

Sport Excel

High Performance Coaching Program

Information for parents

Get the game-changing
NCAA / U SPORTS
sport scholarship advantage
with SportExcel

McMaster
University

UTEP

Georgian

OSU



Western
UNIVERSITY · CANADA

RIT

UC
UNIVERSITY OF
CHARLESTON



HILLSDALE COLLEGE

NORTHERN MICHIGAN
UNIVERSITY

Drexel
UNIVERSITY



Excellence in Learning - Living in Christ

LAURIER
Inspiring Lives.



HOBART AND WILLIAM SMITH COLLEGES

KU



WHY SPORTEXCEL

“ Bob gives athletes an unfair advantage. ”

Ron Hansell, Parent and business owner

25 years of helping athletes keep their heads in the game

Since 1995, SportExcel has been using its proprietary high-performance, educational formula to help thousands of athletes around the world build a winning brand of play—for consistency, resiliency, confidence and skillfulness in multiple sports.

Multiple sports and academic disciplines

Our success comes in collegiate sport—hockey, baseball, basketball, football, soccer, tennis, athletics, golf, curling, softball and others—and in SAT, med-school and law-school entrance exams.

Superstar coaching and competitive support

Head high-performance coach Bob Palmer, B.E.S, BEd, personally knows high-performance. From his experience as a 4th degree black-belt karate competitor and instructor to his 25 years of coaching and mentoring Olympic, professional and youth development athletes on six continents, he ensures that every minute of every session is adrenalized high performance.

Super mind, super game—An educational formula for the six inches between the ears

Bob teaches athletes to bring their “A-game” to every practice and competition, so they build a strong resume that gets noticed by those who control the limited number of scholarships and financial aid packages available—coaches, scouts and those in the admissions departments who thoroughly vet SATs and grade scores. Bob's athletes start at age 12 and they get it.

21st century approach to high-performance and learning



Bob is a professional educator with a systems background. As a 4th degree black belt in karate, he competed nationally and used karate as the sport-development lab. Through it he demystified the Zone. And now he coaches athletes around the world to perform in the Zone at a high level, consistently—with performance improvements expected after every session.

EDUCATIONAL AND SCIENCE-BASED FORMULA FOR SUCCESS

If analytics predicts the average, Bob predicts and creates the elite. He developed the world's first and best educational, science-based formula for high-performance in sport and academics. Easy to learn. Easy to understand. Driven by champions.

What do you want for your athlete?

Strength, speed, game smarts, awareness acuity (visually and spatially), leadership ability, study retention, consistency, resiliency, the ability to win, a scholarship, an Olympic medal, a pro contract?

Because it is one of the first questions Bob will ask your athlete. And they had better be ready to dream big, because he'll be pushing them. Their success is Bob's success, and as much as he has already developed many athletes to be successful, he always thinks bigger. And he believes that they should too.

What is stopping your athlete?

Lack of focus, inconsistency, hurt feelings, disagreements with coaches or parents, stress, academic struggles, organizational problems? Because that is the second question that Bob will be asking them and they need to start thinking about it. That said, a common answer is: "I don't know." And Bob will help them to find out as they move into the fast lane.

Buckle up—the window of opportunity is short!

At SportExcel we value your time, your financial commitment and your deadlines. And that is why each session is a powerful, adrenalized and strategic training session. The SportExcel formula quickly helps athletes become problem solvers in all areas of their sport, education and lives. And this resiliency soon becomes their brand.

“Working with Bob in the years leading into the Olympic Games was an incredible experience. Bob provided the tools to face any feat, large or small, with a clear mind and a confidence that allowed me to perform freely and in the moment. As an athlete, there is nothing comparable to the feeling of performing in the moment, which made every session with Bob very rewarding.”

Jessica Zelinka, OLY. Head Coach, Calgary Dinos—Olympian, Canadian Heptathlon Champion

THE ZONE IS THE NEW NORMAL GET USED TO IT!

Once your athlete trains with *SportExcel*, they'll never go back to their pre-Zone way of performing. It will be the new normal. And if they get stuck during the program, Bob is just a call away on his WhatsApp hotline number. In ten minutes or less he'll push them even further into their Zone—during pre-game meetings, post-game debriefings or in the midst of a competition. In this way, Bob is the secret weapon they will use to excel and stand out from the rest.

