



Coaching Unity

INTERNATIONAL

www.coachingunity.co.za

Do you constantly wish that your team (or athlete) could achieve top performance?

Ever wondered how to assist your athletes to perform at the top of their game and do so consistently?

And is it really all in the mind?

For the first time, High performance coach's Tim Goodenough and Michael Cooper will now be offering this invaluable insight at their South African road show consisting of 2 day seminars being hosted around the country. Now coaches of all disciplines will have the tools to help raise the performance levels of their teams from the mediocre to the spectacular!

Here is a sneak preview of what you can expect whilst attending one of "The Power of Potential" Seminars...

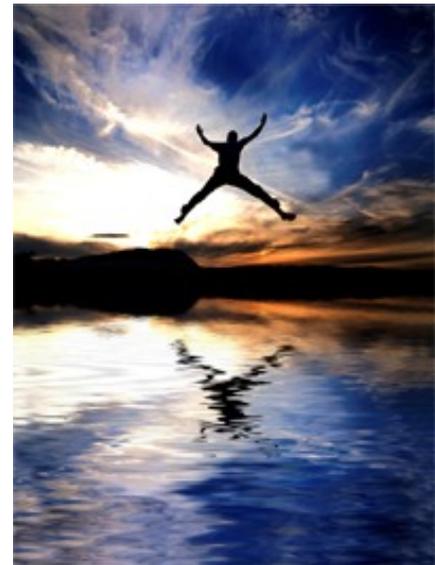
Day One

Introduction: "The power of Potential"

Key note speaker: TBC

Goal setting: Goal setting is common for every team or athlete; however some goals create more pressure than focus, and some goals set up the team for failure – learn how to do goal setting in a more effective way that creates buy-in from the players and creates a positive energy in the team. This style is interactive, fun and high energy.

Developing a high performance culture: once your team goals are in place, what is the best way to ensure that the team gives itself the best chance of success whilst enjoying the process? What do you do with those who break the team's rules or struggle to fit into the culture?



Learning how players learn: As a coach one of your primary jobs is to teach, unfortunately telling or even showing an athlete something doesn't mean that they have learnt it. Have they learnt it effectively enough to perform under pressure or apply the lessons to a related context? Sometimes you need to adapt your style to get more value.

Introduction to Mental Toughness 101: What do you need to know about mental toughness to ensure that you are developing mentally strong athletes on purpose with your style of coaching, rather than accidentally or not at all?

Mental tools: Teach your players the fundamental skills of letting go of mistakes and mentally warming up so that they are ready to play well more often.

Day Two

Intro: The Power of Potential & recap of day one

Key Note speaker: TBC

The Being of Coaching: The impact of who you are as a person has on your side's performance and what to do about it. Do you understand what a significant impact your ability to be honest, be consistent and handle set-backs well has on your team/athlete? Understand how your character influences performance and what to do about it.

The Doing of Coaching: Understanding the impacts of different communication and coaching styles and finding the right fit for you and your context. How much positive feedback versus negative feedback do you give – is your ratio effective for the age and maturity of your athletes? Do you have a high quality feedback technique and what is the impact of your style? Do you manage your energy (and touchline demeanor) well as a coach? If no, how do you shift this and why would you want to?

Jumping categories: Teams and athletes can often perform to their seeding or expectation, regardless of their talent or potential. "Small" schools lose against "big" schools. Teams in the middle of the log stay there, and teams that don't win the trophy may make the final but seldom win it. We share our category jump techniques and critical lessons that have played a part in the successes of the teams we have coached.

Managing parents: Parents support and commitment are a vital ingredient to a successful side. However sometimes their involvement can become too much which is to the detriment of the team. Find out more about how to engage parents and pre-empt a lot of the challenges that may occur in a season.

Meet the Coaches

Michael Cooper is on the cutting edge of coaching in South Africa. He is a Certified Meta-Coach and is the South African regional director of the MCF (Meta-Coach Foundation). His background is diverse and includes IT Systems, Project Management and training. After working for large corporates for a number of years he has worked as a consultant, trainer and coach. He is also a very experienced and entertaining speaker. His coaching clients include CEO's, Directors and managers from major companies in South Africa.



