

2018

sport impact report



PERFORMANCE
COACHING

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Performance Coaching provides an environment of understanding self. The individual then becomes a stronger contributor to the ultimate team goal which provides both athletes and staff with a confident understanding of the process of success ... The time spent in this area does not only assist in building high performance teams but high performance achievers in society.

MELODY DAVIDSON, GENERAL MANAGER, NATIONAL WOMEN'S TEAM PROGRAMS, HOCKEY CANADA

TO OUR VALUED CLIENTS

As you know, for the past 30+ years we have straddled the worlds of sport, business and government. It began with our founder Peter Jensen's pioneering role in codifying and advancing the science of mental preparation in the 1980s, and continues today with almost every member of our delivery team working with elite athletes, teams, coaches or sport organizations.

What you may not know is the direct role that you play in supporting our ability to enhance Canada's competitiveness.

Since our inception, our work in the corporate and Government spheres has allowed us to offer our services either pro bono or at deep discounts to the athletes, teams, coaches, and support teams we partner with.

In the world of amateur sport, where resources can be scarce, this can make a huge difference to their ability to access the benefits that come from working with world-class practitioners like Peter, Sandra, Peggy, Cyndie and others on our team.

As far as we know, this is a unique model in Canadian sport – and it is one that would not be possible without the continued support of clients like you.

The purpose of this impact report is to do something we haven't done before: connect the dots from the support and resources that you have invested in our organization to the impact that it has enabled for Canadian sport. We feel very privileged to be in this position, and this is one way for us to say 'thanks'. Also, we hope that as you watch the Games, you can feel a sense of pride for what you've helped to build.

All our best,



DANE JENSEN
CEO



GARRY WATANABE
SPORT LEAD

2017 BY THE NUMBERS

With your support, we were able to undertake more work in sport this year than in any year ever before – working directly with athletes and teams, with coaches, with mental performance coaches and sport psychologists, with support staff, and with leaders in sport organizations. Our work this year spanned:

