



SportExcel High Performance Training

PARENT INFORMATION SHEET
for athletes seeking the performance advantage
in NCAA / USports scholarship selection



Own the Zone. Own the Game.



SportExcel High Performance Training

Information sheet for parents of athletes
seeking the performance advantage in NCAA / USports scholarship selection

Why SportExcel?

25 years of successes. Since 1995, SportExcel has been using its Zone formula to help thousands of athletes build a winning brand of consistency, resiliency, confidence and skillfulness—in hockey, baseball, basketball, football, soccer, tennis, athletics, golf, curling and other collegiate and non-collegiate sports. SportExcel is all about bringing your “A-Game” every time you play so that you get noticed by the scouts and coaches who control the limited number of scholarships and financial aid packages.

Educational approach to high performance. SportExcel developed the world’s first educational formula designed to make high performance easy to learn, understand and apply—from the first session on—for huge gains in performance. It is delivered over Skype at a time convenient to you and your athlete and we are available between sessions for quick calls to help prepare for key games, to debrief games or *to support parents*.

The best high-performance trainers. SportExcel uses only high-performance trainers who have succeeded at the highest levels in their sport—Olympians and champions. As trainers, we expect your athlete’s performance to improve after every session—as we are in the Zone alongside your athlete, and our Zone provides the model for how to own it. At the end of every session your athlete’s trainer will ask: “How will you perform now?” And the answer will be, “Extremely well!” if our trainer has properly done his or her job.

What training will my athlete get in order to stand out?

1. The edge in empowerment and limitless possibilities. Athletes learn how to be stronger, faster, smarter and more dynamic leaders in sport and school in order to:

- Perform consistently at a high level (the Zone)
- Develop new skills quickly and retain them
- Generate high confidence, dynamic leadership, and fun

2. A high-performance formula. The SportExcel educational program is a step-by-step set of strategies that athletes quickly learn how to apply to empower their game, education, and life. And they learn specific strategies to build better relationships with those supporting them—parents, coaches, fitness trainers, and high school and college teachers.

3. Resiliency. SportExcel athletes become problem solvers where mistakes and losses matter little. What does matter is to make recovering from mistakes and problems an automatic reflex.

*“Bob’s training gives all athletes the same great system I learned.
Every pro or aspiring athlete can benefit from learning it – for sport, work, school and life.”
—HANNAH TETER, Olympic gold and silver medalist, Snowboarding/Half-pipe*

Who are my athlete’s trainers?

Bob Palmer, BEd., BES. Bob Palmer is SportExcel’s CEO, founder, high-performance expert, mentor of thousands of athletes worldwide and head trainer. His clients have been winning at every level since he started his high-performance training business 25 years ago. He has athletes in the NCAA and USports, Olympic medalists, multiple world-cup champions, professional athletes and national-level sport leaders.

A fiercely competitive athlete and coach, Bob has been fascinated by the Zone since he was a young hockey player where the game was fun and easy. But it was in the sport of karate where he finally figured out a systematic way to get the Zone to be his normal mode of competing, and the pathway to winning consistently. He won at the national level, got his 4th degree black belt, ran a highly successful karate program, and has been teaching athletes and coaches to win ever since.

A professional educator, Bob took the “Zone” out of the realm of “myth” and made it a skill that anyone can and needs to acquire for success in athletics and academics. That started SportExcel Inc., a revolution in sport that is taking the world to the podium.

Jessica Zelinka, MMEI. Jessica is a SportExcel Certified High Performance Practitioner, two-time Olympian in the sport of track & field (heptathlon), and an athletic coach. She was a gold medalist at the 2007 Pan American Games and won silver at the 2010 and 2014 Commonwealth Games. Her mission is to find innovative ways to address the needs of athletes in the world of sport, health, and wellbeing.

What will my athlete learn in the SportExcel training program?

Ignition Series – 1-on-1 training via Skype

The *Ignition Series* is an intensive eight-week, high-performance formula designed to build consistent and resilient athletic leaders in both the classroom and the game. The expectation (and design) is for athletic and educational performance to improve with each session.

The progressive program builds your athlete’s skillset with hands-on, experiential training for sport and academic strategies and practical advice for immediate changes in awareness, dynamic play, and leadership. To ensure the athlete’s success, all SportExcel trainers are skilled at leading and teaching from the Zone. Athletes will also have the trainer’s cell number (with parental permission) so that potential competition issues can be resolved quickly, without having to wait for the next session. Plus, a significant bonus of the program allows parents to sit in or ask any question about the program or their athlete at any time. We offer a no-obligation first training session to introduce you and your athlete to the Zone and test-drive the program. Eight – 45-minute, Skype sessions with a SportExcel high-performance trainer. **\$1097 CAD plus HST/GST.**

ZoneQuest Online

ZoneQuest Online takes athletes by the “virtual” hand. It is the same great training system as the 1-on-1 Skype program in a cost-effective and dynamic online formula for winning. ZoneQuest is designed to be spread out over the course of eight or more weeks (a new module gets released to your athlete each week), to give him or her time in between modules to practice the new strategies in sport and school. With 62 dynamic videos of sport strategies and tips, ZoneQuest Online comes with an eBook - *A Mind to Win*, and a monitored forum for asking questions of their peers in the ZoneQuest community. **\$497 CAD plus HST/GST.**

Velocity Series

1-on-1 training via Skype for review, new strategies, mentorship, and support

The *Velocity Series* supports your athlete after the *Ignition Series* or ZoneQuest Online programs, ensuring that your athlete stays in top form in school and sport. Powerful strategies are taught as needed that make high school and college/university life easier, more organized and less stressful.

Athletes thrive when they have their “high performance coach on retainer” for competition support, debriefing and academic issues. By this time in the program, the athlete knows the SportExcel program and can take advantage of ten to 15-minute power-session “check-ins” or do longer 45 minute sessions where needed. There is no expiry date for *Velocity* as the program is prepaid and topped up when needed.

Eight, 45-minute or as many as 24 shorter, 15-minute sessions with a SportExcel high-performance trainer. **\$1097 CAD plus HST/GST.**

Some of the schools where SportExcel athletes have won scholarships



How can I reach SportExcel for high performance training?

Contact: Bob Palmer, SportExcel Inc. 705-627-1867 | bpalmer@sportexcel.ca | www.sportexcel.ca

Or through your Hudson Athletic Recruiting Representative