



# 21 REASONS TO INVEST IN BOB PALMER'S SPORTEXCEL HIGH-PERFORMANCE PROGRAM

Based on our work with gold-medal Olympians, successful professionals and thousands of developing amateurs and recreational athletes worldwide

## GOOD ELITE-LEVEL ATHLETE VS SPORTEXCEL ATHLETE

1. Team player



1. Team leader

2. Skillful



2. Skillful at learning skills, with new skills learned every practice/game that outpaces peer development

3. Affected by the game in terms of coaches, opponents, officials, weather conditions, etc.



3. Drives (affects) the game

4. Adjusts to type of opponent (may play down to weaker opponents and may play better against stronger opponents)



4. Unrelenting no matter who the opponent is or what the score is

5. Affected by coach (intense or difficult coaches affect athlete)



5. Affects coach in an empowering manner

6. Has parent who is driven to help them succeed and who may be empathetic during off moments



6. Has parent who is supportive but always in the Zone, win or lose, as they know how adversity builds strength

7. Is typically happy with game



7. Is typically always looking to improve the game (even wins) as knows can always do better and finds ways of doing better

8. Is typically told to be realistic.



8. Always goes for the unrealistic

9. Not sure how to get better, except to work harder



9. Knows how to get better by working smarter

10. Has limited strategies for dealing with frustration, anger and losing



10. Has a tool kit for dealing with almost everything the game can throw at them



## GOOD ELITE-LEVEL ATHLETE VS SPORTEXCEL ATHLETE

11. Inconsistency seen as a normal part of the ebb and flow of the game

➔ 11. Consistency seen as normal

12. Player is replaceable by another good player

➔ 12. Player's absence is missed

13. Athlete listens and is coachable

➔ 13. Athlete is THE model and coaches their peers as a normal part of leadership development

14. Affected by team, does what they are told and goes along with team ethic

➔ 14. Willing to do what it takes to achieve greatness and success by standing out

15. Does well in academics

➔ 15. Excels in everything including academics

16. Warms up as competition progresses and may play better and better in later parts of game

➔ 16. Consistent high level throughout game from start to finish

17. Plays at the level of his peers

➔ 17. Always plays one level higher than peers

18. Nervous before game seen as normal

➔ 18. Nerves are a sign of lack of readiness and an indicator to start the preparation process

19. Plays well with team (There is no "I" in TEAM)

➔ 19. Leads team to play up a level (knows that there is an "I" in leadership)

20. Has lots of friends on team and socializes well on trips, at school and after sport

➔ 20. Has a close group of friends and limited number of social engagements in general as is often training or studying

### Bonus

21. Internalizes and tries to resolve stressful situations on their own

➔ 21. Has a toolkit to resolve most problems, and always has Bob Palmer on retainer as backup (on his hotline)

Contact Bob to become a SportExcel athlete: [bpalmer@sportexcel.ca](mailto:bpalmer@sportexcel.ca)