

THE Practitioner **NEEDS** ANALYSIS Coaching Programme

FOR SENIOR MALE PERFORMANCE
SUPPORT STAFF

I'VE SUPPORTED PERFORMANCE STAFF FROM ORGANISATIONS INCLUDING...



TABLE OF CONTENTS

01 Introduction

02 Why This Program

03 How This Works

04 The Results

05 The Pathway

06 Phase 1-3

07 Integration

08 FAQ's

09 Testimonials

10 How To Get Involved

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THE
**Practitioner
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ANALYSIS**
Coaching Programme

01 - INTRODUCTION

RICHARD HUSSEINY

For over 16 years, I worked as a performance coach in high-performance sports. I enjoyed my work in these elite Olympic environments, but underneath I was suffering from imposter syndrome, unable to say no & express my boundaries, and stuck in my identity as a coach in sport.

In 2015 I gave end-of-life care to my mother. This experience changed my life and allowed me to truly see what was important to me, and inspired me to provide the support I didn't have.

I now guide senior performance support staff who are driven to make an impact in high performance sport yet feel lost with direction, stuck and pigeon holed by their identity in sport and/or burnt out from improving their athletes at the expense of themselves...

...to find their **personal freedom** within sport or to create their own exit strategy **aligned to their personal values**.

Click to see my LinkedIn Profile [HERE](#)

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02 - WHY THIS PROGRAM

MY APPLIED RESEARCH

I began my research to discover if anyone else was experiencing what I did during my coaching career. The results have blown me away and have revealed to me what's truly going on for men in high-performance sport.

The men I have interviewed (>160 men) inhabit roles including physiotherapists, nutritionists, data analysts, physiologists, performance coaches, sport scientists, performance directors, sports coaches, head of performance, and head of academic programs.

I've learned how highly successful men that have achieved a great deal within high-performance sport and academia are quietly suffering to maintain the perception of being successful and happy.

I am in no doubt - Coaches need coaches!

Athletes have a vast array of options within their support network, but there is very little currently aimed at offering this unique support for senior performance staff.

My research includes interviews with senior performance staff from:

EXOS



02 - WHY THIS PROGRAM

160

PERFORMANCE STAFF

Physiotherapists, nutritionists, data analysts, physiologists, S&C coaches, sports scientists, performance directors, sports coaches, head coaches, head of performance, head of academic programs.

All men

17

SPORTS

MLB, NBA, MLS, UFC, EPL, NFL, Formula 1, EIS, AIS, cricket, RL, RFU, AFL, Pro cycling, Olympic winter/summer sports.

(College/university, club/county & international level)

11

COUNTRIES

U.K., France, Finland, Germany, Holland, U.S.A, Canada, Australia, Sweden, South Africa, Thailand

02 - WHY THIS PROGRAM

THE CRISIS IN PERFORMANCE SUPPORT STAFF

Emotional Exhaustion

- Unskilled in emotional understanding of themselves
- Feel alone
- Pressure to keep "achieving"



Lost in Direction

- Troubles in transitioning from young eager coach to family-orientated man.
- Seek validation from others through achievement
- Fear of speaking up about professional issues



Don't Know Themselves

- Job specs dictate their focus of development
- Focus solely on technical development
- Discrepancy between values & actual lived experience



Feeling Traped

- Defending their identity as a "coach" at all costs (physical, emotional)
- Perceive success based on what they do
- Guided by out-of-date belief systems & cultural expectations



Unshaped Personal Boundaries

- Don't know what they want
- Don't know how to say a positive no (fear of reprisal)
- Unclear with values/purpose



