastic to see another of my long term clients, Anthony Brown, come third in the recent Indonesian Open golf

### Inside this Newsletter

#### 1. Congratulations Lydia and Anthony

Long term Sportsmind clients Lydia Lassila and Anthony Brown succeed at the highest level.

#### 2. NLP Coach Training

Do your NLP and performance coach training with the best in Australia.

#### 3. How are you motivating yourself?

Understand the difference between passionate drive and coercive necessity.

#### 4. Sportsmind Diary

Forthcoming Sportsmind activities and programs.

tournament. Again, I have assisted Anthony for over 2 years, and his success is again both well deserved and timely. Like Lydia, Anthony is a truly dedicated and talented sportsperson who just needed a few extra mental skills to get the edge in the very competitive arena of professional golf. Well done Anthony!

For all aspiring and Professional golfers, I would like to announce the Golfing Excellence Mental Skills program created in collaboration with my colleague, Colin Cromack. This ongoing player support program of specialist performance coaching guarantees our commitment to your success. We'll be taking enrolments from January 1st 2011. There will be only a few places offered for this program, and applications will be available from November 1st. More details in the next newsletter and on the Sportsmind and Target Oriented Golf websites shortly.

### 2. Sportsmind NLP Coach Training

Do your NLP and performance coach training with the best in Australia. The Sportsmind NLP Performance & Life Coach Course comprises 10 modules – each module requiring about 35-40 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 is by written application – enrol at any time. Call for more information on (07) 5445 7994.

## 3. How are you motivating yourself?

by Jeffrey Hodges B.Sc., M.Sc.(Hons)

There are literally thousands of excellent sportspeople who have the potential to play successfully in the top professional ranks, yet they don't make it, simply because they lose their motivation.

### They lose their edge, their drive, their hunger.

This can happen easily when a sports-person allows themselves to become too influenced by 'average' people, and 'average' standards. One of the primary differences between a top sports-person and an average person is how they motivate themselves... top athletes have learned the difference between passion driven motivation and motivation that comes from necessity or coercion.

### PASSION DRIVEN VERSUS COERCIVE MOTIVATION

I learned this many years ago when I was presenting a motivational talk on Goal Achievement to a group of employees in a workplace. Normally, once I help a sportsperson identify a desired goal or dream, that's it, the motivation kicks in, and this is the way most elite athletes operate... they have a strongly desired goal and use this to motivate their training and efforts. However, when I was speaking to this group of employees, I quickly discovered that such a motivation style was totally unfamiliar to them!

Firstly, many had difficulty envisaging exactly what they wanted for themselves, (their goals were given to them by their boss / team leader) – and more importantly, they were used to using a style of motivation driven by either necessity or coercion. In other words they did things either because they 'had to' or were 'forced to' at the behest of external forces or people.

Typical examples of this are: the student who leaves doing their assignment or essay until the last minute (when they HAVE TO, or fail); the person who leaves the washing or dishes until there are no clean clothes or dishes left (so they do the job out of necessity); or the footy player who only attends training on time because their coach punishes late-comers with a fine.

This type of thinking is a death knell to excellence, and the beginning of the slippery descent to the mediocrity of the masses, and must be carefully guarded against by anyone aspiring to outstanding levels of sports performance.

This is even more challenging here in Australia, because of the idiotic cultural tendency to cut our 'tall poppies' down to the level of the 'average' person!

The problem is that many, if not most, people use this inferior form of motivation – delaying action until absolutely necessary or waiting for orders, or threats, from some 'authority' figure in order to do things! This is unfortunately a result of our risk-averse parenting and education systems which discourage independent action, thought and opinion from an early age.

### TRANSFORMING YOUR MOTIVATION STYLE

Given this common proclivity of many people for a coercive motivation style, one of the solutions that has been proposed by some thinkers is to harness the individual's existing negative motivation strategy by having them clearly imagine and feel the consequences of NOT taking some specific action – what will it COST you if you DON'T do such and such?

Others suggest a combination of both positive and negative motivation styles – kind of like a cost benefit analysis, where you think of all the costs of not taking some action AND then all the benefits of taking the action. So you end up with a double dose of motivation – so the theory goes.

Certainly both ideas can assist in improving motivation, and particularly the second method is preferable to the first, however I am increasingly coming to the view that positive, desire driven motivation – by itself – is the most effective.

The challenge I have with thinking too much about 'costs' is that it is simply an unnecessary step, and hence a waste of thought that might be more usefully directed towards the positively desired outcome.

So the solution, I now believe, is not to emphasise the negative consequences of NOT taking action, but rather to TEACH people HOW to become inspired by passion and desire.

### THE OUTCOME CHAIN

I believe the way to do this is through what is known as an 'outcome chain' – identifying the driving VALUE or more significant goal the individual is really seeking.

You see, none of us really wants what we say – on the surface – we want! We might say we want to win a gold medal, or to become a professional golfer, or to have a new car, or house, or more money. However, few people really WANT those things – they want WHAT THOSE THINGS WILL GIVE THEM! So someone wants more money because of the sense

of security it gives them, or they want a gold medal for the sense of fame and celebrity it brings.

