Newsletter: April 2000

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Sportsmind Mission Statement

1 Sportsmind News

TENNIS SUCCESS

Congratulations again to Andrew Kratzman and his doubles partner Wayne Black on their reaching the final of the Australian Open in January. They eventually lost after four and a half hours in five hard fought sets 4:6; 6:3; 3:6; 6:3; 16:18! What a match! Andrew an I worked together last year and one of his goals was to make the finals in the Aussie Open - so well done mate. Here's what he had to say about our sessions:

"Your help in my preparation for the Aussie Open and the rest of the tour has been part of the reason for my success in reaching my goal of top 20 in the world for doubles and in making the final of the Australian Open 2000. My current ranking is 15 and my next goal is for top 10 and to go one further in a Grand Slam. Thanks a lot Jeffrey." Andrew Kratzmann, Tennis Professional, Qld.

This year I'll be working with more top tennis players in Queensland. I met with Geoff Masters the state coach and will be conducting a pilot program over the next few months.

PGA TOUR

As part of their national education programs, I will be holding a series of Sportsmind workshops for the PGA in all capital cities in July and August. Dates are as follows: Hobart July 24; Adelaide July 25; Brisbane August 2; Melbourne

August 3; Sydney August 4; Perth August 9. Further details and bookings can be made by contacting Angela Kerr at the PGA on 02 9439 8111.

NSW TOUR

In May I will also be touring the mid-north coast of NSW, conducting programs for ACE and the NSW Dept of Sport. Dates are as follows: Coffs Harbour May 22; Gosford May 23; Port Macquarie May 24; Grafton May 25; Byron Bay May 30; Lismore May 31; and Murwillumbah June 1. Further details and bookings can be made by contacting your local Adult and Community Education (ACE) office, or the NSW Dept of Sport.

2Sportsmind Scholarships in 2000

The inaugural Sportsmind scholarships which were initiated last year in Sydney and Melbourne and in January in Brisbane were a real success, and all those who won places commented positively about the workshops. The Sportsmind Institute will again be offering a number of scholarship places to aspiring sportspeople in 2000. Scholarships are open to Australian citizens 15 years and over, and are for tuition at High Achievement; Peak Performance; or No Limits workshops to be held this year in Sydney, Melbourne, Perth, Brisbane and on the Gold Coast. For full details of workshops, dates, and an application form simply email your postal address to jhodges@sportsmind.com.au

Here a a few of the comments from some of the scholarship students from last year :

"The High Achievement weekend was brilliant! It taught me heaps and helped me get motivated towards my main goal. Jeff, your workshops are great and I have learned so much in one week of Mental Mastery! They are so inspiring! Best of luck in the years to come." Mitch Hayes, Cricket, Qld.

"It's taken me a lot of years to acquire just some of the skills you taught in the Peak Performance program. What a difference it would make if all our young people could be exposed to these skills! I hope I have the opportunity to work with you again soon. A BIG thankyou!" Sandra Sampson, Golf, Qld.

"Thankyou so much for the opportunity to attend these fantastic Sportsmind workshops. In just one short week of Mental Mastery you have had a major impact on not only my sports career but on my whole life. The techniques I have learned here I know will help me to reach another level. You've made me realise that anyone can do anything, and for this I am forever grateful." Dennis Trovas, Basketball, Qld.

"I really enjoyed the High Achievement seminar - I learned a great deal and I'm much more confident." Todd Boddington, Soccer, Qld.

"The Sportsmind High Achievement program has helped to confirm my goals and offered a practical means of achieving them." Christine Cox, Equestrian Coach EFA NCAS Level 1, Qld.

"I had never written a goal down on paper and never made serious decision to achieve those goals. What I learned at the High Achievement program will motivate me a lot more than ever before, and I expect to use the Sportsmind skills in others areas of my sport." Jason Sellin, Tennis, Qld.

"The Mental Mastery program has been very inspirational to me, helping me overcome my problems." Mariana Lee, Table Tennis, Qld.