10

SPORTS

6 team & 4 individual; 5 winter & 5 summer

147

ATHLETES

74 of whom were Olympians & Paralympians

33

COACHES

15 of whom were Olympic & Paralympic coaches

82

LEADERS IN SPORT ORGANIZATIONS

47

SUPPORT STAFF



187

TAIS SELF-ASSESSMENTS
AND 1:1 DEBRIEFS

161

DAYS OF THE PCI TEAM'S TIME

14

PCI TEAM MEMBERS
CONTRIBUTING

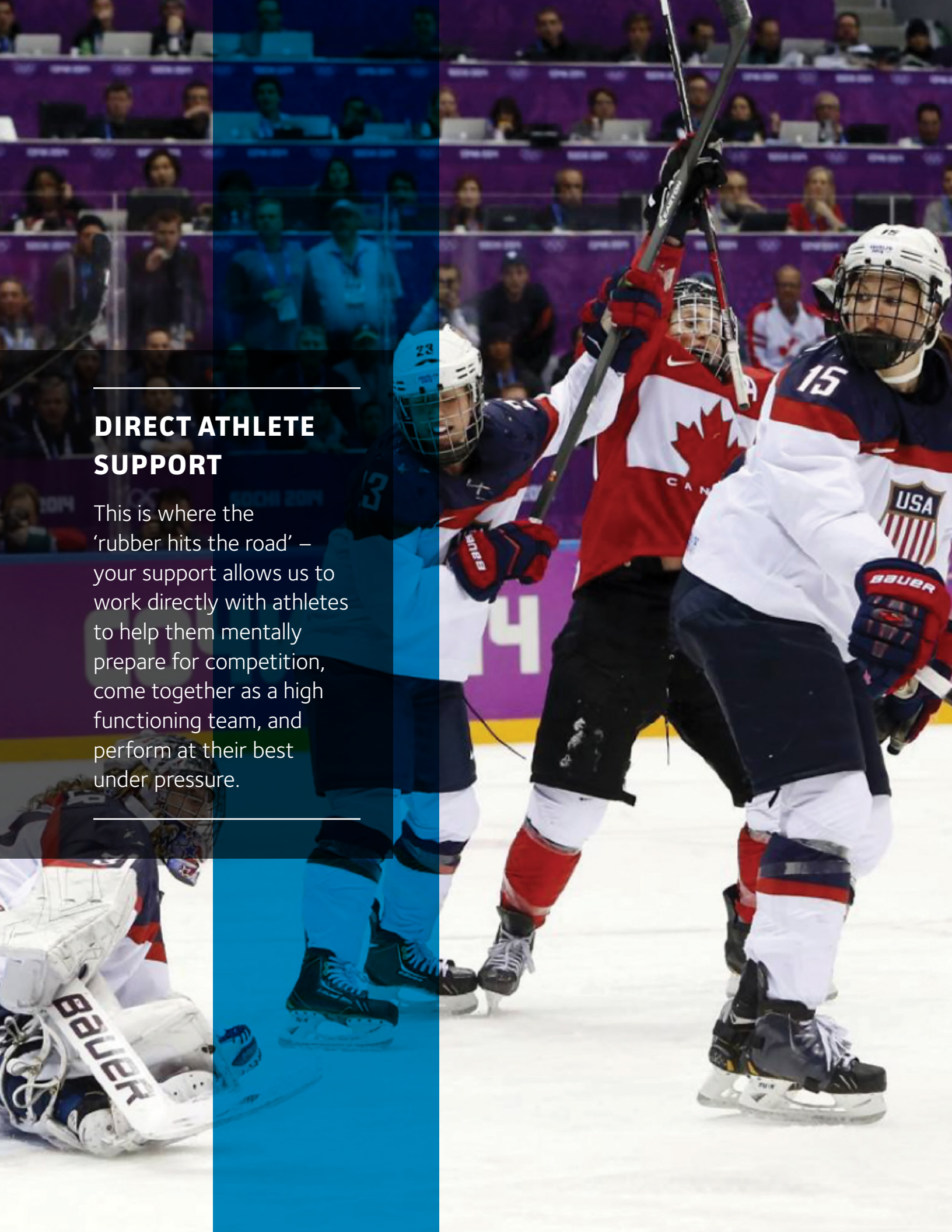
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The work that Performance Coaching Inc. has done with our group has helped us individually and as a team get clear on what we need to focus upon as we support Canadian athletes, coaches and teams to perform at the upcoming Winter Olympic games.”

DEREK COVINGTON, DIRECTOR, OLYMPIC
PERFORMANCE, CANADIAN OLYMPIC COMMITTEE

DIRECT ATHLETE SUPPORT

This is where the 'rubber hits the road' – your support allows us to work directly with athletes to help them mentally prepare for competition, come together as a high functioning team, and perform at their best under pressure.



WORKING WITH THE CANADIAN NATIONAL WOMEN'S HOCKEY TEAM TO DEFEND OLYMPIC GOLD.

Canada's National Women's Hockey Team is one of the world's most dominant teams in any sport, having won an incredible four straight Olympic gold medals. We have had the pleasure of working with this team in every Olympic cycle since Torino in 2006. Led by PCI's Director of Training Peggy Baumgartner, our work this year expanded to include both players and the incredible staff who support them.

In July, Peggy, Cyndie Flett, and Karyn Garossino completed 25 TAIS assessments for the High Performance and Olympic staff. These assessments, designed to help individuals understand their responses under pressure, were debriefed 1:1 with each person and then the teams were brought together for two [Self-Aware Team](#) sessions – one for the High Performance Department, and one for the Olympic staff including coaches and the GM.

In October, we were invited back in to work with the players. Karyn, Cyndie and Peggy again conducted 1:1 TAIS debriefs with each player in advance of a 2-day in-person team session in Calgary. Peggy reports that "once again, the players did an amazing job in analyzing the data from the TAIS, and creating a very focused action plan to improve their communication and performance under pressure."



Over time, the National Women's Team Program has greatly benefitted from working with Peter, Peggy, Cyndie and the entire Performance Coaching team. Performance Coaching provides an environment of understanding self. The individual then becomes a stronger contributor to the ultimate team goal which provides both athletes and staff with a confident understanding of the process of success. The findings, feedback and in-depth analysis that our players and staff receive is essential for the operation of our program and has consistently provided us with a greater understanding of all the personalities within our group. The time spent in this area does not only assist in building high performance teams but high performance achievers in society.

**MELODY DAVIDSON, GENERAL
MANAGER, NATIONAL WOMEN'S
TEAM PROGRAMS, HOCKEY CANADA**





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SUPPORTING THE CANADIAN NATIONAL SLEDGE HOCKEY TEAM IN CONVERTING A WORLD CHAMPIONSHIPS VICTORY INTO OLYMPIC GLORY.

