



“Success can happen by accident...  
Achievement is purely by Design.”

## **Mental Game Development Coaches Certification Program – Level 1.**

**Mental Game Development Coaches Certification Level 1.** is an eight-hour performance and motivational psychology skills development course. The workshop will explore Achievement By Design’s core performance technologies and will be combined with hands-on exercises. The program is for anyone who is involved with youth sports and wants to learn some of the ‘state of the art’ technologies for motivating and enhancing performance.

### **Course Modules:**

#### **1. Introduction to Mental Game Development**

- Background and history of Achievement By Design® Performance Technologies & Methodologies

#### **2. Optimal Coaching Techniques – What Successful Coaches Know:**

- Situational Awareness, Preparation & Response
- Diversity of Learning Styles & Strategies
- Diversity of Communication Styles & Strategies
- Diversity of Motivation Styles & Strategies
- Diversity of ABD’s Model for ‘Response Ability™’ Styles & Strategies

#### **3. The Performance Process: Achievement and Failure:**

- Understanding Natural Learning Patterns (NLP)
- Understanding Clarity & Ambiguity Communication Patterns
- The AICA™ Model
- Understanding the ‘Comfort Zone’

#### **4. How to Get Commitment – Individuals and Team:**

- Matter Over Mind and Mind Over Matter
- Motivational Drivers & Inhibitors
- The Conversational Design™ Model
- Team Engineering™

#### **5. Goal Setting Effectiveness:**

- Performance and Results
- Clarity Is Power
- Role Modeling for Individuals and Team

#### **6. Goal Setting Ineffectiveness:**

- POV – Point of View
- POR – Point of Reference



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*Achievement By Design®*

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**7. Designing to Achieve Goals and How to Give Feedback:**

- Assessments and Evaluations
- The Four Types of Acknowledgement

**8. Imagery & Simulation - Practicing in Your Mind:**

- Taming the Mind
- Increasing Performance With Imagery
- Learning to Do Imagery
- Notice What You Notice – Improving Technique
- Learning to Observe

**10. Focus & Flow - How to Achieve Perfect Concentration:**

- Focus and Focal Skills Development
- Mood Management
- Controlling Distractions

**11. Managing Stress and Pressure:**

- Symptoms of Stress – Learning the Signs
- Managing Stress and Pressure – Before They Occur

**12. Managing Conflict – The Art of Pushing Back:**

- Player & Team
- Player & Player
- Player & Coach
- Parent & Coach
- Parent & Parent
- Parent & Player

**13. Tools for Achievement in Youth Sports:**

- Self-Confidence Generator – When The Coach Can't Be in the Game
- Achieving Excellence in All Areas of Life – Possibilities Beyond the Sport
- Pre-Performance Routines – For Individuals and Team
- Refocusing Plans for Individuals and Team
- ABD 'Six Performance Transition Stages™'
- How to Measure Performance Progress and Transition