"The Peak Performance program was a great experience for me. I enjoyed the practical exercises on how to visualise effectively, and I will be definitely putting those skills into practice." Amy French, Golf, Qld.

"The Sportsmind Peak Performance course was of great benefit and helped me to understand my thinking and how to improve on it." Erica Clarke, Table Tennis, Qld.

"The visualisation exercises were really worthwhile - a powerful resource that I have not used enough." Greg Woodley, Sales Manager, NSW.

"Thankyou for all your energy and inspiration throughout the workshop. Your ability to tap into human motivation and thinking is admirable. I am personally changed by what I have learned this weekend." Catherine Schwef. Tae Kwon Do, Vic.

"I have used Sportsmind techniques for over 12 months and with no other coaching have dropped my handicap from 13 to 7. Jeff's coaching and techniques are simply the best, and I recommend Sportsmind to any aspiring athlete." Tony Harrington, Golf, Vic.

"The High Achievement weekend was thoroughly inspirational - the visualisation techniques, common sense ways of looking at life's ups and downs, and how to make the most of them were presented in a professional and well thought out manner. I recommend Sportsmind workshops to any serious athlete or trainer." Scott McHarry, Basketball, Vic.

"I found the visualisation sessions to be very effective and educational. The course has influenced my teaching techniques especially relating to my Mind, Body and Fitness for Tennis program." Emma Doyle, Tennis coach, Vic.

"The Sportsmind High Achievement workshop opened my eyes to the purpose of visualisation and relaxation, both in my golf and life." Matt Austin, Golf, Vic.

"The High Achievement workshop was an extremely powerful weekend - just a taste really of what Sportsmind is all about and what I can achieve using some of the skills and behaviours Jeffrey teaches." Juliet Annan, Personal Trainer and Fitness Consultant, Vic.

"Sportsmind is the most amazing course providing help with motivation, desire and a will to succeed and achieve one's goals. It gave me a really special inspiration to continue aiming high in order to fulfill my dream. It was fantastic the way that goal setting and visualisation - two aspects of sport many people don't practice - were highlighted as priorities. I now see the importance of teaching the mind and practicing mental skills. Thankyou!" Lauren Breadmore, Tennis, Vic.

"The Sportsmind Peak Performance weekend was great, and gave me some fresh and powerful tools to help me come out firing!" Ben Kelly, Clay Target Shooting, NSW.

"Amazingly powerful weekend. It really helped me get rid of some negative emotions I had due to an injury. I left feeling really motivated and eager to get back to full training." Michael Harb, Tae Kwon Do, NSW.

"The Sportsmind Peak Performance weekend took my understanding of sport psychology to a much deeper level. The practical tools that I learned enabled me to fully realise my potential." Matthew Howe, Golf, NSW.

"This has been an inspiring two days! The Sportsmind High Achievement course has been most beneficial to me, and I have developed and refined new skills which will make the process of achieving my goals easier. I am now a more confident and motivated athlete. Thankyou!" Katie Davis, Basketball, Vic.

"The Sportsmind Peak Performance weekend helped me realise that I am the only one that has been holding me back. I'm ready now to unleash the fury and start realising my potential." Scott Robinson, Tae Kwon Do, NSW.

"I really enjoyed the course thoroughly. It helped me with my mental attitude in life and for my future in tennis." Samantha Holt, Tennis, NSW.

"The course was really enjoyable. I had a great time and I highly recommend it to anyone who wants to succeed." Joseph Caffo, Golf, NSW.

"Mental Mastery is a must for anyone serious about achievement in sport. I was forced to take time off my tennis and I practised the skills Jeff taught me. I hadn't hit a ball in eight months and walked back on court to play the best tennis of my life. I'm very impressed. Lucy Mc Mahon, Tennis, Qld.

3 New Sportsmind Graduates

The annual Sportsmind - NLP Practitioner training course in January saw one new Level 2 graduate who came all the way from the UK to do the Sportsmind course - the second person now to make the trip to do so! I also have a student in Ireland who is currently completing the course by correspondence, and it's pleasing to see Sportsmind making a mark overseas.

