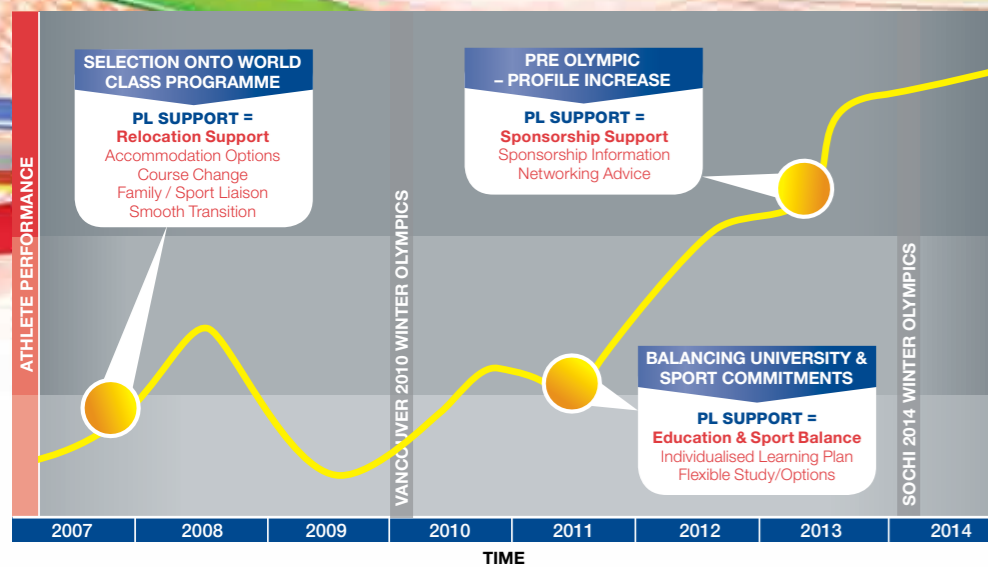
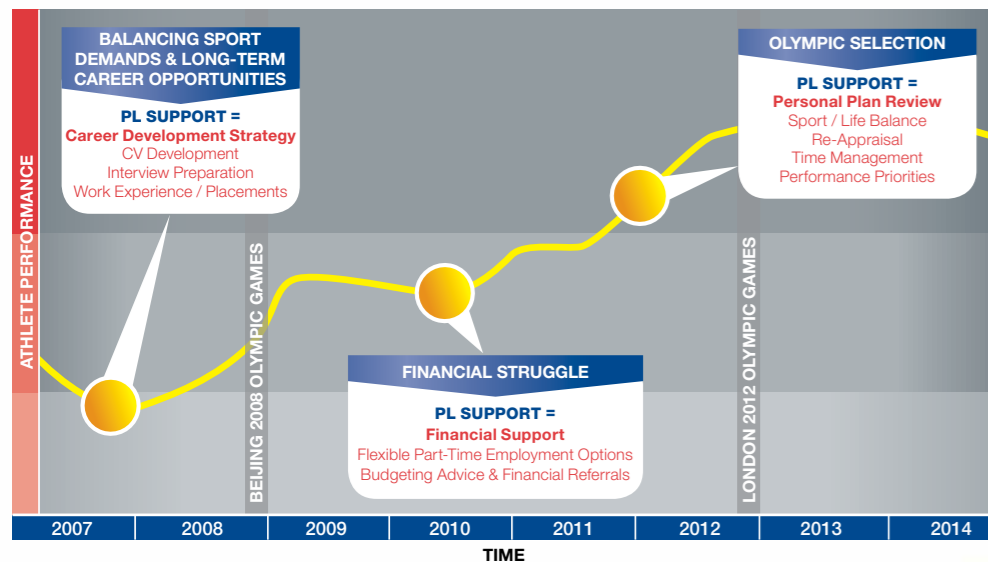


PERFORMANCE LIFESTYLE™: SUPPORTING ATHLETES ON THEIR PERFORMANCE JOURNEY



"Lifestyle is the canvas on which you paint your performance."