Michael has also spent the last several years researching the mental side of sports in South Africa along with his partner Tim Goodenough. They have interviewed a number of South Africa's past and current sporting heroes. From these interviews they have built a coaching model for all elite athletes.

Tim Goodenough is a Professional Certified Meta-Coach (PCMC) and holds a trainers qualification in both NLP and Neuro-Semantics. He specializes in high performance, both in the corporate world and the world of elite athletes.

Tim was the full time mental coach for *The Sharks* during their 2008 Super 14 campaign. He has worked in a wide variety of sports including Cricket, Rugby, Baseball, Tennis, Surfing, Hockey, Rowing, Football and Golf at all levels. Tim works at an individual, team and coaching level. He lectures on mental toughness at The Sharks Academy and the Investec International Rugby Academy as well as for Cricket South Africa. In 2009 Tim, Michael and some other coaches co-authored, "Artists at work: Team Coaching" (2009: Penguin) a collection of strategies and models for working as a team coach in different environments.



In the corporate world Tim works as an Executive Coach for CEO's and senior management on an individual and team level. During Tim's corporate career he worked at Standard Bank as the Senior Manager for Talent Support in Personal and Business Banking and was part of the Leadership Development, Coaching & Mentoring Unit. Tim looked after Executive Coaching and Mentoring for Personal and Business Banking, as well as designing and facilitating coaching and mentoring workshops and training and assessing external facilitators. Tim sat on the Standard Bank coaching accreditation panel.

Tim and Michael have co-developed one of the first scalable High Performance Team Models called the iTeam which is used to enhance team dynamics and team performance. They also co-wrote "In the Zone with South Africa's sports heroes" (2007: Zebra)

Testimonials

"The sessions I had with you (Michael) really helped me not only in my cricket, but also in my everyday life. It feels like I have the edge over my opponents, and I'm also understanding myself better (how to perform, and emotional awareness). Herewith I would like to thank you for working with me this past winter. Furthermore I will always recommend you to anyone who could benefit from your work."

Alviro Petersen, Highveld Lions and South African Proteas

"I've become more mentally strong and (the program) made me realize how much I can still offer to the game to become a better player."

Odwa Ndungane, Sharks and Springboks

"I have known and had the privilege of working with Tim on certain projects, for a number of years now. I have also read his book, "In the Zone", and used many of the techniques and principles he teaches and discusses in the book, with much success. I believe Tim is fast becoming one of the finest mental coaches in South Africa, and I believe his work will have a significant impact on the teams or individuals that chose to engage with him."

