

## THE ONE THING THAT CHANGES EVERYTHING

All athletes—whether they are elite professionals or weekend warriors—face challenges, opportunities, and the highs and lows that sports provide. And regardless of level or sport, most of the challenges that athletes cite are strikingly similar.

### Here are the Top 10 Most Common Challenges for Athletes:

1. Lack of confidence
2. Inability to find a personally preferred method of practice that yields the best results in the least amount of time
3. Loss of true enjoyment in their sport
4. Difficulty making what works in practice work on the playing field
5. Inability to perform at a high level under pressure
6. Lack of a cohesive, reasonable, and comprehensive plan for overall development
7. Self-sabotage before, during, or after the game
8. Trouble dealing with distractions in and out of the game
9. Inability to set and reach both short- and long-term goals
10. Difficulty in getting motivated to practice, eat right, exercise, and do whatever is needed for high performance

### What's missing from traditional coaching approaches?

Sports is a multi-billion dollar industry. You would think by now there would have been practical and agreed-upon solutions to handle athletes' most pressing issues. But here's the challenge: the coaches who work with athletes are experts in what they know, which is helping athletes develop skills, mechanics, and movements. And for the most part, they do a fantastic job at that.

So what's the challenge? These sports coaches have had little to no training in dealing with most of the top issues cited above! In interviews with hundreds of sports coaches, nearly all say that it would be great to get that additional training, but they do not have the time to do so.

Sports psychologists have filled in a few of the gaps. Nearly all top athletes and many amateurs have either tried one (most likely, when things weren't going well for them), or regularly work with one. Most of these professionals are very sharp, and nearly all are quite valuable to athletes. However, they too can only provide what they know, which is how to improve performance from a psychological perspective. That's a great start, but athletes need a lot more.

### So, what's the one thing that changes everything?

The understanding of, implications for, and ability to control the energy of performance—**this is what's at the core for world class athletes!**

When it comes to high performance, the vast majority of athletes are simply unaware of why they perform well one day and poorly the next. Rarely, if ever, does skill level change from day to day or even moment to moment; **it's the athlete's energy that is constantly changing.** These performance up and downs often create a love/hate relationship that leads to joys and disappointments. Simply stated, spiritually, mentally, and emotionally, athletes just don't get from their sport what it's capable of providing.

The **COR.E Performance Dynamics™** system teaches athletes about the nature of the energy of performance so that they can take steps to proactively create consistent experiences as well as make quick adjustments in the moment when things go sour. **Energy is THE key driver and what matters most to an athlete.** Without the right type and amount of energy, the game is lost before it's even played.

Regardless of how well-trained athletes are, they are subjected to the various inner and outer elements that can help or hinder performance. These are the **COR.E Influencers**, and by understanding them and then knowing how to handle them, the athlete has a huge competitive advantage, not only over opponents, but also over his prior self.

An athlete's overall energy (called the Energetic Makeup) is affected and influenced by:

- Physical health and wellbeing, as well as the capability to make the physical movements required for high performance
- The spiritual factors that create attitude, confidence, and motivation
- The mental ability to have clarity, focus, and concentration in all situations and conditions, including when under pressure
- The ability to perform well while surrounded by the energetic influence of others
- The environmental factors that come into play during practice and competition
- The emotions experienced before, during, and after a performance

And perhaps one of the greatest influences on energy, and therefore performance, is having (and having faith in) a holistic and achievable plan. That is, a plan for training, working with other professionals, dealing with adversity, keeping motivation high, knowing what to work on that will create the most confidence, being able to bring out that confidence in all situations, and more. Athletes not only need that plan, but someone to help them work through it on a regular basis.

**What expertise does a Specialist in COR.E Performance Dynamics have that other trainers and coaches don't even know exists?**

Even if they are aware of the various influences to energy, athletes simply do not know how to manage all aspects of their energy and of their game. They are left to guessing and using input given to them by friends, sports coaches, and results/scores. They don't know how to consistently practice and perform at their best, nor do they have that holistic plan that will assist them in optimizing their performances and reaching their goals.

The Specialist in COR.E Performance Dynamics is an expert in all aspects of planning and performance, and has knowledge and skill in maximizing energy and overcoming all internal and external blocks for athletes. The COR.E Specialist envisions an athlete's entire development in a picture, and paints it clearly for the athlete to see and grasp.

Specialists in COR.E Performance Dynamics use a systematic and comprehensive program to build and use an athlete's capacity and potential in order to optimize performance in practice, training, play, and serious competition. The system incorporates 10 COR.E Disciplines for high performance; these disciplines form a foundation for living and performance that create a powerful state of awareness and a positive attitude. The program allows athletes to take back control over their performances in practice, play, competition, or in life in general. This keeps athletes engaged in what they are doing, and brings them a continual level of enjoyment and satisfaction, along with the key ingredients for peak performance.

Specialists in COR.E Performance Dynamics are certified experts in SCOPE™, the only assessment in the world that measures one's energy in a given moment. **How would you like to know what energy you're playing with BEFORE you play so that you can make any adjustments needed to maximize the energy of performance?**

Specialists in COR.E Performance Dynamics are all superbly trained by the world's most cutting edge and leading professional coach training organization, the Institute for Professional Excellence in Coaching (iPEC).

