Performance coaching

*From the Locker Room to the Boardroom: Development of Elite Corporate Performance via the Application of Leadership Development and Sports-Based Principles*

Sport is an elite performance environment, where the expression of talent is commonplace. However, no Olympian, Commonwealth or national athlete could possibly have achieved such greatness through talent alone. These individuals have learnt to *think and act like an elite performer* to achieve, maintain and exploit a winning edge over rivals of equal ability. Such a requirement is transferable and applicable to any field. Cartesian dualism reminds us of the synergistic nature of the mind and body; thus, in addition to developing the mindset of the elite performer, physiological principles (specifically diet, training and rest) must also be adhered to if elite performance is to be achieved.

**Application to a Corporate Context**

Corporate executives may fail to reach their potential if the abilities to self-lead, self-motivate and perform under pressure are absent. The ability to operate successfully in a hostile or un-motivating environment, precipitated by the current economic crisis, can further lead to significant drops in performance. Transformational leadership coaching directly addresses these threats to performance by assessing and seeking to develop the leadership potential of each individual. Furthermore, if the physical fitness, dietary and lifestyle habits of the executive are questionable, this can lead to fatigue, poor concentration, a poor physical image, and, subsequently, loss of a winning edge. Subsequently, executive coaching at UH employs a holistic approach to both physical and mental factors that fundamentally affect the ability to perform. Our ultimate goal is to facilitate elite performance in each individual on a mental and physical level.

**Transformational Leadership Coaching**

Full range leadership emerges as the most dominant paradigm in leadership literature, evidencing strong empirical validity, robustness and reliability. Transformational leadership is a key component of the model, the presence of which facilitates performance beyond expectations for both leader and follower. It is within the development of transformational leadership that elite performance resides.

There is significant evidence that transformational leadership skills can be taught. Numerous empirical studies conducted across military, academic, sport and corporate environments reported positive changes in leadership ability following training. Furthermore, enhancing the transformational leadership ability of the leader appears to positively affect the self-efficacy and performance of followers. An academically robust instrument, the Multi-Factor Leadership Questionnaire, has been designed to measure transformational leadership ability and is used in our consultancy approach. We also utilise a second instrument and other materials to assess and develop leadership ability. These additional materials have been developed as a result of doctoral research that investigated similarities between the sports and corporate environments.
Sports Performance Coaching

Elite performance cannot be achieved or sustained without development of the physical as well as the mental capabilities of an individual. Our consultancy approach provides an education into how manipulation of dietary and physical factors fundamentally affects mental performance. Our consultants are able to offer educational seminars that provide an overview of these principles; individual lifestyle (diet and fitness) coaching is also available. Approaches are based on extensive professional and academic experience in the fields of sports and exercise.

Transformational leadership services can be offered as workshops, lectures or one-on-one coaching. Sports Performance coaching can be offered in the same format. It is advised that clients book sessions that incorporate both, in order to achieve a maximally efficient consulting experience.

For further information, please contact: sportsconsultancy@herts.ac.uk