Canada's Sledge Hockey Team is no stranger to high performance. They enter the 2018 PyeongChang Paralympic Games as the defending World Champions – the team all other countries have set their sights on. As four-time Paralympic Games medalists, including Gold in 2006, this team knows that what separates teams at the Games are the small elements that make a big difference. Things like knowing how you and your teammates respond to pressure.



In August 2017, PCI Principal Trainer Cyndie Flett worked with the Team's Staff of Coaches and Performance Support Team members to help them identify and share key strengths they could leverage and what could challenge them under the intense pressure of the games. Then in September 2017, Cyndie and TAIS Coaches Karl Hagglund and Gisele Bourgeois worked with the 23 players, helping each player increase their self-awareness and develop key strategies to succeed under pressure. In the final step, Cyndie facilitated a session with all of the staff and players to discuss how to effectively leverage each other's strengths and support each other when challenges arise.

“

Performance Coaching provided great service and expertise to Canada's National Men's Para Ice Hockey team during the 2018 Paralympic Season. Cyndie and her team provided an in-depth analysis of each player and the team as a group using the TAIS process. This was invaluable in providing the team a better understanding, knowledge and appreciation about individuals so that we can all work better together. It also provided us with a strong understanding of our individual and team strengths and weaknesses. Practical strategies were suggested on how to get the most out of each other on an individual and team basis. I believe we are a much better team because of our positive experience with Performance Coaching!”

KEN BABEY, HEAD COACH, MEN'S NATIONAL SLEDGE HOCKEY TEAM



WORKING WITH TEAM SCHEIDEGGER – ONE OF CANADA’S PREMIERE CURLING TEAMS – TO TAKE THEIR PERFORMANCE UNDER PRESSURE TO THE NEXT LEVEL

Team Scheidegger is a high-level Canadian curling team, having won the Pinty’s Grand Slam of Curling event at the Meridian Canadian Open in early 2017. In December, they competed at the Roar of the Rings Olympic Trials in Ottawa.

The team is composed of skip, Casey Scheidegger; third Cary-Anne McTaggart; second, Jessie Scheidegger; lead, Kristie Moore; and fifth, Susan O’Connor. Coach Carolyn McRorie was a member of Olympic silver medal-winning Team Bernard at the Vancouver Games in 2010, as was Susan O’Connor and Kristie Moore (fifth).

Starting in August 2017, PCI’s Resilience R&D Lead Kara Stelfox has been working with Team Scheidegger to optimize their mental training and team processes leading into the Olympic Trials, and for their on-going pursuit of excellence in high-level curling.

“

I have had lots of opportunities throughout my curling career to work with mental trainers. It has helped with my focus, perspective, and emotions. However, Kara is the first mental trainer who has pushed me to use the skills I have learned in all aspects of life. She truly challenges me to be a better person every day, not just in sport.”

KRISTIE MOORE, LEAD, TEAM SCHEIDEGGER



HELPING THE CANADIAN WHEELCHAIR CURLING TEAM DEFEND PARALYMPIC GOLD WITH KEY PEOPLE PERFORMING IN NEW ROLES

The Canadian Wheelchair Curling team heads to the PyeongChang Paralympic Games as the defending gold medalists but with a different mix of athletes and with new leadership in place at both the Head Coach and Skip positions. To help accelerate the team formation process Mental Performance Coach, Kyle Paquette, brought in PCI's Sport Lead, Garry Watanabe, to work with the team.

In phase one, Garry guided each of the staff and athletes through 1:1 coaching sessions to help them understand what to focus upon in order to get the best out of themselves in the high-pressure environment of a Paralympic Games. In phase two, Garry guided the team and staff through a full day session to help them understand how to get the best out of each other and map out specific strategies to prevent potential derailers from showing up in high-pressure moments.



SUPPORTING BRIAN ORSER AND TRACY WILSON IN DEVELOPING THE WORLD'S TOP FIGURE SKATERS

Figure skating was the sport that started PCI's involvement in helping athletes train mentally to cope with the pressure of international level competition. The Canadian Figure Skating Association (now known as Skate Canada) brought PCI co-founders Peter Jensen and Sandra Stark into their sport to work with athletes in 1985. They were one of first sport organizations to turn to the field of sport psychology as part of their training strategy. And, it was Figure Skating that excelled at the 1988 Calgary Games – winning most of the medals Canada brought home via an incredible team that included Brian Orser, Tracy Wilson and Rob McCaul, and Liz Manley. It was a great beginning.



