

# Licensed Sports Performance Coach™

Your personal guide as to how you  
can benefit from the learnings of  
these programs.



Peak Performance Training Programs  
fully accredited and licensed by  
Society of Neuro-Linguistic Programing®



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**The purpose of these programs, is to create a professional alternative, that can offer high level mental conditioning, at all levels of sport, in all sports!**



# What is Sports Performance Coaching?

The idea behind the concept of Sports Performance Coaching comes from the athletes themselves. When an athlete wants to perform, but for some reason doesn't, they want a quick and efficient solution that works and that lasts!

Many types of coaching do not have what it takes to get the athlete back on track or to optimize their performance. With the tools and techniques of NLP, we can help people perform at higher levels and we can help them achieve the goals they have and remove the obstacles trying to prevent them.

We do not believe in long tedious processes, but rather want the coach to consider performance as a natural part of themselves and their mindset!



## **Challenges met by these trainings?**

The trainings are very distinct in their intended purposes. The Licensed NLP Practitioner in Sports is designed to meet the requirements of athletes who want to improve their own mental game and/or to people in sports, who now want to start working with mental conditioning, but are new to the world of NLP. The Licensed Sports Performance Level I program is designed to take experienced Practitioners and Master Practitioners to the next level and enhance their ability to combine and utilize their past learnings in order to make them ready to work with athletes at all levels. The Licensed Sports Performance Level II program is designed to take the learnings from Level I and transform that into process coaching and allow the coach to work with the whole organization. There are two main things we will focus on in each of the programs. One is to remove obstacles to performance and the other is optimize the performance! You can see more later in this guide about the individual programs.

## **Advantages?**

Your advantage of completing these programs is obvious. You will learn from a person, who not only is the International Director for Sports Performance Coaching and a Licensed NLP Master trainer, but who also has competed at high level and in various sports, but also has worked with athletes in many different sports and helped them perform better and more. These trainings are not about theory, but real skills built in an environment of performance.

## **Who are the participants on these trainings?**

Most of the people who join these programs are people who have done or still do sports as a natural part of their life. It doesn't necessarily require that you have been at elite level, but more that you have a sincere interest and understanding of the world of sports. Many people ask us if we focus on any particular sport and the answer is no, we don't. We focus not so much on content but rather on process and therefore we are able to work with people from all sports!

## **Experienced trainers**

Whenever you train with **International NLP Sports Academy**, you are secured the trainers you can get in the field of NLP and sports. Lead trainer will always be Anders Piper, Licensed NLP Master Trainer and International Director for Sports Performance Coaching for Society of NLP. On many of the programs he will be assisted by other trainers who will assist in your learnings and who all have many years of experience with NLP and sports.

## **Format that protects your time and investment**

We believe that it is important to make the most of your investment. We have therefore created a format where you are expected to do some prework, so that you can come prepared to the training and once you are there, we will make sure that every moment is utilized and brings you to a higher level.

## **The advantage of training in small groups**

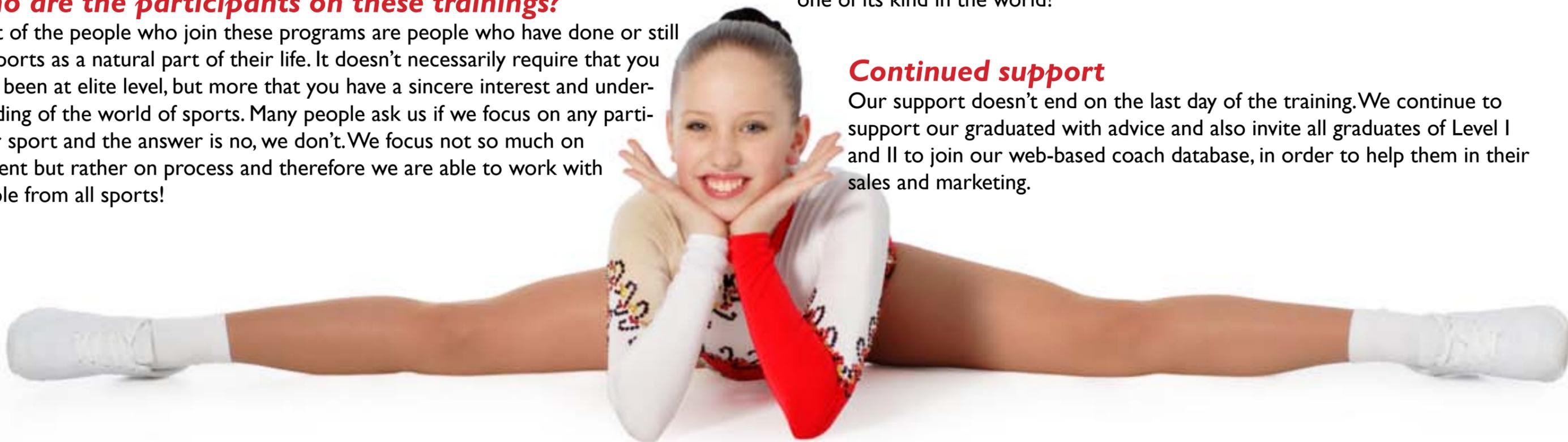
We normally run these seminars in small groups, thus allowing time to work with individual challenges and making sure that each and everyone is challenged at their level. The training environment is informal and close cooperation between students.