Feel Not Good Enough

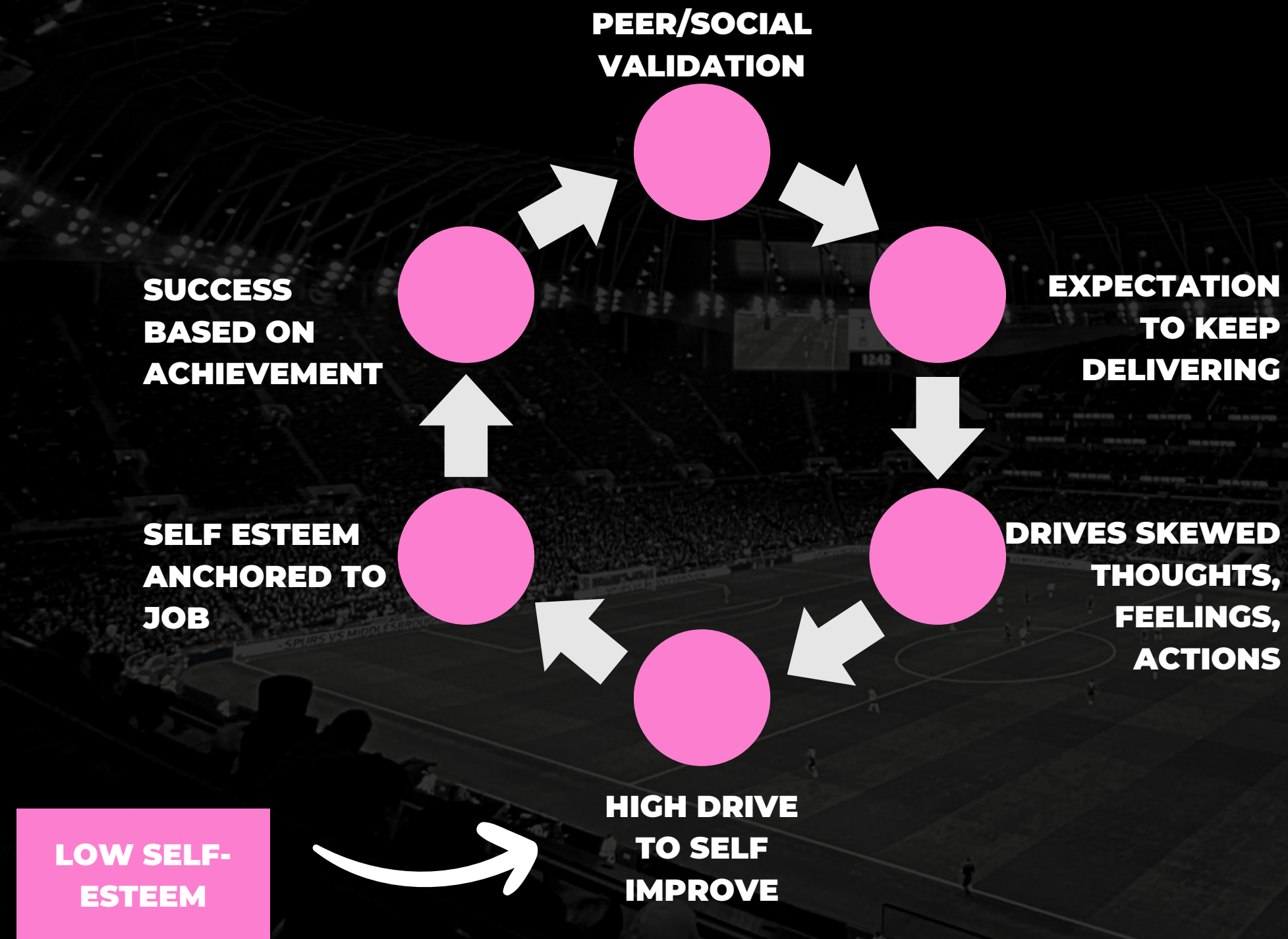
- Imposter syndrome
- Comparison to peers
- Judge themselves based on the level/achievement of their athletes



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02 - WHY THIS PROGRAM

Achievement Feedback Loop



Director of Performance

"I felt panic that I didn't know what else I needed to do to try and achieve the "thing" and also feeling like a failure and just not good enough. Panic of not knowing how to be where I was supposed to be which was world-class and respected of the "thing", how do I stop myself being on this endless chase."

02 - WHY THIS PROGRAM



Until now they have been following a path that has been defined by the perception of what other people think or by their own lack of self-worth and compassion.

There are three common reasons I see why men are quietly suffering:

X They feel they can't express to any professionally concerns or unhappiness. They feel that if they do they'll lose their job. We all know there is high job insecurity, many people waiting in line for a "top" job to come up.

X The second common reason is that many men feel trapped and pigeonholed in their professional identity working in high-performance sport. That it seems impossible to think of another way.

They've said they've got the tracksuit and initials & have very little else, which made up their whole identity and being.

X The third common reason is that they just don't know what they want. They want clarity, and peace from the constant need to keep doing and achieving and to live their life for themselves.