By identifying the deeper VALUE DRIVERS which lie beneath each and every goal or desire we have, you can unlock a more powerful positive form of motivation.

Try this – Answer this question: What do you want?

Say the first thing that comes to mind in relation to your sport.

Now ask this question repeatedly until you unearth the driving value behind the surface goal: "What will this give you that is even MORE important?"

Here's an example from my own life from a few years ago when I did this process for one of my own goals:

What do you want? Answer: Black belt in Aikido.

What will this give you that is even MORE important? Answer: Respect from Clients.

What will this give you that is even MORE important? Answer: More Clients.

What will this give you that is even MORE important? Answer: More money.

What will this give you that is even MORE important? Answer: Freedom. Independent Lifestyle – being my own boss.

Now the task is to write out the desired goal BACKWARDS starting with the value driver, and make it into a meaningful sentence: "I want the freedom of an independent lifestyle, being successfully self employed with my own business, earning a high income from having many clients who respect me because I have earned my black belt in Aikido."

Compare the above statement with the simplistic "I want to get a black belt", and you can see how identifying and then linking the surface goal / desire with the underlying emotion or value driving it makes it much more potent as a motivating force.

Try it yourself.



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Website: [www.sportsmind.com.au](http://www.sportsmind.com.au)

## 4. Sportsmind Diary 2010 / 2011

See [www.sportsmind.com.au](http://www.sportsmind.com.au) for more details. Bookings phone (07) 5445 7994 or email [jh@sportsmind.com.au](mailto:jh@sportsmind.com.au)

### August

**GOLD COAST** Mon 23rd, Tue 24th & Wed 25th August  
(3 DAYS) – 9.30am to 4.30pm  
Sports Super Centre

#### Coaching Excellence

##### Sportsmind NLP Performance Coach Training

The finest performance-focused NLP training for coaches, PT's and managers. Three days of developing your rapport, sensory acuity, anchoring, and personal change skills to assist others to achieve positive change and improved performance. Tuition : \$995.00

**Early Bird offer !** BOOK by 9th August – \$745.00

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**GOLD COAST** Thu 26th & Fri 27th August (2 Days)  
9.30am to 4.30pm – Sports Super Centre

#### Sportsmind Mental Mastery

Thursday 26th Do it! Irresistible Momentum  
for High Achievement

Achieving big goals is a process which involves deciding what you want, establishing a viable action plan, and taking consistent action. Establish your direction for the future and give yourself the best chance to succeed using the Sportsmind approach.

Friday 27th Visual Power! Dream It Into Being

Visualisation and mental rehearsal are essential tools for all sportspeople – learn how to utilise and implement basic and advanced visualisation techniques to enhance all aspects of your performance. Tuition : \$995.00

**Early Bird offer !** BOOK by 9th August – \$745.00

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**Accommodation** – including all meals and use of facilities available at the sports super centre – [www.rbssc.com.au](http://www.rbssc.com.au)

### October

**MELBOURNE** Wed 20th & Thu 21st October  
(2 DAYS) 9.30am to 4.30pm  
Amora Hotel, Richmond

#### Mental Preparation for Elite Performance Achieving Outstanding Goals

TWO-DAY WORKSHOP WITH guest LYDIA LASSILA (2010 Winter Olympic Gold Medalist) and Jeffrey Hodges, founder and Director of Sportsmind. This workshop will outline the mental and emotional skills required to achieve success at the highest level. Invaluable for any sportsperson aspiring to elite level performance and for any elite level coach wanting an insight into the MENTAL preparation techniques used for successful international level competition. Numbers will be strictly limited at this event, and early booking is recommended. Tuition : \$995.00

**Early Bird offer !** BOOK by 1st Sept – \$795.00  
(includes lunch and morning & afternoon teas)

### November

**BYRON BAY** Wed 3rd, Thu 4th, & Fri 5th November  
9.30am to 4.30pm

#### Sports Hypnosis Training

A superb training, combining Ericksonian Hypnosis with sports hypnosis techniques. Learn to use the resources of the unconscious mind to enhance performance: Control pain and fatigue; Increase sensory perception; Overcome problems; Build confidence; Get into the 'zone'; Distort time; Change negative habits. Tuition : \$ 1,497.00

**Early Bird Offer!** Book by 20th September – \$ 995.00

### January 2011

**BRISBANE** Tue 4th, Wed 5th & Thu 6th January 2011  
(3 days) Bardon Centre, Bardon

#### Coaching Excellence

(see details as per August) Tuition : \$995.00

**Early Bird offer** – \$745.00 (paid by 30/11)

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**GOLD COAST** Fri 7th, Sat 8th, Sun 9th, Mon 10th,  
Tue 11th & Wed 12th (6 Days)  
Sports Super Centre