I also conducted the first Coaching Excellence program, and congratulations to Glenys Cox who completed this special program for coaches.

Here are their comments about the programs:

"The course has enabled me to become aware of the power I behold in my self. We can make a difference to our lives, and so can Sportsmind." Katie Brown, Sports Consultant, UK.

"I originally planned to attend the Sportsmind Coaching Excellence course to improve my coaching techniques however, since attending as well as improving my communication awareness I have changed my competition goals, and through using Jeff's visualisation and other techniques have improved my own riding performance." Glenys Cox, Equestrian Coach NCAS EFA Level 2 (Dressage, Jumping & Eventing), Qld.

4Sportsmind/Runaway Bay

Due to delays in building, the new Sports Super Centre at Runaway Bay will not be officially open until August. I will be part of the Sport Sciences unit when it opens, and will be providing group presentations for sporting teams, and private performance coaching for individual athletes three days a week.

In addition, I will be holding the first of the new eight-day Sportsmind Level 1 courses at the accommodation block from June 23 - 30 at the Sports Super Centre. This will be a fantastic course, and a great venue, so if you're interested in attending and getting away from a southern Winter in sunny Queensland, check out the course details information on the website.

5Sportsmind Affirming Our Direction

Looking back over the past eight years, and reflecting on the Vision I had in mind when I began Sportsmind back in 1992, I can say that the first five years from 1992 to 1997 were involved in research and development - designing the Sportsmind concepts, testing them out in practice, writing the books and tapes, and getting my {M.Sc.(Hons)} piece of paper. The next three years from 1997 to 2000 have been building the Sportsmind network, and training some special people to be part of the group of superb performance coaches around Australia , and also making links internationally through the website.

My plans now over the next three to five years are going to be devoted to positively marketing and expanding the Sportsmind programs throughout Australia and the world. We now have a network of highly trained, professional performance coaches; we have the very best personal development program for athletes in the world; we have a superb physical base of operations at the Sports Super Centre on the Gold Coast; and we will have the attention of the world on Australia with the Olympics in September.

As part of the marketing strategy for Sportsmind, I am highlighting a new direction - or rather a re-clarification of who and what we are. In particular, I want to highlight the distinction between Sportsmind and sport 'psychology'.

We are not psychologists - we don't analyse, and we don't offer counselling...

Sportsmind is all about making better athletes by making better people - Sportsmind is about personal development.

I and the other Sportsmind performance coaches I have trained won't delve into your past, or attempt to quantify and describe your 'personality'. We won't let you talk about your 'problems', or your past. We're concerned about the present and the future - how you perform today and tomorrow.

We are there to challenge you to look for solutions. We will teach you specific skills and techniques that will help you manage your emotions, improve your concentration, and enhance your confidence. You can be, do, and have the dream if you're willing to put in the effort - but that effort wants to be put into developing your whole self, not just your sports skills.

So, believe in your dream - and let Sportsmind help you.

6Sportsmind E-Newsletters and Contacts

We now have some 3,000 people on the Sportsmind mailing list - including many overseas contacts. Producing a physical newsletter and posting it to everyone as I have done up till now has been an expensive and time consuming operation - not to mention the use of our paper resources.

As part of my desire to reduce the costs associated with maintaining the network, I want to let people know of my intention to post newsletters on the website in February, June and September every year. I will still make contact occasionally by physical mail - for instance the postcard you received recently - but would ask that the majority of communications be made by the internet.

Consequently, if you're interested in Sportsmind, please post me your email address and I will forward you a copy of the current newsletter every four months or so. Alternately, just check out the website every couple of months for updates.

7Sportsmind Courses in 2000

This year I am introducing an eight-day Sportsmind Level 1 program, specifically designed for coaches, teachers and personal trainers. It incorporates three days of basic NLP communication skills and the five days of Sportsmind Mental Mastery. Courses will be held on the Gold Coast in June, in Melbourne in July, and in Perth in August.