02 - WHY THIS PROGRAM

THE COST TO PERFORMANCE STAFF

The research shows that male support staff feel lost to performance sport. They achieve all these "things" that ultimately offer little back regarding meaning and purpose in their life.

You're either considered a highly successful member of performance staff, or you're striving toward the roles that you have defined as highly successful. But whether you know it or not, whether you like it or not - I can tell you right now, there is a dark side to this pursuit of success.

"My self-esteem and sense of worth were completely baked into my job. If you're as anchored to your job as I was from a self-esteem perspective, the only reward for all your hard work and capabilities is to not 'not' work, the only feedback you're likely to get is when something has gone wrong – all of that will wear you down mentally eventually."

- Darren Roberts, Performance Coach

THE COST OF THIS IS MASSIVE!

- Divorce
- Depression & Anxiety
- Absent parent
- Short-term relationships
- Emotional illness
- Physical illness

I experienced all of these during my coaching career. This is why I developed this program and "coach the coaches."

The **Practitioner Needs Analysis** allows you to identify what qualities are most important for you to show up in your role, career and life in your fullest expression.

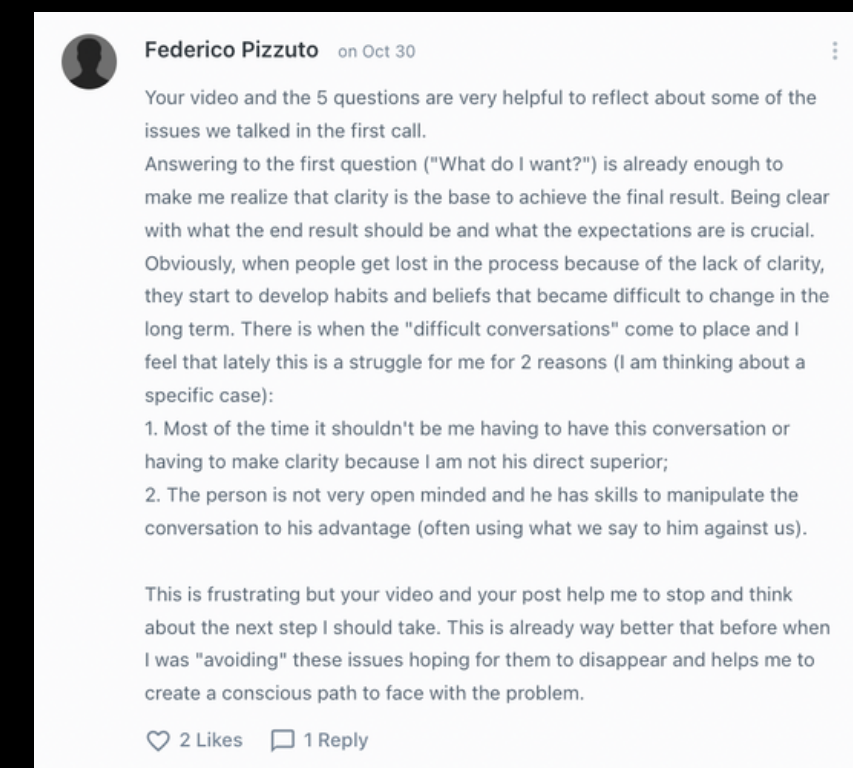
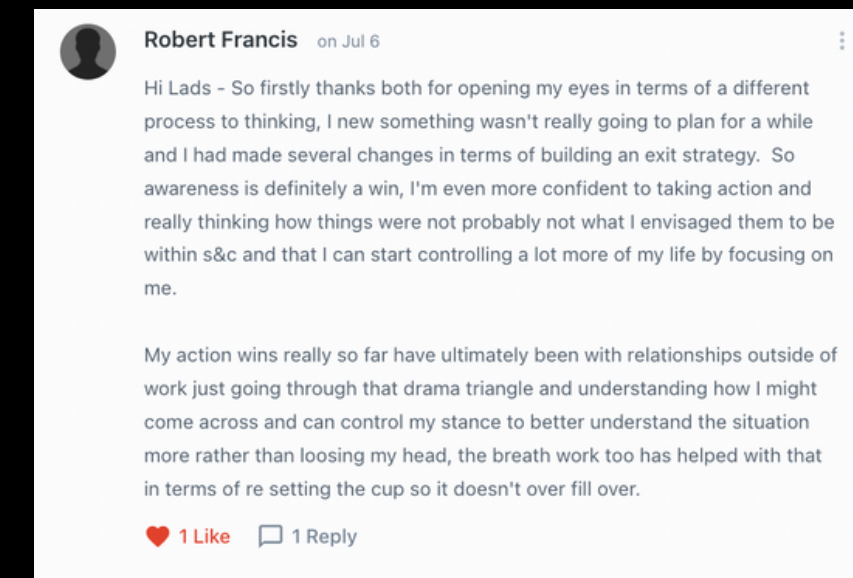
It highlights the components of your life, giving you clarity on what is blocking you, how it's blocking you and what you need to do to release those blocks, helping you to tailor your goals and actions away from potential burnout, divorce or illness, and instead towards one where you thrive as a practitioner and in your home life.