Over these many years we have continued to work with individual skaters and coaches vying for the opportunity to make it to the Olympics; this year's team being no exception. Life does come full circle: our old friends Tracy Wilson and Brian Orser are now the head coaches at the Toronto Cricket Skating Club and have several medal hopefuls heading to PyeongChang in February.

“

We have worked with Peter and Sandra for over thirty years. Their guidance and teachings have been invaluable to us and our skaters. PyeongChang is our next big challenge but dealing with the day to day of training is just as critical and top of mind right now. Helping athletes maintain perspective in the lead up to Olympics is a major challenge. Sandra and Peter continue to provide great counsel on how to do just that.”

TRACY WILSON AND BRIAN ORSER

CANADIAN WOMEN'S SOCCER – HELPING AN ELITE TEAM PREPARE FOR THE NEXT LEVEL OF CHALLENGE

Canadian Women's Soccer has had a storied history in recent years, ranging from unsatisfying World Cup results to back-to-back Bronze Medals at the 2012 and 2016 Olympic Games. But there is unfinished business for this group of high performers – a podium finish on the World Cup stage. For the next two years the Performance Coaching team will be helping the Canadian Women's Soccer team and coaching staff fine tune their capabilities as they prepare to take on the world in 2019.

To start the process, each athlete on the team completed the TAIS self-assessment and underwent a 45 minute coaching session with Garry during which they identified enablers of success in training and competition: key strengths, potential challenges, communication styles and conditions under which they thrive. Following these coaching sessions, Garry and the Mental Performance Coach, Alex Hodgins, mapped out a personalized coaching plan for each athlete to provide guidance to the coaching staff on the ideal way to interact with that athlete. The next step is to perform a similar process with all members of the coaching staff. The final step heading into the 2019 World Cup will be to look at the team as a whole to identify strengths to leverage and tendencies to manage.

“

The work that Garry has done with the Canadian Women's National Soccer Team has sharpened the players' focus on what they need to do to improve their on-field impact and how to work more effectively with teammates, coaches and staff. They have also deepened their understanding of their key strengths that have allowed them to reach the highest level of their sport. On top of that, they all enjoyed the process!

ALEX HODGINS, MENTAL PERFORMANCE COACH, CANADIAN NATIONAL WOMEN'S SOCCER TEAM



COACH DEVELOPMENT

Much of what we teach in our corporate and public-sector programs on coaching skills originates in our work with coaches in elite sport. We've had the benefit of working with a multitude of the greatest coaches on Earth, and we continue to play an active role in developing coaching talent across Canada.



HELPING HOCKEY CANADA'S MEN'S NATIONAL TEAM PROGRAM SUSTAIN AN AMAZING TRACK RECORD OF COMPETITIVE EXCELLENCE

Hockey Canada's Men's National Team division is responsible for consistently enabling victory against the rest of the world at the highest levels of competition. A key pillar in this system is the "Program of Excellence" weekend where the coaching staffs of all the Men's National Teams (U17, U18 and World Juniors) are centralized for several days of education, skill-building and team development.

A key challenge faced by each coaching staff is that they are always working with new people. For development purposes, Hockey Canada mixes up the coaching staffs on an annual basis. To assist the five different coaching staffs come together as new intact teams, Garry Watanabe, Peggy Baumgartner and Cyndie Flett attended the Program of Excellence in June where they facilitated sessions to help each team build awareness, practice communication tools and integrate at an accelerated rate. These group sessions were augmented with 1:1 coaching sessions rooted in insights from the TAIS assessment.

At the same time, Peter delivered several sessions to all teams on 'keys to victory' – drawing on his experience working with World Juniors teams in the past – and on the importance and discipline of [Building Powerful Relationships](#) as coaches.

Finally, while out in Calgary, Cyndie, Peggy and Garry conducted 1:1 TAIS coaching sessions with 30 of Canada's top young goaltenders to help these athletes better understand how they learn most effectively, the conditions that bring out their best, and their personal keys to performance.



Hockey Canada has a long history of working with Performance Coaching. Peggy, Garry, and Cyndie's work at our program of excellence with the coaching staffs for our national teams was excellent in their self-development as well as understanding the dynamics of the personalities within their staff. Performance Coaching performed assessments on the top goaltenders in Canada during our development camp. In such a pressure type position in goaltending these assessments were excellent learning tools for these athletes.