## **Certification**

All programs are fully licensed and certified by Society of NLP and are the only one of its kind in the world!

## **Continued support**

Our support doesn't end on the last day of the training. We continue to support our graduates with advice and also invite all graduates of Level I and II to join our web-based coach database, in order to help them in their sales and marketing.





# Take a sneak peak at the programs

## ***Licensed Practitioner of NLP® in Sports™***

You will learn how to control your brain and design and improve mental strategies in your game, no matter what your sport is. You will learn in a challenging environment that focuses only on your personal gain and development, giving you the opportunity to maximize your game.

You will learn how to:

- Design a winning mind
- Achieve Flow (The Zone) more often
- Do goalsetting with quality, short and long term
- Build Motivation
- Maximize your game rituals
- Avoid intimidation from opponents
- Change negative thinking before or during the game
- Get to the next level
- Build mental strength
- Turn problems into renewed energy
- Relax and focus more and easier
- Predict opponents
- Change inefficient routines
- And much much more.....

## **Licensed Sports Performance Coach™ Level I**

The overall goal for this training is that you qualify to become a Licensed Sports Performance Coach™ and being certified means that you have obtained skills and competence within the areas of Coaching and Mental training and motivation. Some of the target areas in the training are Motivation, Goal setting, Focus, Stress Management and Modeling and we will also teach you how to help people cross thresholds and how to help them to Flow. In only nine days you will get the necessary skills that will enable you to create winners.

### **In 9 action packed days you will learn how to:**

- *Get an athlete into Flow*
- *Go past a threshold*
- *Model strategies from others and improve own*
- *Create a Winning Mind Design*
- *Help Athletes Cope with Pressure*
- *Understand Mental Preferences*
- *Use Generative Questioning™*
- *Use Advanced Coaching through the Coaching Matrix™*
- *Use Advanced Hypnosis for Deep Impact and Relaxation*

## **Licensed Sports Performance Coach™ Level II**

With the foundation being our NLP Toolbox, in Level II we focus more on team, organisation and long term involvement. Taking you to a more advanced level, delving into the behaviour that drives the mechanisms and how you can influence these at a deeper level. Also at the same time, optimising the ecology of the athlete, so that the system becomes self supporting. Of course no LSPC training will take place without you also being challenged personally on your ability to work with the athletes and perform yourself.

### **In 6 incredible days you will learn how to:**

- *Build Gradual Mindsets - Building talents into sustainable stars*
- *Conflict Management and team re-orientation*
- *Team Leadership - recognizing and building team captains*
- *Team Composition - Based on mental preferences*
- *Creating Powerful Peptalks - utilizing language patterns*
- *Working with the Ecology - parents, organizations and sponsors (alignment of values and beliefs)*
- *Process Coaching - long term relationships with athletes*
- *Performance Based Pay*

## **Sports Performance Congress**

In our continued quest to support and develop our coaches, we host an annual Sports Performance Congress open only to graduates of the Sports Performance programs.

This congress will be held in connection to our Summer training and will take place as a natural extension of the Summer Camp programs.

During the congress you will have the chance to meet athletes and hear about their experience with Mental Conditioning and you will hear about research conducted and also have the chance to network with fellow coaches from around the world.

## **Performance Profiling**

As part of the **Licensed Sports Performance Coach™ Level I** training, you will already obtain a certification as a **LAB Profile Practitioner**, allowing you to use the LAB profile when working with your clients.

We believe that profiling tools can be a good help to understand the person or the group of persons that you are working with and we also believe it can help you facilitate changes easier.

**International NLP Sports Academy** works with two other profiling systems and we are proud to conduct certifications and/or to direct you to a contact-person in your country who can help you becoming certified and supply you with license and access.

We work with and offer you certifications in the following systems:

### **Identity Compass**

This tool offer you an on-line questionnaire that will result in a profile with two parts (optional). Part one will look at Thinking Structure preferences (Meta Programs in NLP terminology) and the second part will assess to what extent you are motivated, in other words to what extend you get what you want! Extensive reports and possibility of teamprofiling makes this an easy choice for many NLP Practitioners around the world. Anders Piper has been part of developing the specific sports version!

