

INSIDE SPORTS PERFORMANCE[®]

A 100% practical approach to turning pressure to your advantage

Anyone who has ever competed in any sport, at any level, knows how much pressure can affect performance. And it's equally clear that the mental component of how an athlete performs is the one that fluctuates most, from day to day. Yet, across the sporting landscape, effective mental preparation remains a mystery for most, either neglected entirely or only considered as a desperate last resort in a "must-win" situation.

Enter Gazing, specialists in understanding performance under pressure, with a totally different and 100% practical approach. Our Inside Sports Performance System shows you precisely where pressure comes from, and how to turn it to your advantage as top athletes do - staying "on task" and making the right decisions, rather than allowing yourself to be distracted or overwhelmed.

Crucially, we don't try to come between coaches and players: the robust framework we put in place can play a vital role in actually strengthening that relationship. Most important of all, the mind-set tools we provide don't just transform the process of pre-match preparation; unlike any coaching manual (or the esoteric theories of the latest fashionable guru), they're easy to apply effectively when it matters most, in the heat of competition.

Inside Sports Performance: System Structure

Who is it for?

Anyone interested in improving sports performance: athletes, players and coaches, at any level of competition.

How many?

We're very flexible. Often, we work one-to-one with a coach, before introducing our system to the athlete (and sometimes only with the coach). But we're also happy to work with teams.

What's involved?

Our Inside Sports Performance System is delivered in two main phases:

1. Introductory workshop: introducing the key principles, map and tools that make up the system; ranges from a series of one to two hour sessions to a two day format.
2. Implementation: depending on the initial workshop, this usually takes the form of a series of skill acquisition modules. But we can adapt this part of the system to reflect whatever specific issues need to be addressed by the athlete or team.

Gazing: Systems for improved performance under pressure

Gazing Performance is an international business currently working with clients in over 60 countries to deliver sustainable improvements in performance. Across the fields of business, sport and education, we help individuals and teams to maximise their potential and achieve better results, whatever the pressures they face. We do it by devising and implementing systems that give people the direction, the insight and the practical tools they need to deliver their best when it really counts.



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In addition to Sport, Gazing Performance Systems cover: Management, Leadership, Customer Service, Sales and Sales Management, Strategic Account Management, as well as Education.
Find out more at www.gazing.com



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The Gazing Inside Sports Performance System

Like all Gazing Performance improvement Systems, Inside Sports Performance works on three levels to help athletes optimise their natural talent and acquired skills consistently when the pressure is greatest:

1. Seeing the big picture

The over-riding principle on which our system is based is that the key to improved sporting performance is control of attention; that's to say, the ability to stay "on task" and make the right decisions, when the pressure is on.

Perhaps that seems obvious, but in fact it's radically at odds with conventional approaches to sports psychology, which generally focus on the importance of "positive thinking". This may sound superficially attractive ("believe you'll win, and you will win"); but, in the heat of competition, unfounded self-belief can give the player or team a distorted picture of the actual situation - and can quickly unravel, with disastrous consequences.

In contrast, our map based approach helps sportspeople learn how to see the situation as it really is, in the moment. And clear, accurate perception translates directly into playing with clarity and accuracy.

2. Understanding the framework

In broad terms, the framework provided by the Gazing Inside Sports Performance map represents a three step process that athletes can quickly and easily internalise, and take onto the field of play:

- Red Head/Blue Head - is about recognising when attention has been diverted from useful processes into "loops" in which attention gets stuck on negative outcomes; on what has happened or might happen, rather than what is actually occurring.
- Orientation - means instantly assessing the big picture, which involves a scan of the environment (internal and external) to elicit relevant information.
- Specifics - the process by which the player focuses attention on practical details (rather than unhelpful outcomes), helping to quieten the activity of the mind and prevent it from interfering with the brain's intuitive response to situations.

A visually simple and easily memorable representation of complex ideas, the map is based on solid principles of performance and cognitive psychology. And it's this that makes it universally applicable in real-life competition situations - unlike the here-today-gone-tomorrow ideas of the latest fashionable book or guru.

3. Using the right tools

In all Gazing Systems, it's the combination of a map plus practical tools that gets results. And, crucially, the three main tools provided by Inside Sports Performance correspond to the most important mental tasks before, during and after a competitive event.

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Before, a tool called Myth and Reality helps the player or team see clearly, and without filters, what the situation is, and the pathways to effective performance.