PETER KEEN, UK SPORT.

PERFORMANCE
LIFESTYLE



PERFORMANCE
LIFESTYLE™

DEVELOPING PEOPLE TO DELIVER PERFORMANCE



WHAT IS PERFORMANCE LIFESTYLE™?

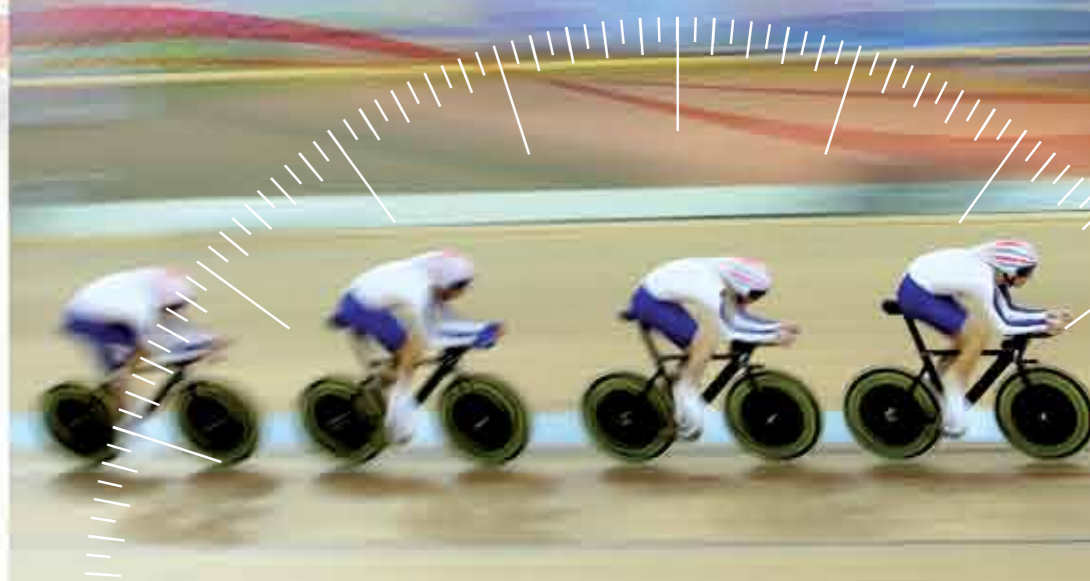
Performance Lifestyle™ is a personal coaching and mentoring service that supports athletes with their continued personal and professional development. Delivered by over 20 professionally trained practitioners within the EIS, Performance Lifestyle™ works with over 1000 athletes to ensure that they develop the skills to cope with the demands of high performance sport, whilst developing a portfolio of transferable skills and experiences that will benefit their careers in the future.

Working in partnership with over 30 sports to deliver bespoke solutions to meet their diverse and specific needs, the nature of Performance Lifestyle™ support is wide-ranging. The following hypothetical case studies illustrate some typical issues that performers face during their pathway to success, and consequently, typical areas of support that can be accessed through Performance Lifestyle™ practitioners and their referral network.

For more information about Performance Lifestyle visit
www.eis2win.co.uk/PerformanceLifestyle

Or Contact performancelifestyle@eis2win.co.uk

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THE EIS ATHLETE CAREER DEVELOPMENT PROGRAMME

“Our World Class Swimming Programme benefits from the UK Sport funding which has allowed us to initiate the Performance Lifestyle service through the EIS. Feedback from coaches clearly demonstrates that the Performance Lifestyle service is making a great impact and is highly valued by athletes and coaches alike.”

MICHAEL SCOTT, PERFORMANCE DIRECTOR, BRITISH SWIMMING.

“I think it’s healthy for the players and I’d definitely say that a balanced lifestyle helps them to relax. Knowing that their life outside of hockey is in order allows them to retain focus in training and perform better on the pitch.”