**SHAWN BULLOCK, SENIOR
MANAGER OF HOCKEY
OPERATIONS, MEN'S NATIONAL
TEAMS HOCKEY CANADA**



WORKING WITH THE CANADIAN SPORT INSTITUTE ONTARIO TO HELP ELITE COACHES ADD TO THEIR PORTFOLIO OF LEADERSHIP SKILLS

Several years ago PCI partnered with the Canadian Sport Institute Ontario (CSIO) to provide a solution for Canada's top national and international level Coaches who were already producing podium performances but were looking for their next 'edge'. The result was the [Coach to Leader](#) program: a suite of programs designed around the competition schedule combining online touchpoints, classroom practice sessions and follow-on support.

“

The Coach2Leader program provides a rare opportunity for Canada's top sport coaches to equip themselves with the leadership tools to succeed in an increasing complex sport environment – while networking with a group of like-minded peers.”

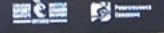
**WENDY DOBBIN, COACH DEVELOPMENT LEAD,
CANADIAN SPORT INSTITUTE ONTARIO**





THE LAST
10%

Jointly developed by



THE LAST
10%

A group of people, some in red jackets and some in blue outfits, are gathered on a stage. One person in a wheelchair is holding a flag. The scene is lit with blue and red lights.

SUPPORT TEAM & SYSTEM DEVELOPMENT

In sport, as in life, it takes a village. Olympic and Paralympic athletes are surrounded by a team of world-class practitioners known as an Integrated Support Team, or IST. Beyond their IST, the Canadian Olympic Committee and Canadian Paralympic Committee provide world-class team and mission support at the Games.

SUPPORTING THE CANADIAN PARALYMPIC COMMITTEE TO HELP CANADA BECOME THE WORLD'S LEADING PARALYMPIC NATION

In 2014, the Canadian Paralympic Committee (CPC) set the audacious goal of becoming the world's leading Paralympic nation.

For the past four years, PCI CEO Dane Jensen has supported the CPC team in translating that goal into action through strategic planning support at the Board and Executive Team levels, leadership development work with the CPC executive team, and 1:1 coaching with CPC's CEO, Karen O'Neill.

Our focus in 2017, and heading into 2018, remains clear: support the world-class CPC team in identifying and disproportionately focusing on the critical few advantages that will underpin Canada's climb to the top of the mountain.



Working with Dane Jensen has been a game changer for us when it comes to strategy. Dane was engaged at a crucial moment for Paralympic Sport in Canada – a moment at which both myself and CPC's Board were looking for a deeper level of discussion and critical thinking around our strategy for becoming the world's leading Paralympic nation. He has provided our Board, myself, and my team with a refreshed set of skills for understanding the strategy process and implementation – and his strategic counsel has helped strengthen and clarify the path forward for CPC."

KAREN O'NEILL, CEO, CANADIAN PARALYMPIC COMMITTEE



WORKING WITH THE CANADIAN OLYMPIC COMMITTEE (COC) TO CREATE THE CONDITIONS FOR AN INSPIRED AND UNIFIED TEAM CANADA



Peter Jensen is the Lead Mental Performance Consultant for the Canadian Olympic Team. He provides leadership and support to Canada's athletes, coaches and fellow mental performance consultants through his work at our conferences, workshops and at the Olympic Games. Peter's insight, knowledge and expertise in his mentoring and consulting work has helped our Olympic team be better prepared to perform in Olympic competition."

**DEREK COVINGTON,
DIRECTOR, OLYMPIC
PERFORMANCE, CANADIAN
OLYMPIC COMMITTEE**

The COC's Olympic Performance and Team Services division has a mandate to create an inspired and united team performance Culture for the Canadian Olympic Team. This is an enormous mandate that involves massive planning and preparation in advance, coordinating and advising a wide range of stakeholder groups and trouble-shooting and providing responsive on-the-ground solutions to teams, athletes and coaches encountering unexpected obstacles at the Olympics. We contribute to this effort in two major ways:

1. CO-LEADING THE MENTAL PERFORMANCE TEAM THAT WILL TRAVEL TO PYEONGCHANG

Together with Penny Werthner, The Dean of Kinesiology at University of Calgary, Peter leads the overall team responsible for Team Canada's mental performance at the Games. Over the past year, this has included regular development and coaching, as well as the development and facilitation of two 2-day Olympic Lab sessions with 25 Mental Performance Consultants (MPCs) from across the country.