Why this program is critical to your athlete's success

The *SportExcel* program is the king maker. Under Bob Palmer's guidance, he'll tell you what he can and can't do for your athlete. There is no guarantee that he'll help them to win more, as that depends on their sport, their coach, the parents' financial resources, the age at which they start working with Bob and how committed they are to following the program. But there is a guarantee that there will be immediate gains in their skills, focus, leadership skills and consistency. And fun—based on our athletes' experiences!

Helping the parents of athletes at every turn

There is no playbook for the parent of a high-performing athlete. Depending on your needs, within the program we provide coaching for you to enable you to be the most valuable asset to your athlete. To do this we pull some strategies from the *SportExcel* playbook and empower you to be the ballast for your young athlete—and their super motivator.

But my athlete loses the Zone!!!

The best thing your athlete will learn in the program is empowerment. The power to get back into the Zone. The power to fix and overcome mistakes. The power to learn quickly. The power to manage adrenaline. The power to stop intimidation. The power to bring opponents, goalkeepers, coaches and other people distractions down to size. And that is power!

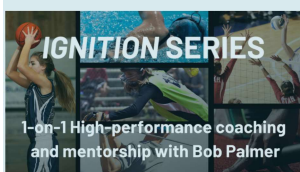
“ *As a university athlete, I've come to realize basketball is truly more mental than it is physical. Bob's amazing program has answered many questions I've had throughout the years regarding confidence, handling pressure, focus, huge crowds, etc. Most importantly it gave me tangible tools to deal with the challenges every athlete faces during their competition time. Ultimately, the program's benefits transfer off the court and help me with my personal relationships and education.* ”

Luka Korosec, University basketball athlete

1-ON-1 COACHING AND ONLINE SELF-PACED COURSE OPTIONS

SportExcel takes the guesswork out of high performance. Your athlete becomes a **Zone specialist**, where they know exactly what to do to prepare, compete, debrief and excel. This is a game-changer!

Ignition Series - 1-on-1 Coaching with Bob Palmer



Ignition Series is designed to build consistent resilient and successful athletic leaders in both the classroom and the game. The expectation (and design) is for a athletic and academic performance to improve and pave the way for standing out in the scholarship process.

The program is delivered over the Internet (Zoom or Skype) at a time convenient to both your athlete and Bob Palmer, with additional calls between sessions to help them prepare for key games or debriefings.

12 – 45-minute, Internet sessions with Bob Palmer, high-performance expert.

ZoneQuest Online - Self-paced video course



ZoneQuest Online is Bob on video, a cost-effective and dynamic version of his 1-on-1 program. Your athlete will be taken by the virtual hand with our great training system (parents can work right alongside if they wish). Via 63 dynamic videos of strategies and tips, *ZoneQuest Online* gives them everything they need to know to improve their high-performance game with year-long access.

Bonuses include: Bob's eBook - *A Mind to Win* plus a year of access to the *Knowledge Locker* resource library filled with articles, podcasts and videos to support your athlete's game.

Velocity Series - 1-on-1 high-performance coaching via the internet for review, new strategies and support



When your athlete needs long-term high-performance follow-up, the *Velocity Series* supports them after the *Ignition Series* or *ZoneQuest Online* programs have ended. In this program, Bob is on retainer to ensure that your athlete stays in top form for the duration of their schooling and career.

(Bob still works with a number of successful professionals who retired from sport and have transitioned into business or leadership roles.)

8-45-minute Internet sessions or the option of more flexible shorter sessions.

MEET YOUR HIGH-PERFORMANCE EXPERT **BOB PALMER**

B.Ed. (Brock University)

B.E.S. (University of Waterloo)

SportExcel Founder and CEO

Entrepreneur

High-performance expert

Coach

Mentor of champions

Best-selling author

Sports magazine columnist

Former national

competitor in karate

4th-degree black belt

Enroll your athlete in Bob's 1-on-1 high-performance coaching or *ZoneQuest* online course today

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