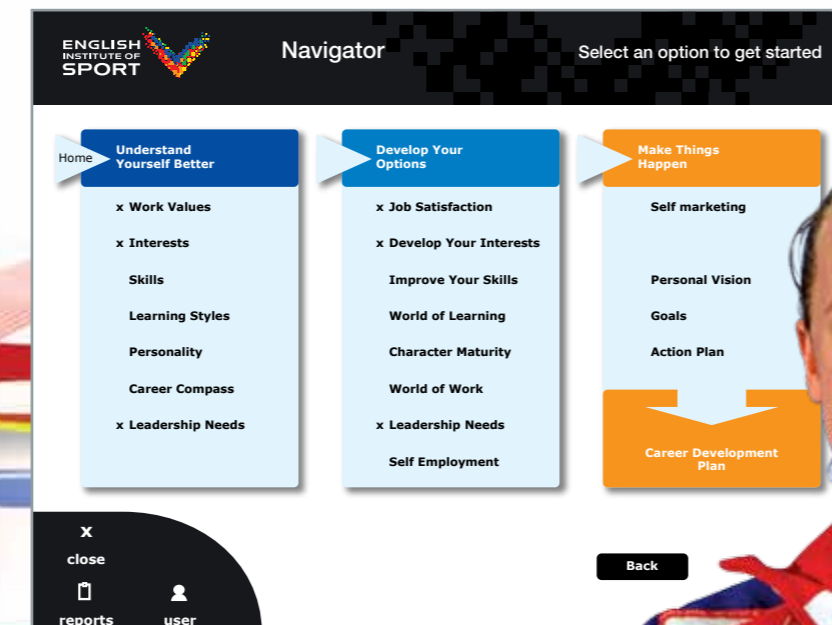
DANNY KERRY, GB HOCKEY COACH.

Performing on the world stage is no easy task and businesses need high performers to help them reach their goals and attain sustained success. World Class athletes offer exceptional skills and qualities that can be transferred to the workplace and offer companies a competitive edge.

The EIS Athlete Career Development Programme aims to provide athletes with opportunities to gain insight into the world of work and to develop their own specific career-related skill-set as part of a longer-term post-sport career strategy.

Relationships have been developed with a number of BOA Partners, Suppliers and Providers resulting in valuable athlete career development and employment opportunities.

EIS CAREER HORIZONS — A LEADING CAREER DEVELOPMENT TOOL AVAILABLE TO ALL WCP ATHLETES



“I maintain that the links Performance Lifestyle is forging with modern business gives current and future elite performers a great advantage, due to the knowledge that there are opportunities out there for them.”

PAUL MANNING, GB CYCLING OLYMPIC GOLD MEDALLIST.

(worked for a year with ISG Construction before returning to cycling as GB U23 Track Endurance Coach.)

Athletes have limited time to develop their longer term career plans whilst training and competing at elite international level. Typically, athletes will fall into one of three profiles with regard to their employment or career development needs.

Aspiring Full-Time Athletes: need flexible, part-time work opportunities local to their training base to earn additional income and develop work experience whilst they pursue their sporting ambitions.

Full-Time Athletes: are often keen to explore future career ideas and start to plan for life after elite sport. Typically, these athletes are training and competing full-time so their time availability is limited.

Transition Athletes: are leaving their training programme, coming off athlete funding and looking to transition into a career after sport.



“I am a high achiever in sport, and high achievers like to have success in everything they do. I would like to be successful in my career after rowing one day too.”

TOM JAMES, OLYMPIC GOLD MEDALLIST, GB ROWING.

“Lucozade Sport has benefited from the skills that elite athletes can bring to our roles, the programme has also given us the opportunity to help develop athletes as high performing individuals, both within and outside of their sport.”

STEWART CROOKS, SPONSORSHIP, EXPERIENTIAL AND PR MANAGER, GLAXOSMITHKLINE.

“As a high performing global organisation we recognise the qualities of World Class Athletes and believe we can help them transfer some of their high performing athletic skills into high performing business skills.”

DAVID ROBINSON, SPEEDO INTERNATIONAL PRESIDENT.

