

Applying Sports Psychology in Business

"Learn the techniques used by top athletes to benefit your organisation"



"The building blocks that make great champions are the same ones that build great organizations and increase personal achievement."

Brian McGowan

Course Consultant:



Brian McGowan
B.A. Hyp, Gen Th, CPMET,
Dip. Sports Psych, Dip NLP

Brian, one of MTC's directors, is a Master Hypnotist, licensed Practitioner of NLP and a Sports Psychology Consultant with over 13 years experience in the training and development arena as well as running a successful private practice.

- Member of British Academy of Hypnosis
- Member of S.F.T.R
- Member of International Society of Sport Psychology (ISSP)
- Member of the Association of Meridian Therapies

Have you ever given a thought as to how fine a line it is between success and failure or greatness and mediocrity?

Take golf for instance:

Every day professional golfers tee up against each other; they are all "scratch" players (no handicap) so therefore - by deduction - they can all hit a golf ball equally as well as each other. **Yet only one will win.**

What makes the difference between the winner and the also ran's during the week's competition? Have the rest of the field forgotten how to hit the ball or putt? No, it's the player with the greatest desire, the best focus and the ability to play to his or her game plan, on that particular week, that will win.

The fact is the psychological demands of business and sport are similar...

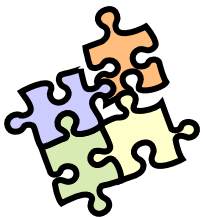
- Pressure to perform as an individual and a team
- Performance generally measured in terms of outcome
- Self concept (confidence) tied to performance accomplishments
- Need to achieve affects motivation and goals
- Reward structure – winner takes all, no prizes for coming second.
- Goal driven culture

Techniques and processes such as Positive Self Talk, Imagery and Visualization, Confidence strategies and Entering the Zone and Concentration have all been well documented and researched and all play a part in an athlete's success - so why should they only be available to "professional sportsmen"?

Companies and Organizations can also benefit from Sports Psychology processes when it comes to coaching and mentoring employees. Understanding the processes Sports Psychologists use to develop and strengthen athletes' mental abilities will help you develop your staff and give your management access to principles and techniques used by champions the world over.

Sports Psychology and Mental Coaching is a must for companies and individuals who are serious about improving their performance.

Putting it all together



If you are interested in this course; see also "Essential Coaching Skills for Business"

Applying Sports Psychology in Business
Course Content

❖ **Brief History and Background to Sports Psychology**

- Pre and Post War developments
- The emergence of Applied Sports Psychology
- 3 Main areas of Applied Sports Psychology
- How this can help business today

❖ **The Principles of the Mental Game**

- Understanding how our reactions are automatic learned responses compounded by years of repetition.
- How the human mind records and stores data
- How the playback can be flawed.

❖ **Key areas where using Sports Psychology can improve your Business**

- **Management**
 - Developing Your Coaching Philosophy
 - Determining Your Coaching Objectives
 - Selecting Your Coaching Style
- **Principles of Behaviour**
 - Communicating With Your Athletes
 - Motivating Your Athletes
 - Managing Your Athletes' Behaviour
- **Individuals/Staff**
 - Improve focus and deal with distractions
 - Develop coping skills to deal with setbacks and errors
 - Instil a healthy belief system and identify irrational thoughts

➢ **Individuals/Staff Cont . . .**

- Improve or balance motivation for optimal performance
- Develop game specific strategies and game plans

➢ **Team Dynamics**

- How social loafing and social facilitation influence the individual
- The effectiveness of team building as an applied technique for enhancing team performance

❖ **Understanding Mental Preparation**

- What is mental preparation, Game plans and strategies, Pre game routines
- How to develop and retain Confidence
- What skills are needed?
- 5 Mental Stages in a preparatory routine
- Mental Imagery and it's purpose
- Routine breakdowns and fixes

❖ **Why Goals don't work: Process vs outcome**

- Understanding process focus
- Getting a grip on remaining focussed

❖ **Practical methods for overcoming common problems**

- Retaining consistent confidence
- Dealing with performance anxiety
- Relaxation techniques

| | |
|-------------------------|------------------------|
| Course Duration: | 1 Day at your own site |
|-------------------------|------------------------|

| | |
|----------------------|----------------------------------------------------------|
| Suitable for: | First Line Managers - Team Leaders and Senior Management |
|----------------------|----------------------------------------------------------|

| | |
|--------------|------------------------------------------------|
| Cost: | Dependant on numbers. Please call for a quote. |
|--------------|------------------------------------------------|

- Just a few reasons why your company should run this course:**
- The building blocks that make great champions are the same ones that build great organizations and increase personal achievement. Find out the secrets and techniques.
 - Improve working relationships between management and staff and ensure corporate success.
 - Make sure there is congruence between individual and corporate objectives and goals.
 - Improve staff moral and attitude to work and the company
 - Develop your management team into one of the best around.

With over 13 years experience in the training and development field and with many satisfied corporate clients in our books, we have no hesitation in offering a total satisfaction guarantee to any company who uses our services. After all if we're not confident in our ability to deliver - why should you be?