03 - HOW THIS WORKS

HOW DOES THIS PROGRAM WORK?



The group post their reflections to a private online platform (off social media) in between sessions. This holds everyone accountable, provides support, offers new perspectives and allows questions to be answered.



Hey richard, just had a really positive chat with my wife about commutation and she was able to share how she felt and I tried to explain how I have been feeling etc and how that's then impacting how I am at home.

Lots of great questions and comments in the notes that I'm going to work through today and pick the most prominent ones to work on! Thank you again so much for your support!

That voice note definitely hits home too!

03 - HOW THIS WORKS

HOW DOES THIS PROGRAM WORK?

LIVE SESSIONS

ALL sessions each week are LIVE with me. Within each session are group breakouts, this is powerful because each man in the group can share their thoughts, feelings and experiences related to each principle we cover within the pathway - giving you NEW perspectives to use within your life.



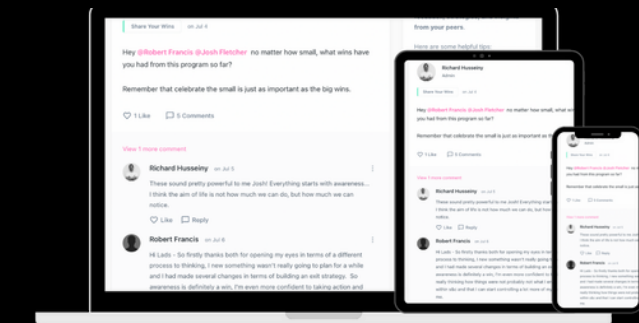
SUPPORTING WORKBOOKS

Every module of each phase of the program has a supporting workbook, to help you integrate the principles and get the clarity you seek.



COMMUNITY OF PEERS

You will be in a powerful group with up to 10 other senior male performance staff that know the demands & pressures of high performance sport. The group post to a private online platform (off social media) in between sessions. This holds everyone accountable, provides support and allows questions to be answered.



