

# DNA Definitive

## *Engaging your talent*

### **Elite Sport**

"It was great to engage Andy's professional services with the Red Bull High Fliers Day at the University of Bath's High Performance Centre. Andy demonstrated how he successfully works with elite sports people to unlock their true potential and be the best that they can be." Jason Gardener MBE, Olympic Champion

"Andy and Steve gave an elite cohort of Welsh sport coaches a critical understanding of leadership qualities necessary to help improve their athletes performance. Not only was their talk really insightful and practical but it also identified core values necessary for success whether you are dealing in the world of business, sport or the military." Brian Davies, Head of Performance, SportWales

"I have worked with 3 different psychologists across my career to date, but Andy's understanding of sports performance, and the human mind is incredible. Having lost a world championship by 1 point a few weeks before meeting him in 2011, I wish I had spoken to Andy before the championships and so I immediately started working with him." Sam Brearey, Gold Medalist and World Sailing Champion, 2012

"Steve is an individual whose presence alone demands admiration and respect. His experiences in the military would lead most of us to spend considerable time lying down in a darkened room. It is obvious from listening to him that his leadership qualities in this specialist field are of the very highest calibre. Strikingly, he always puts the wellbeing of the team before personal aspiration. His presentation was honest and inspiring to all." Andy Halliday, Team GB Men's Hockey Team Manager

"I found Andy's Mental Toughness Seminar thought provoking, engaging and thoroughly enjoyable from start to finish." Damian Gibson (Leeds Rhinos Player Performance Manager, U/18's Coach, Wales Rugby League Assistant Coach)

"In my line of work I have to attend various conferences, course and personal development days. The content of the day I spent with Andy was by far the best in every way. I have already started to implement his ideas and advice." Ryan Jenkins, Welsh National Table Tennis Coach

"I found Andy's Mental Toughness session really beneficial and interesting, there are certainly a number of areas which gave me food for thought." Gary Webb, Social Inclusion officer, Reading FC

"Andy is a man that knows his subject and knows how to get his point across." Mark O' Reilly ABA Level 4 Advanced Coach.

"I was lucky enough to spend a day listening to Andy speak as part of UK Sport's Coach Aspire programme. He was an engaging speaker, full of useful and interesting information based on his experience in education and coaching. I came away from the event with a raft of new ideas to use in my own coaching which covers performers from grass-roots to Elite." Scott Bugden (Welsh Cycling MTB Performance Coach)

"Steve's understanding of leadership and decision making is second to none. Using his experiences from the Special Forces, Steve highlighted the importance of effective leadership, decision making and trust within a team. Very interesting and thought provoking talk." Sam Brearey, 2x World Sailing Champion

"Andy's work is insightful and relevant to our sports network." Paul Connolly, Coaching Network Manager, North East and Yorkshire/Humberside, Sports coach UK

"Thanks again for your interesting and informative presentation this morning which I found very useful and will look to use and apply in my coaching and in development of our young players on the Salford City Reds Scholarship Programme." Chris Coop, Salford City Reds, Player Performance Manager

"I was very lucky to spend some time listening to Andy speak on 'mindset' as part of the London Talent Coaches program. I have been to a number of events similar to this but I have rarely come across such an engaging and relevant speaker. I left the session with a load of new ideas and the desire to use them in my coaching practice." James Massara, Player Performance Manager, London Broncos Rugby League.

"Andy presented an excellent session on mental preparation and mental toughness. Well worth going." Mick Garret, Mountain Leader/Orienteering and Athletics Coach

"I found Andy's presentation a fantastic insight into how elite performers can take their game to the next level. I certainly would have appreciated a man of with that level pragmatic coaching ability and skill when I was playing sport professionally." Mark Soden, Performance Development Consultant (Elite & High Performing Teams)