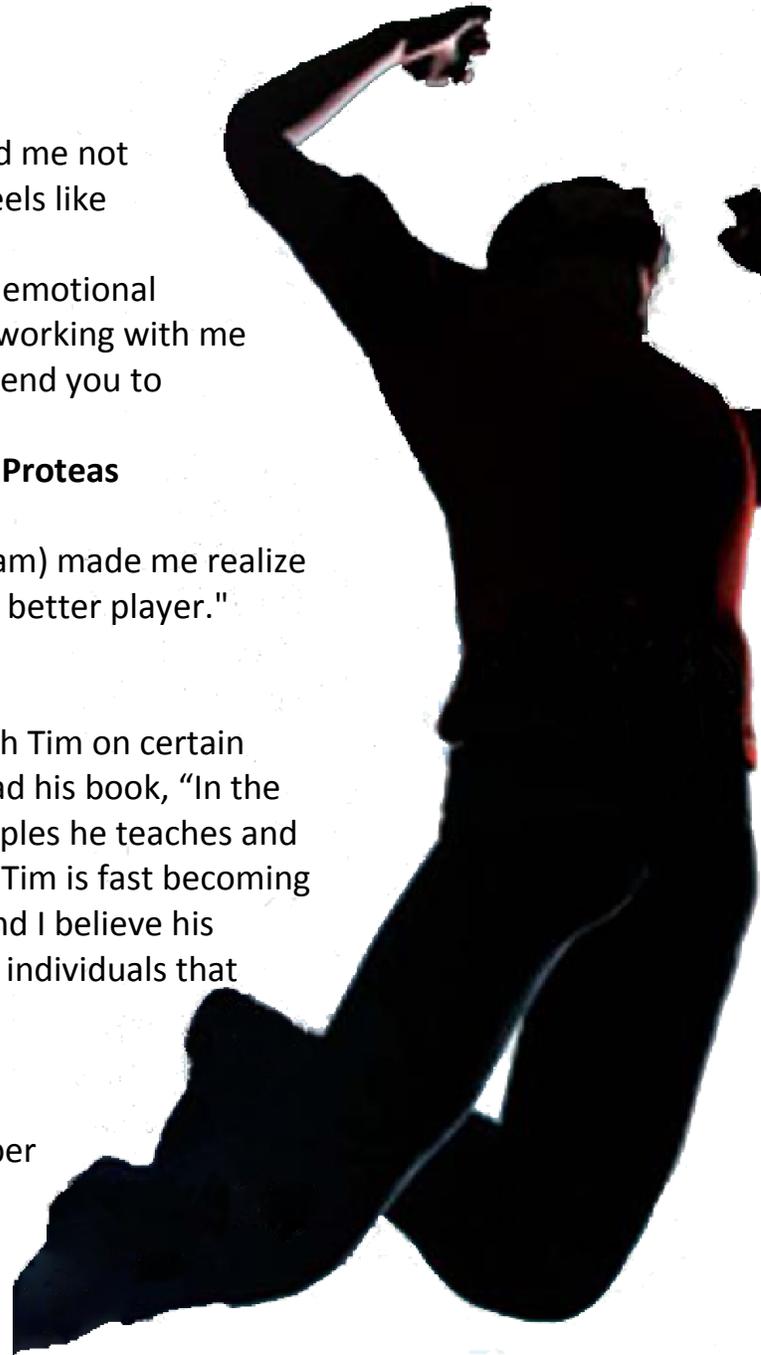
Gary Gold, Assistant Springbok Coach

"Tim joined the Sharks as Mental Coach for the Super 14 season of 2008...Tim immediately fitted in and it was great to see how positively the players reacted to him and his sessions, as a team and individually. His positive attitude and energy contributed a lot towards the success of the Sharks in the Super 14. As a first time Captain (Super14), Tim helped me tremendously to identify, develop and apply my leadership skills for the good of the team. Tim was a real asset for the Sharks."

Johann Muller, Sharks Captain and Springbok

"I have been under Tim Goodenough's program and can truly say it has had a positive impact on my career. The visualization was the most beneficial part for me: visualizing my scrummaging and my general play worked indeed... The talking sessions with Tim also helped, talking about my goals for the year and over the long term gave me direction and steps towards my goals. Thanks Tim"

Tendai "The Beast" Mtawarira



Interested in attending one of the seminars during the road show?

There are 4 seminars being hosted in an area near you:

Date: Thurs 11th November 2010 and Fri 12th November 2010

Time: 8.00am to 4.30pm

Venue: **Hawks Rest Guest House, Gillitts, Durban**

Date: Mon 15th November 2010 and Tues 16th November 2010

Time: 8.00am to 4.30pm

Venue: **Ikhaya Lodge & Conference Centre, Dunkley Square, Cape Town**

Date: Thurs 18th November & Fri 19th November 2010

Time: 8.00am to 4.30pm

Venue: **Bains Game Lodge, Bainsvlei, Bloemfontein**

Date: Tues 23rd Nov 2010 and Wed 24th Nov 2010

Time: 8.00am to 5.00pm

Venue: **Amber Rose Country Estate, Sandton, Johannesburg**

Date: Thurs 25th Nov 2010 and Fri 26th Nov 2010

Time: 8.00am to 5.00pm

Venue: **Idle Winds Conference Centre, Centurion, Pretoria**

Topic: "The Power of Potential"

Cost: R1800 per person includes tea refreshments and lunch on both days, as well as a copy of Tim and Michael's book "In the Zone with South Africa's Sports heroes".

To book email janine@jann.co.za or call Janine Kelly-Gliddon on (031) 564 9866 for any enquiries.



There are limited seats available so book now to avoid disappointment!