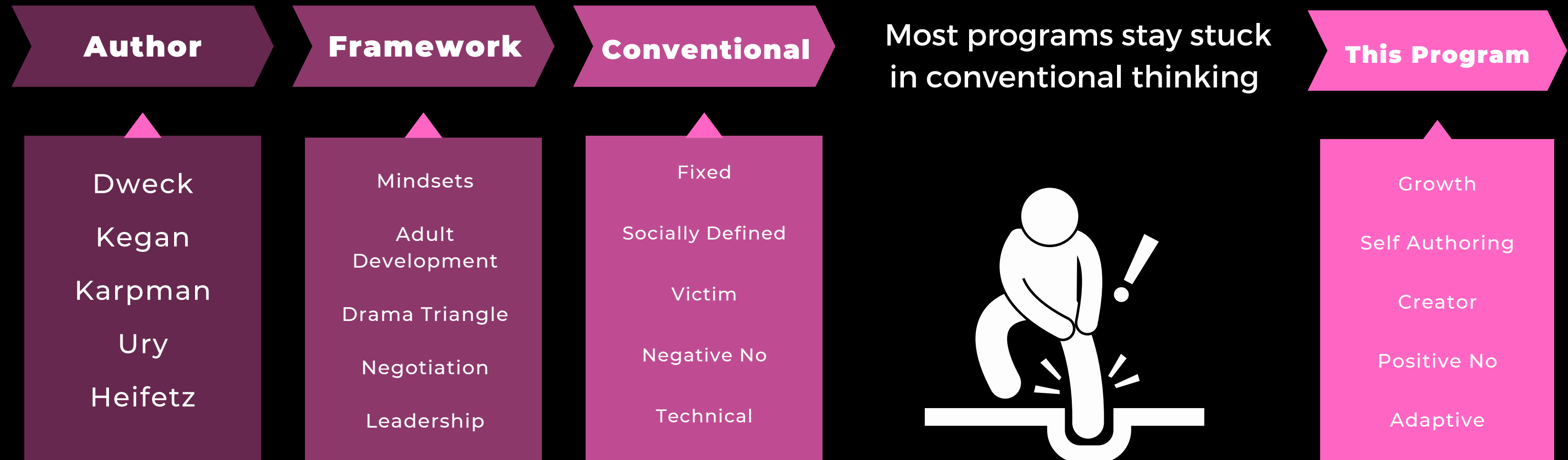
04 - PROGRAM RESULTS

- ✓ Ability to self-regulate under stress
- ✓ Clarity on your values & purpose
- ✓ Developing awareness with your thinking & reflection process
- ✓ Ability to take full responsibility of your thoughts, feelings & actions
- ✓ Skills to nurture your personal relationships
- ✓ Awareness of your emotional & spiritual needs
- ✓ A skillset to let go and come back to center instead of reacting to every situation
- ✓ Personal change inside yourself leading to change outside in your personal and professional life
- ✓ A large range of new skills & insights to make your thinking process visible
- ✓ A deeper understanding of yourself
- ✓ Greater ability to be present in your life with the people that matter
- ✓ The skills to create the ideal work:life harmony for you
- ✓ Clarity on what's holding you back in life & how to let go of it
- ✓ Personal 1-1 access to me as your coach throughout our journey together

This program is not solely aimed at 'teaching' you something. Rather, it's about opening your eyes to something you may not have been aware of, with the tools to apply this knowledge in a way that serves you.