During the event, as you've read, the Red Head/Blue Head tool provides a simple framework for maintaining control of attention; analysing what is going on in the heat of a game and responding appropriately.

After the event, Sports X-Check is the tool that enables players, teams and coaches to analyse what took place on the field of play, to evaluate performance, and to get useful intelligence/feedback into the system.

In addition, further tools including the Skill Ladder and Values Conflict Grid, enable coaches and players to develop coherent systems of training and skill acquisition that will stand up to pressure situations.

Results and benefits

Quite simply, the Gazing Inside Sports Performance System can help sportspeople at all levels, from elite athlete to weekend warrior, to raise their game; to achieve sustainable improvements in consistent performance, by providing them with the mental tools to deliver their best when the pressure is greatest.

More specifically, at the end of the introductory workshop, every participant will have:

- A clear understanding of the key principle of improved performance under pressure through control of attention
- A working knowledge of the Inside Sports Performance map
- A working knowledge of the three main tools for use before, during and after competition
- A firm grasp of how the map plus tools can be used to build match-winning resilience and mental strength, over time

We can't stress too strongly that ours is a practical, no-nonsense approach that can be adapted for any sport, and used by any sportsperson, at whatever level they are competing. And, because there is no mystique or secrecy of any kind about how our system works, it's equally well suited to players, teams and coaches, - providing a common understanding of how to win the "inner game".

Above all, what we promise is that, when fully implemented, the Gazing Inside Sports Performance System will deliver a visible and measurable impact, helping athletes think clearly, feel in control, and act more effectively when the pressure is most intense.

Why maps are the way to go

Maps are the single most distinctive and innovative feature of the Gazing approach. We believe they are, quite simply, the most powerful and practical form of communication available. There is nothing theoretical about a map; it shows where you are, where you want to be, and how to get there. It helps get you moving in the right direction. And, best of all, you don't need to be taught how to use a map; from the moment it's in your hands, you can start using it.

Unlike maps of physical terrain, ours represent a mental landscape; and since the broad principles of how the human mind works don't change, a Gazing map will never become out of date. This universal quality also explains why many participants find that our maps can be useful in all kinds of situations, not just professionally but also within their personal lives.



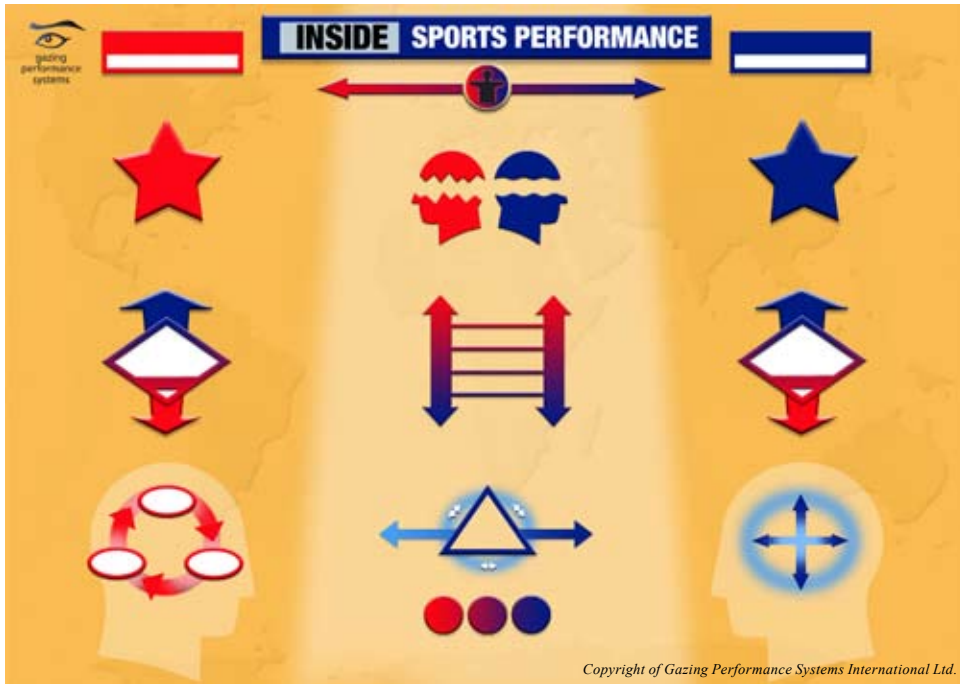
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