### **Reiss Motivational Profile**

Based on many years of research Professor Steven Reiss has constructed a profiling system based on 16 intrinsic motivation traits, present in all of us. Based on his research the RMP can tell you what motivates a person and can also help predict behavior. The system offers extensive reports and various options for working with team profiles. The RMP has been used in connection to Olympic programs and with athletes in many different sports.

# Here is what previous participants have said about the “Licensed Sports Performance Coach™” programs

The LSPC course is a very demanding one, but it gives you so many skills and so much “know how” that you will be amazed. In the first days you could feel some confusion in your mind, but day by day everything seems so clear and so “easy” that you could wonder “how is it possible?” The answer is..Anders! He keeps installing in your mind all the patterns you need for learning at the best. And between a laugh and an exercise you’ll have the tools in your box and be able to make them working for your athletes! In my opinion this one is the most important factor in a course: you don’t have just a theoretic knowledge, but real and practical skills. Thanks Anders!

**Raffaella Frasca Comati, Italy**

“What an experience – nine days full of intensive learning in a challenging and supportive atmosphere! This course taught me in many ways how NLP can be utilized in sports coaching and how you can really make the difference in the performance. Real live athletes as our clients made the course even more interesting and useful. Now I can help my clients much better – whether the issue is sports related or not. I got eight new clients during the training as a result of doing the modeling project and after the course one of my clients called me a ‘mental training guru’. What more can I ask for?”

**Katri Syvärinen, Finland**

“Malaga LSPC was one of my best training experiences ever. I really enjoyed the program with Anders and the international group of participants with lots of practical exercises and real life clients. The setting “Solandulusi” is a perfect place for concentrating and relaxing at the same time with many opportunities of practicing sports in between the seminar hours. Sharing the meals with my group was a fun opportunity for getting to know each other better. Anders is a fantastic trainer, challenging us all the time to get better and better in our skills as coaches. I really feel I have gained something unique and special from this seminar and I can sincerely say the investment of time and money was totally worth it”

**Monica Popescu, Italy**

“In 2006 I came 2nd in the World Fitness Championship and in 2007 I came first in the European Fitness Championship. As a top Personal Trainer and Fitness Instructor since 2000, I wanted to take my work to the next level, so I attended the very first Licensed Sports Performance Coach™ seminar taught by Licensed Master Trainer of NLP Anders Piper. My expectation of getting the latest most effective, cutting edge psychological strategies in the world today was fulfilled. Anders’ instructions are very clear and his attitude refreshingly direct. When you attend this seminar you get real tools that work equally well with professional athletes and keen amateurs alike.”

**Jenni Levävaara, Finland**

As a Sports and Business Coach and Master Practitioner of NLP and certified counselor, I attend each year several courses for my personal ongoing development, but I realized that the LSPC seminar is the only conceived to finalize NLP techniques and other disciplines of life enhancement techniques towards Top Sports Coaching, in a balanced synthesis between theory and practical exercises of intervention. Anders Piper, one of the few trainers in the world chosen by Richard Bandler to be his apprentice and now a Licensed Master Trainer, ex Elite Athlete himself, leads throughout the nine days of intensive work, in a complete state of learning flow, where his extensive and deep experience with issues, people and athletes in every part of the globe emerges fully. I really enjoyed that we, the participants also had the extraordinary opportunity to meet National and Olympic Athletes that were available for a full day of modeling of their mental strategies, in peak performance states.

**Elisabetta Bernardini, Switzerland**

“Being one of the first Licensed Sports Performance Coaches™ in the world, I must say that I feel very privileged having received the excellent training from the NLP Master Trainer Anders Piper. I found the Licensed Sports Performance Coach™ training demanding but yet extremely practical. It gave me valuable tools to further deepen my NLP skills and combine them with my knowledge and experience in sports coaching and training. After successfully completing the training I was able to put my skills immediately to use by being signed as a mental coach for a basketball team. Thanks to the Licensed Sports Performance Coach™ training I have been able to get results with the team within a very short period of time.”

**Hannu Pirila, Finland**

The LSPC training in Malaga was extraordinary. That doesn’t only mean that I really liked it, but more so, that the training was outstanding compared to my previous educational/training experiences. Anders Piper is a charismatic man, great teacher and trainer, whose decisiveness combines with sensitivity and deep insight into the essence of what he is teaching. He knows how to guide a training program in a way that practical and theoretical parts are perfectly balanced. Right after completion of the training you are ready to “just do it”. With LSPC I implemented my work with efficient techniques and improve my time management. I highly recommend the LSPC training, not only to those who want to work as a sport coach, but also to everyone who works with people.