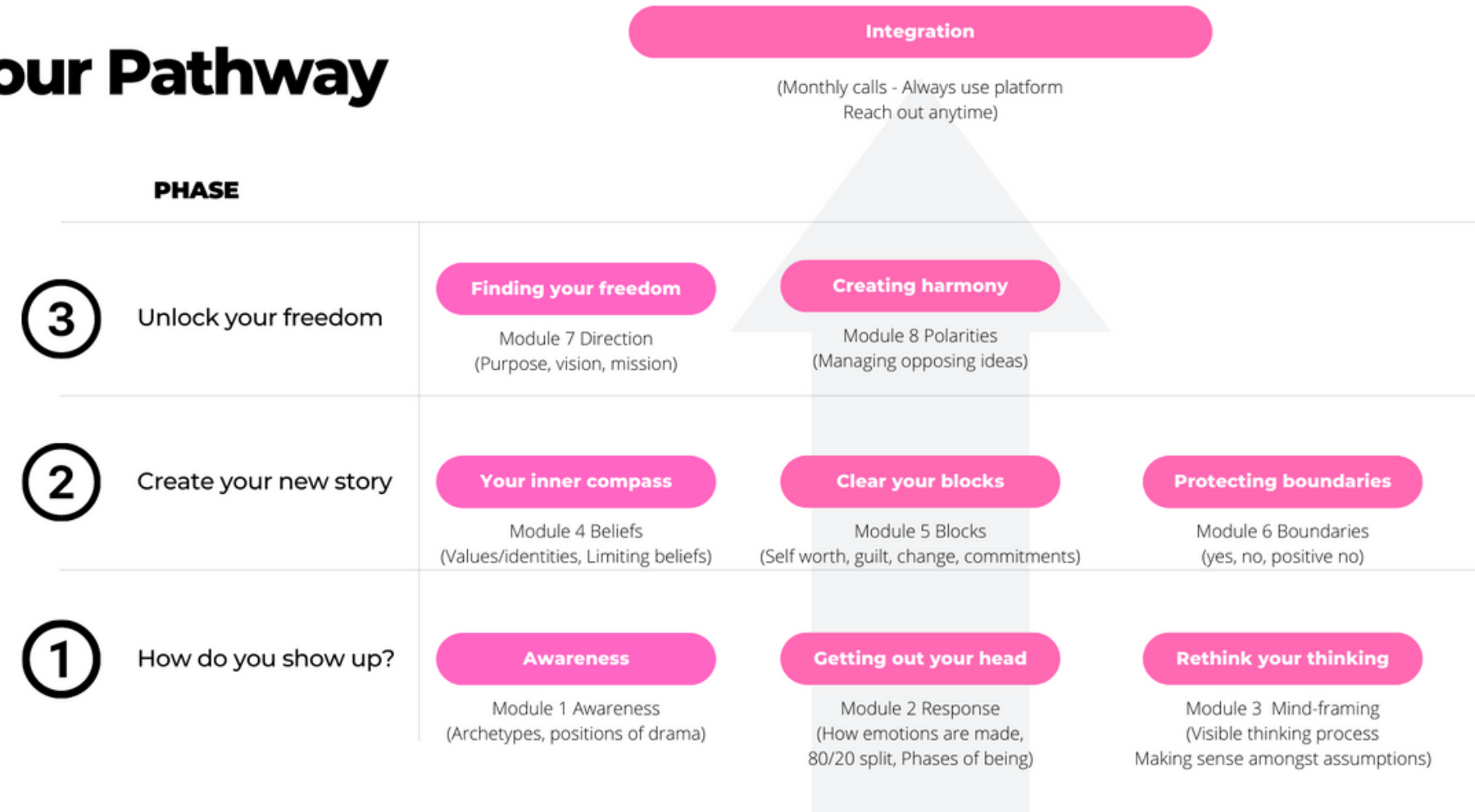
05 - THE PATHWAY

OVERVIEW OF HUMAN DEVELOPMENT MODELS

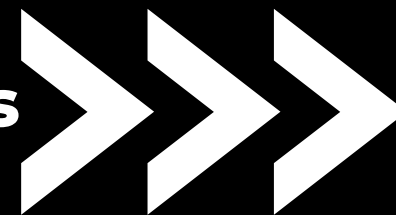


05 - THE PATHWAY

Your Pathway



Continue for Details



06 - PHASE 1

HOW DO YOU SHOW UP?

In phase one, you will learn HOW YOU SHOW UP. You will be guided into bringing awareness to your unconscious behaviours that secretly govern the type of man you show up as on a daily basis.

This will set the foundation for you to understand the specific work required to move towards where you want to get to. You will then be introduced to mind-framing that will allow you to understand your thinking process where you will master the art of self-authoring your life the way you want it.

You'll learn how to make your thinking process visible so that you can take steps to acknowledge and respond to your feelings with a skillset to let go and come back to centre rather than let them react and control you.



MODULE 1 - AWARENESS OF SELF

You'll be guided into clarity on the 4 archetypes that define how you show up, how they limit you, in what situations, and to develop the skills to move out of problems, into creating the outcomes you want in life.



MODULE 2 - REGULATION OF SELF

You'll be guided into clarity on how your body contributes to your decisions, giving you the ability to observe your mind & witness your emotions so you can move out of reaction into response.



MODULE 3 - THINKING AND SELF

You'll have clarity to see where your assumptions contribute to false beliefs, to see your blind spots allowing you to turn challenging conversations into positive outcomes.

06 - PHASE 2

CREATE YOUR NEW STORY

In phase two you will CREATE YOUR NEW STORY. You'll be able to see clearly where your beliefs come from and what beliefs you need to change to resolve the conflict within you. You'll have the skillset to see where you're blocked, why you're blocked, and how you're going to release your blocks to get free.

You'll truly understand what it is about self-esteem that you need to know to remove the expectation of being driven to continually prove yourself so you can flourish in being at peace with who you are.

Lastly, you'll become a master at how to say a positive no, which will allow you to create and keep your boundaries so you can put yourself and your loved ones first.



MODULE 4 - BELIEFS

You'll be supported to get clarity on the values that matter most to you, and what identities you uphold & defend that creates a discrepancy between your values and your lived experience.



MODULE 5 - BLOCKS

You'll learn how to let go of guilt that holds you back, and be taken through a powerful reflective practice to get clarity on what is blocking you - leaving you free to make the choices you want.



MODULE 6 - BOUNDARIES

You'll learn where you're out of balance to then define what commitments you need to let go of. You'll learn the powerful and effective formula for saying no positively, without burning bridges.

06 - PHASE 3

UNLOCK YOUR FREEDOM

In phase three you will UNLOCK YOUR FREEDOM. You'll find fulfillment in understanding the direction you truly want to go by establishing your vision of a future you want that defines your hierarchy of strivings. So that you can reestablish harmony using powerful objective strategies to live aligned to your values and purpose.

