



ENGLISH
INSTITUTE OF
SPORT

PERFORMANCETM LIFESTYLE

Developing people to deliver performance

Julie Smith

Performance Lifestyle Advisor - East Midlands

Overview:

- ▼ Performance Lifestyle
- ▼ Objectives 2009 – 2013
- ▼ The TEAM and PL Delivery
- ▼ Athlete Career Development Programme
 - ▼ Regional Initiative

What is Performance Lifestyle?

Performance Lifestyle is an **individualised service** designed to help athletes **explore their personal and professional development** to support their **short-term performance demands** and **their longer-term career aspirations** and is delivered with a **non-directive coaching philosophy**

PL Advisors work as part of the **integrated performance team led by the coach** to provide guidance and support to ensure each athlete can achieve success in sport and life.

PL Advisors work with athletes to ensure that they **develop the skills** necessary to cope with the demands of their **high performing lives** whilst developing a **portfolio of transferable skills** to provide a foundation for a successful **post athletics career**.

Objectives: 2009-2013

- ✓ To provide high quality bespoke Performance Lifestyle solutions for NGBs, supporting them in the achievement of their performance objectives.
- ✓ Ensure athletes have the best opportunities and resources to develop personally and professionally during their time on World Class Programmes.

THE TEAM - 2010



Nick Slade
Head of PL

Dawn Airton
Ass't Head of PL
+ Badminton

NORTH

Jo Harrison
Cycling

Dan Salcedo
Boxing
Diving

Natalie Barry
Dis Swimming
Taekwondo

David Platt
Water Polo
Volleyball
Handball
Wrestling

CENTRAL

Gary Penn
Gymnastics
Trampoline
WC Basketball
Archery

James Glover
Canoeing
Basketball
Triathlon

Vacant
Equestrian

Julie Smith
UK Athletics
Hockey

Vacant
Sailing

Jane Mawdsley
Swimming

SOUTH

Emma Mitchell
Hockey

Marcia Bailey
Canoeing

Rachel Davies
Synchro swim

Anna Palfreyman
Judo
RFUW

Mel Chowns
Rowing

Dawn Airton
Badminton

Vacant
Shooting
Fencing
WC Rugby

Rob Denmark
UK Athletics

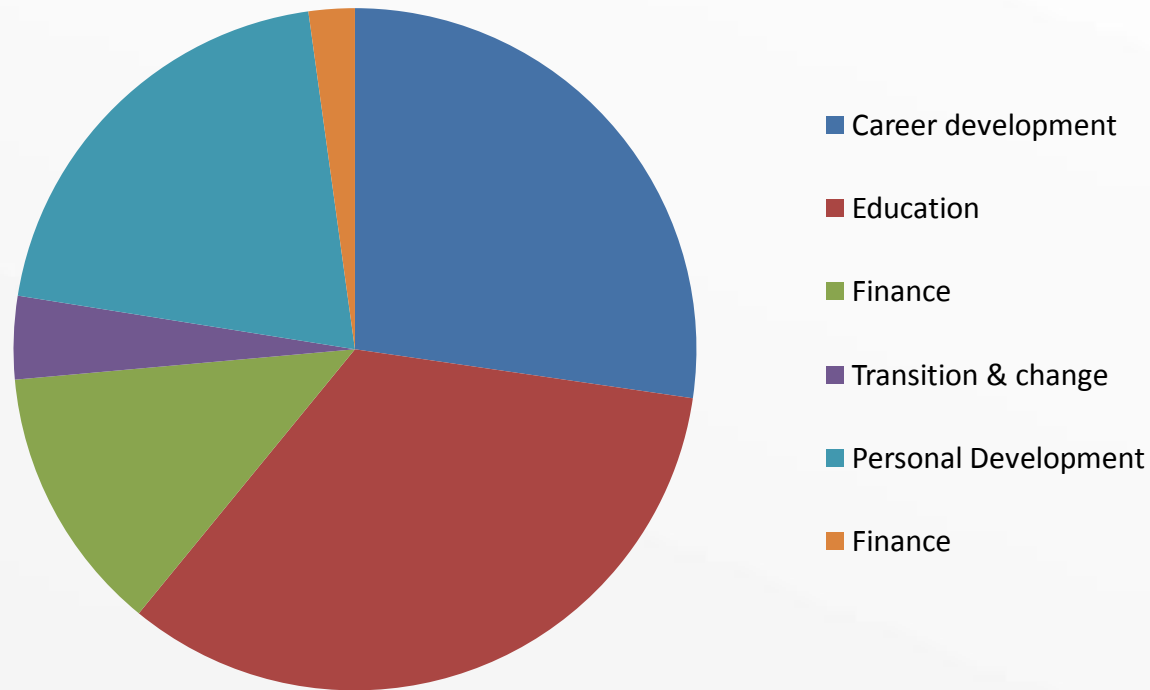
March '09 - 8.2 (11)

Oct '09 - 17.5 (19)



Last 12 months delivering...

- **18,544 hours** – contact time across **1,253** Podium/ Development athlete across:



Partnerships & Collaborations

PERFORMANCE LIFESTYLE

ATHLETE CAREER DEVELOPMENT PROGRAMME

**BOA,
LOCOG,
FTSE 100**

**Specialist
recruitment,
Adecco, S2B,
Mulraine Sports**

**Athletes explore own network
& local & regional network
built by advisors**

**Athlete/Advisor work: Self-
assessment, career discovery, CV &
Interview Preparation**



Regional Initiative



- The EIS East Midlands - Athlete Career Development Programme (ACDP) aims to identify athletes who wish to succeed in their sport and post athletic career, by offering unique work experience opportunities with successful organisations in the East Midlands.
- The aim of the programme is to give World Class Athletes the opportunity to gain work experience relevant to their individual future career aspirations with companies who understand the demanding nature of international competition. These opportunities can be tailored to suit the athlete's needs and circumstances and will provide a genuine insight into the 'world of work'.



Process



- Athletes submitted a CV and covering letter, highlighting why they want to be part of the scheme, what skills they can offer a potential company and why you think you should be offered a place, to their Performance Lifestyle Advisor
- Successful applicants were invited to a formal interview and were required to deliver a 5 minute presentation.
- Successful candidates work with their PL Advisor and Business Champions to identify and select the most appropriate work experience opportunities to meet their requirements.

Thank You

Any Questions?