The COR.E Performance Dynamics program was built by professional performance coaches who are experts in energy as well as athletes. We know what you need because we wanted the same things; things that were missing from our development as athletes.

Your trainer, nutritionist, skills coach, sports psychologist, as well as the others who assist you, are all extremely important and valuable to your success. That said, a COR.E Performance Dynamics Specialist adds something to your training program that is truly priceless.

**YOUR PERFORMANCE MASTERY BLUEPRINT:  
THE 5 COMPONENTS OF COR.E PERFORMANCE  
DYNAMICS SYSTEM**

These five core components are critical in unlocking your true potential within your game. It truly doesn't matter if you're a weekend warrior looking for a bit more satisfaction and enjoyment in your game, or if you're an elite athlete looking to attain the level you know full well you are capable of performing at. Wherever you are on the athletic spectrum, these components are the bedrock on which your performance is based.

**Component 1: Creating Your Game Plan**

Most athletes are looking for something more out of their performance or game, but they either don't know exactly what that "something" is or they've only defined part of the goal and not the complete picture. For instance, golfers may name a handicap they want to achieve, but spend no time painting a picture around the type of experience they want to have while golfing or how they want to handle adversity. Without this clarity and complete vision, you can struggle to reach the level of performance you're looking for—and even when you reach a goal, you may still feel like something is missing. Any of this can lead to uncertainty, lack of confidence in decision-making, lack of fulfillment and enjoyment, or feeling constantly bored or consistently uneasy.

In this component of the program, you will:

- Understand the basis and foundation of COR.E Performance Dynamics
- Create a vision with specific goals
- Build out your approach and your program
- Identify your baseline for performance potential using what will become one of your best assets, the SCOPE assessment
- Optional: Experience the eye-opening Energy Leadership Index™ assessment and debrief

## Component 2: Establishing Your Energy and Performance Foundation

As previously mentioned, understanding the nature of energy (in all its forms) will help athletes to develop more day-to-day consistency. It may be helpful to think of two aspects of energy: long-term and short-term. Long-term energy has more to do with your frame of reference and your overall attitude toward life, while short-term energy is more about how you relate to a specific task or goal in a current moment. To maintain consistency as well as excellence, both long- and short-term energies need to be managed properly. In this component of the program, you will:

- Explore mastery and what it means to be a master
- Dive into understanding the energy of performance
- Learn and begin to face what blocks energy (and thus significantly holds back your performance potential)
- Become aware of how you think, feel, and act, so that you can break through any limiting thoughts and undesired reactions

## Component 3: Finding and Harnessing Your Performance Influencers

How do you make real, meaningful, and intentional changes **in the moment** in a manner that either redirects your momentum to get back on track or further enhances your energy when things are going well?

This amazing component helps you understand how to solve issues—on and off the course **in real time**. Waiting to make adjustments after your game is for long-term progress—and of course that is very important. You also need to know what to do in the moment so you can revamp, rethink, and retry on the fly.

This component helps you understand how to boost your energy and performance as you're playing. You'll begin to develop a personal success formula that you can apply in the moment—capitalizing on your strengths, traits, preferences, and attitude. This in turn dramatically improves the repeatability and consistency of your performance.

In this component of the program, you will:

- Discover the 6 COR.E Influencers that most affect your performance
- See, feel, and understand exactly how much these influencers detract from your ability to perform at your current capacity
- Learn how to create shifts for yourself that produce high levels of energy in the moment
- Create action plans and determine which intervention strategies work best for you to bring about your ideal performance state

## Component 4: Mastering the 10 COR.E Disciplines

Where do distractions, lack of motivation or confidence, sabotaging self-talk, and other hexes that plague athletes come from?

The world's greatest athletes get their calm, cool swagger from a frame of mind, perspective, or attitude that unleashes their full potential. They have developed an approach to their game that keeps their motivation high, their resiliency strong, and their ability to spot opportunities to excel sharp.

This component reveals the 10 COR.E Disciplines that are instrumental to bringing out your ideal performance state.

In this component of the program, you will:

- Learn and practice the Disciplines
- Create a life and game philosophy, based on these disciplines, that unleashes your energy, potential, and performance
- Discover a “way of being” that'll be instrumental to bringing out your ideal performance state

## Component 5: Optimizing Your Success Formula

One of the key elements to understand **AND** embrace: what worked yesterday may not work today, nor should it. You need to know how to evolve your approach; building upon what's working, modifying as you go, and eliminating the elements that no longer serve you.

Understanding what is and is not working can be complex. What appears to work or not work may be obvious or it could be much deeper and systemic. This is where the real optimization comes from—by knowing what's at the core of your performance, you can continually focus on cause instead of effect, and build your game for the long-term.

**It's time for you to play the game as you've never played it before!**

## Your Next Step... Strategy Time!

If you're ready to work with a COR.E Performance Dynamics Specialist, the best place for you to begin is with a Strategy Session. Whether you ultimately pursue mastering your performance in a group or one-to-one relationship with your specialist, the program must fit your unique needs, goals, and vision. This complimentary COR.E Performance Dynamics Strategy Session will help you begin to form a more complete vision for how you will practice, approach, and master your game.

**Contact your COR.E Performance Dynamics Specialist to schedule your session today!**