You'll get clear on what is a nourishing work/life balance for you, you'll know what you want to establish and what you want to experience in life and then go and experience it to strengthen connections to family and friends outside of sport.

You'll be guided into deep reflection on what you want to achieve, what's worth sacrificing, and what isn't to help you get perspective on what you may regret with the ability to recognise what's really genuinely important for you.



MODULE 7 - DIRECTION

You'll be guided to get clarity on the 3 cornerstones underpinning your purpose, clarity on the 6 pillars of your vision, and clarity on the 4 areas contributing to fulfillment & happiness - this is a deep reflective week.



MODULE 8 - HARMONY

You'll be guided to get clarity on your fears and hopes, giving you the ability to see warning signs before it impacts your life with clear action steps to satisfy the areas you are balancing in your life.

07 - INTEGRATION

MONTHLY LIVE SESSIONS

After the initial 8 modules, we move to monthly integration calls for as long as you need them.

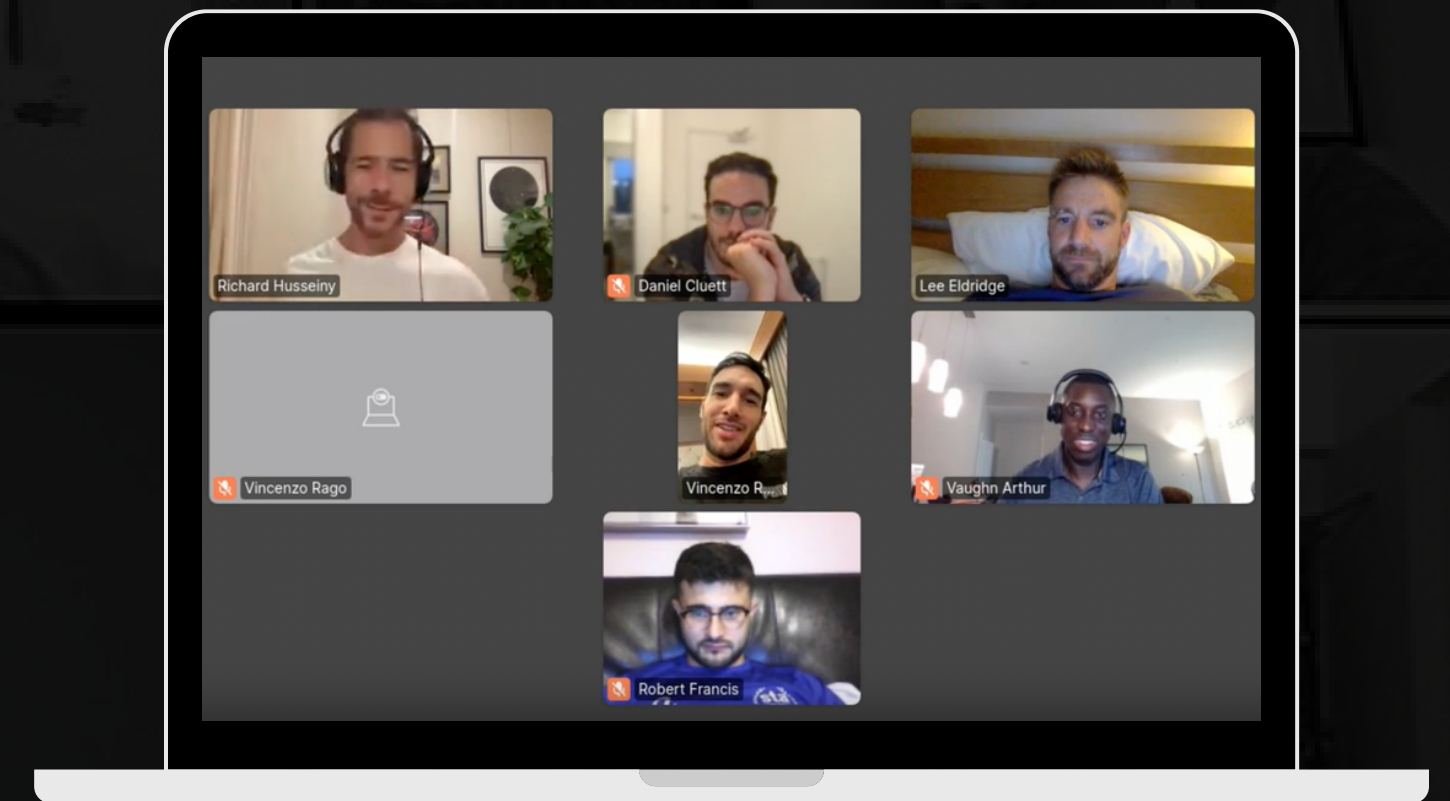
These sessions are where we meet to refine how best to integrate the lessons, unstick the sticking points and hone your very personal application of these principles.