The Sportsmind Sports Hypnosis course will be held as usual in Byron Bay in September / October, and the annual Sportsmind Level 2 - NLP Practitioner course will be held in January 2001 in Brisbane.

Full details of all courses, tuition fees, venues, etc are posted on the website. Enrolment forms can be obtained by emailing your postal address.

8New Sportsmind Coaching Handouts

The latest Sportsmind <u>Coaching Handout on Emotional State Mastery</u> is posted for your use on the website.

You are free to reproduce and use all the Sportsmind Coaching Handouts free of charge.

Please make use of them, and hand them out to your athletes.

Sportsmind Mission Statement

- To further the development of the Sportsmind Institute for Human Performance Research which will: - produce high quality Sports-NLP books and tapes;
 - promote Sportsmind training and Sports-NLP;
 - train and support Sports-NLP trainers;
 - research and disseminate new ideas and techniques;
 - maintain standards of a professional association.
- Sportsmind products and training courses will be widely sought after, acclaimed internationally, and have a positive effect on the lives of those they touch for their highest good. The Sportsmind training courses will generate an empowering atmosphere of learning, challenge and personal growth.

- The trainers involved with Sportsmind will have the utmost integrity and professionalism in their facilitation, and will continuously improve their own skills and knowledge through regular training, positive feedback and inspiration.
- Sportsmind will attract all the human and financial resources for manifesting the vision, and will be prosperous - providing financial and inspirational support for those involved, and for other healing projects of worth in the wider community. Sportsmind will continue to evolve and grow.

For more details about Sportsmind contact Jeffrey Hodges:

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COACHING HANDOUT: EMOTIONAL STATE MASTERY

By Jeffrey Hodges M.Sc.(Hons), Sportsmind Institute

How you think affects how you feel; and how you feel affects your decisions, actions, and performances. To master your emotions then, you want to master your thinking. Your mind is always active—it needs to have something to focus on. If you don't deliberately direct it's focus to the kinds of positive thoughts you want to have, then it's just as likely to come up with negative thoughts and images.

Good performances don't happen by accident—they're a result of good thinking. Don't leave your thoughts to chance—train them. Consistent good thinking only comes with consistent training. Train your thoughts by establishing a peak performance vocabulary; a list of key words and powerful images which you can deliberately choose to think in specific situations and contexts to take charge of your emotions and performance.

Think how you would like to feel in specific situations, and come up with a set of powerful key words and phrases (and/or visual icons) that generate those feelings, and rehearse them until they become 'anchored' as a habit. It's been wisely said that the trouble with positive thinking is that you have to think about it! You don't want to have to try to be positive; you don't want to have to try to feel confident and relaxed. You want it to be an automatic and unconscious skill you can call upon in an instant!

What could you say or imagine in each of the following situations to feel more capable and confident: Your opponent is leading? You're anxious? You're leading? Your concentration is lapsing? You're selected to train in the state or national squad? You lose an important match? You're feeling fatigue? You've lost motivation to train? You win an award. There is friction with your coach or other team members? You win a major event?

Having key words for both positive and negative scenarios is equally important.

Identify now some typical situations which occur in your sport, and write down a key word or phrase you can use to feel more empowered:

Key words and visual icons can also be used to focus more effectively on important aspects of performance. You might have a key word, phrase, or image to help generate speed, or power, or agility, or endurance, or strength, or concentration, or will-to-win, or relaxation.

Make a list below of what performance aspects are important to you, and note beside it a key word, phrase or image that you will use to generate it.

Remember when anchoring in your key words, to use powerful auditory and/or visual sub modalities to generate powerful emotional responses. Key words spoken clearly in a deep resonant tone, close and in stereo are much more impacting than a distant whispered mumble in a nasal monotone! Remember, it's your self talk—so make it the kind of self talk that is inspiring, empowering, and motivating!

Also pay attention to the kinds of questions you're asking yourself - use questions that seek solutions rather than dissect problems. "How can I achieve X and enjoy the process?" is far more useful than "Why is this happening?", or "What am I doing wrong?"

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For more coaching handouts and resources call 07 5445 7994

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