The focus on this effort is both to build core MPC skills like delivering feedback, confronting, facilitation in large groups, and perhaps even more importantly to build MPCs' abilities to effectively cohere and integrate with the coaching staff and IST that surrounds the athletes. In service of this, Peter and Penny have brought in some of Canada's top coaches to work with the MPC community to better define the role MPCs play in driving a unified and high performing team culture.

2. PERFORMANCE AND COMMUNICATION WITHIN THE OLYMPIC PERFORMANCE AND TEAM SERVICES GROUP

In April of 2017, Garry worked with key leaders in the Olympic Performance and Team Services group to help them understand how to get the best out of themselves as they tackled the massive challenge of supporting the Canadian Olympic Team heading to the Winter Olympic games.



In addition, part of the on-the-ground support will be a group of “Athlete Mentors” who will be available to any Canadian athletes who are in need of advice or a listening ear. In January of 2018, Garry worked directly with the Athlete Mentors heading to PyeongChang to help them prepare for that role.

“

Our mission to prepare the Canadian Olympic Team for Olympic competition is a complex, multifaceted journey that requires that we at the COC be at our very best as a high functioning team. The work that Performance Coaching Inc. has done with our group has helped us individually and as a team get clear on what we need to focus upon as we support Canadian athletes, coaches and teams to perform at the upcoming Winter Olympic games.”

**DEREK COVINGTON, DIRECTOR,
OLYMPIC PERFORMANCE,
CANADIAN OLYMPIC COMMITTEE**



CODIFYING AND STRENGTHENING HOCKEY CANADA'S APPROACH TO MENTAL PERFORMANCE IN THEIR MEN'S PROGRAMS

Hockey Canada has been a leader in incorporating the principles of Sport Psychology and mental performance into their operations. For Hockey Canada's coaching staffs, building mental performance into the training plan is no longer optional – it's an essential piece of the preparation puzzle.

As part of this push, Peter has worked as the mental performance lead across all men's programs at Hockey Canada, and worked over 2017 with the group of Hockey Canada mental performance coaches (MPCs) to codify and strengthen the 'Hockey Canada way' when it comes to mental performance.

This has included identifying up-and-coming MPC talent for Hockey Canada's U17 and U18 programs, as well as clarifying the core skills and approaches MPCs will use at all levels of development.





THE 'NEXT GENERATION'

At the intersection of our passion for sport and for coaching is the role we play in enabling the growth & development of the 'next generation' of Olympic and Paralympic athletes.



PARTNERING WITH HEAD TO HEAD TO MENTOR THE NEXT GENERATION

Founded by 2x Olympic swimmer Martha McCabe, Head to Head is an organization that pairs clubs and schools with Olympic and Paralympic mentors to help young athletes benefit from their experience and expertise.



Starting in August, Dane and Garry took a group of 18 Olympians and Paralympians through a customized [Coaching for High Performance](#) program to hone their coaching and mentoring skills, setting them up for success in their new roles.

“

Stepping into a role as a mentor to others is very different than being a great athlete yourself. Our partnership with Performance Coaching has given our mentors a big boost in their ability to be effective in this new and different role. It has been a huge help to us – including me personally. It's a great partnership that is on-going”

MARTHA MCCABE, 2X OLYMPIAN AND HEAD TO HEAD FOUNDER



Head to Head mentors are also available to speak to corporations and groups. Learn more at www.headtohead.ca

PUTTING FACES TO THE NAMES



PEGGY BAUMGARTNER
DIRECTOR OF TRAINING



GISELE BOURGEOIS
TAIS COACH



CYNDIE FLETT
PRINCIPAL TRAINER



KARYN GAROSSINO
ASSOCIATE TRAINER



KARL HAGGLUND
ASSOCIATE TRAINER



DANE JENSEN
CEO



PETER JENSEN, PH.D.,
FOUNDER



MELISSA QUINN
*PARTNER AND INNOVATION
PRACTICE LEAD*



SANDRA STARK
PARTNER



KARA STELFOX
R&D LEAD, RESILIENCE



GARRY WATANABE
*PRINCIPAL TRAINER
AND SPORT LEAD*

... AND THE OPERATIONS TEAM THAT MAKES IT ALL POSSIBLE



CARRIE DRYBROUGH,
*DIRECTOR OF
OPERATIONS*



CHERYL MASKAN
*LOGISTICS AND PROJECT
COORDINATOR*



ZORINA SWALLOW
LOGISTICS

ABOUT PERFORMANCE COACHING

We study the science of performance across diverse disciplines and fields to design learning experiences that help our clients convert pressure into growth.

FOR MORE INFORMATION

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