- **Turn up with a specific problem you need support with**
- **Turn up and just listen to your peers**

If you want to cover something specifically for you, you'll be invited to submit a question before the session, and define which phase and lesson of the program you're in, and in which module your question arises.

This provides a powerful sounding board to talk through stages of your growth.

GROUP SUPPORT WITH PEERS IN PERFORMANCE SPORT



08 - FAQ'S

FREQUENTLY ASKED QUESTIONS

Q) Can I just access it all online?

No, this is an immersive experience, focused on human interaction and conversation, to help you learn, apply and solve your problems faster! Sessions are recorded for you to rewatch.

Q) How often do we meet?

The group will meet on a WEDNESDAY at 7:30 pm UK time EACH WEEK for the first 8 weeks. We then move to ongoing monthly sessions for as long as you need them. You'll have the dates set so you'll be able to plan ahead. Life happens, so if you happen to miss a session you will have the recording AND I am available to meet with you 1-1 to help you catch up. The rest is up to you! The more you add to the community, the more you will get out of the experience.

Q) Can I use the programme for CEU/CPD points?

Unfortunately not, but that shouldn't be the sole reason for looking for personal development. This program is about developing you the man outside of your role in performance sport - with the added benefit of having the ability to apply what you learn within your professional environments.

Q) I live in a different time zone, how does that work?

There is obviously a barrier there, but past and present men have made it work by agreeing to do one-on-one catch-ups with me after each session. This is an individual variation, so we can talk about this if this is something you want to explore. I have worked with coaches from Asia, Australia, Europe & U.S.A,

Q) How many people do you take in the group?

The groups are no more than 10 in size to maintain the full power the group provides,

Q) How much is it and how do I get involved?

If you are thinking this, then I am excited for you. There is huge value packed into this program. Simply book a call with me to discuss the finer details. I'll love to learn what you're looking to get, and that this program can facilitate that. If it doesn't, I will be able to point you in the right direction to someone or something that will!

09 - TESTIMONIALS



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Rob Francis

"It struck me how lost I was in terms of working in performance sport. The more I've been involved with Rich, the clearer I've become with what I want, why I'm not feeling happy with what I'm doing, where I want to be heading and how to start putting change in place."



”

Josh Fletcher

"Rich is a subject matter expert, who added a different slant to my personal problems. He helped me to find solutions to the issues that I was struggling with." "The skills and tools that I've learned on this course have really, really been beneficial to me, almost instantaneously." "It's been one of the most impactful investments I've ever made."



09 - TESTIMONIALS



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Rhys Ingram

"I have to say I've taken a huge amount from this program. It came at a really important time for me in my personal development. The program helped me really assess how I want to take the next steps in my life. The incredible framework gave me clarity on my own personal journey, I really enjoyed this program."



”

Daniel Cluett

"I can't believe I doubted signing up to start with because it has had a massive positive effect on my professional and personal life. More people need to know about this. I wish someone had told me earlier."



10 - HOW TO GET INVOLVED

With **limited spaces**, it's important for us to meet and ensure this is the **right fit for you!**

This is a challenging and highly impactful experience, which will bring you deep clarity within your life.

BUT it requires you to **DO THE WORK!**

There will **only be a total of 10** spaces on each program, with many allocated already! So don't waste any time booking your call!

I'll be very happy to answer your questions to give you clarity, including costs, benefits, and the platforms we use throughout the process!

I look forward to working with you,

Richard

men behind sport.

The screenshot shows a Calendly booking interface. On the left, it displays the host's profile: Richard Husseiny, Men Behind Sport, 30 min, and a note that web conferencing details are provided upon confirmation. On the right, there's a calendar for December 2022. The dates 16, 19, 20, and 21 are highlighted in blue. The time zone is set to UK, Ireland, Lisbon Time (12:52pm). A 'Powered by Calendly' badge is in the top right corner.

Click the button below to book a call to ask me any questions and to sign up!

Book A Call

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