#### Sportsmind Mental Mastery

(see details as per August) Tuition : \$995.00

**Early Bird offer** – \$745.00 (paid by 30/11)

### May 2011

#### Gifted & Talented Student Conferences

with Julie Arliss  
& Jeffrey Hodges

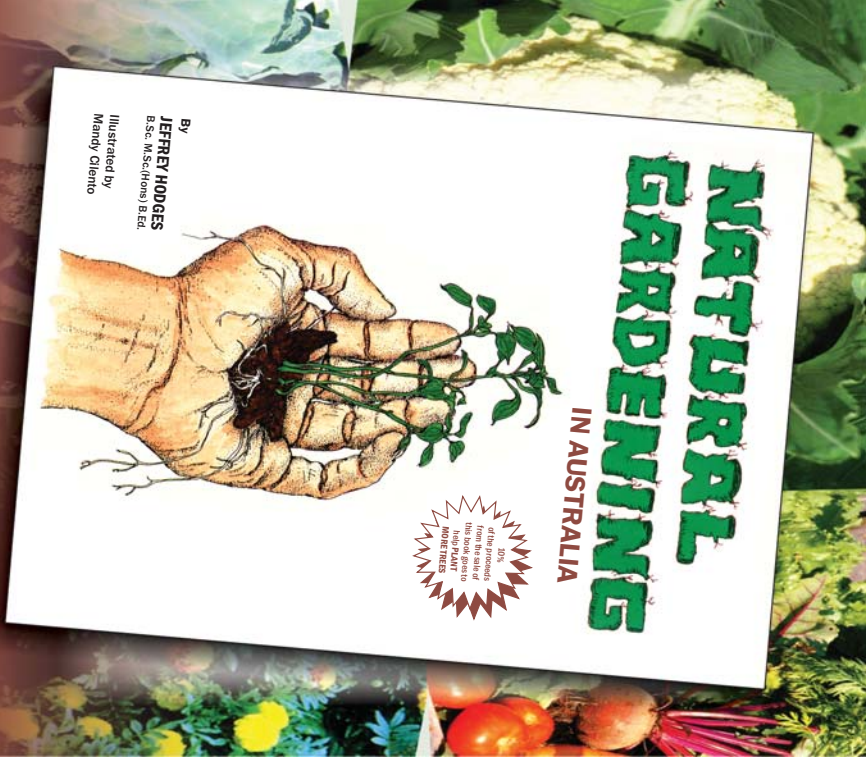


Conferences to be held in: Perth (20th), Adelaide (19th), Melbourne (18th), Canberra (17th), Brisbane (13th), Sydney (16th), Auckland (12th), Wellington (11th) and Christchurch (10th).

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.

#### PERSONAL 1-ON-1 PERFORMANCE COACHING

Build your mental toughness with Sportsmind coaching. Sportsmind coaches now in Brisbane, Sydney, Melbourne, Gold and Sunshine Coasts, Newcastle and Perth. Call us today for an obligation free Sportsmind Coaching Consultation.



## NATURAL GARDENING IN AUSTRALIA

A practical, down to earth guide to growing vegetables, fruit, flowers, shrubs and trees in Australian conditions – without using dangerous chemical pesticides or artificial fertilisers.

**Paperback: \$59.95** (including postage)

212 pages with over 200 full colour photographs, line drawings and diagrams, and comprehensive index.

Proudly published by Jeffrey Hodges who is also an environmental scientist, lecturer and avid gardener. His commitment, enthusiasm and practical know-how made Natural Gardening an immediate bestseller when first published in 1989. With this new revised and updated 2010 edition, more Australians can learn how to garden in harmony with Nature.

“My ultimate goal in gardening is to create a ‘self-sustaining garden ecosystem’ – a garden where I don’t have to water, weed, fertilise, kill pests – or even sow seeds!”

# SPORTSMIND Products



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**

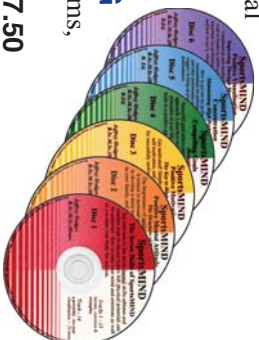
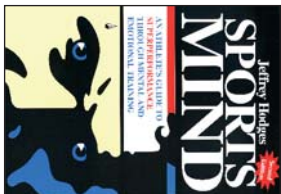
### Sportsmind CDs

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

## PROGRAM BOOKING and/or PRODUCT ORDER FORM

Complete the enrollment 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 \$ _____
Program title: _____	Date _____	Value \$ _____
Please also mail me (prices inc. post & handling)		
<input type="checkbox"/> Sportsmind Peak Performance Pack	Quantity _____	\$295.00
<input type="checkbox"/> Sportsmind Book	Quantity _____	\$ 50.00
<input type="checkbox"/> Sportsmind Training Manual	Quantity _____	\$ 25.00
<input type="checkbox"/> Champion Thoughts, Champion Feelings Book	Quantity _____	\$ 50.00
<input type="checkbox"/> Natural Gardening in Australia	Quantity _____	\$ 59.95

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

Make cheques payable to: SPORTSMIND INSTITUTE

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

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

Postcode: \_\_\_\_\_

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

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

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

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

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

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

I have read and agree to the terms and conditions of enrollment 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 \_\_\_\_\_