**Vida Gostenčnik, Slovenia**

“The Licensed Sports Performance Coach training is beyond exceptional. I joined in as an NLP Practitioner and noticed my skills and confidence as a coach skyrocket during the nine days. I quickly acquired techniques to help athletes to create skills that improve their performance in so many levels. To name but a few, during the training, you will learn of flow, focus, motivation, goal setting, stress management etc. I surely went past my threshold as a coach and now I know how to help my clients to do the same in their sport and in their performance. This training reinforced my winning mindset in life and gave me the tools to create such a mindset also for my clients. Purely superb nine days!”

**Minna Immonen, Finland**

“To participate in the Licensed Sports Performance Coach training is one of the best things I have ever done for myself. It has given me an incredible big insight to myself and my own resources. Throughout the whole training I learned and practiced NLP tools that I can use in the world of sports and many other places. It has been very intensive and with a lot of content and I left with many things that needed to settle into my head. Well back in Denmark, I experience that everything thing falls into place and I can use it all right away. This training has also given me a strong bond with the other participants and we have gotten to know each other really well. I took my NLP Practitioner with Anders Piper and I knew what I would get by signing up for one of his trainings again. I knew I would be put under pressure and challenged to my maximum capacity and I also knew that I would get a lot of training and learn the real NLP approach. I can highly recommend Anders Piper and International NLP Sports Academy. Don’t settle for less!”

**Kasper Reinhold, Denmark**

Finally a training where you not only get the knowledge but also the skills! Anders direct way of teaching just made you go every time that bit further, reaching a level that you never thought you would be capable of. These 9 days weren’t always easy: it was hard work (even in the breaks!), you needed lots of focus and concentration but it was also fun! I now not only have the certification of Licensed Sports Performance Coach but thanks to Anders, I also AM a mental coach now!

**Saskia Bas, Belgium**

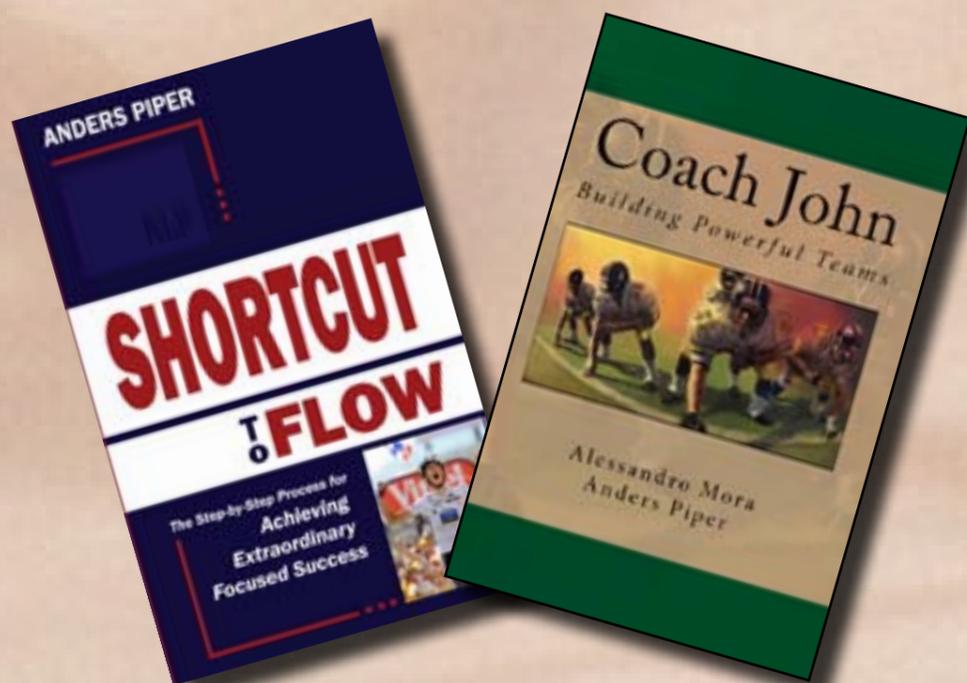
# Learn more about your Lead Trainer, Anders Piper

The programs are licensed by the Society of NLP™ and the Lead trainer is the Director for Sports Performance Coaching in Society of NLP and Licensed Master Trainer of NLP™ and M.Sc. Psychology Anders Piper. Anders has extensive experience within the field of NLP. He has been personally awarded the position of International Director for Sports Performance Coaching for Society of NLP, He has also been an apprentice with Dr. Richard Bandler, co-founder of NLP. He has a NLP Coach certification from NLPU and is also a certified WealthyMind Trainer. He has several trainer certifications within various profiling systems of which we like to mention the LAB Profile, Identity Compass and Reiss Motivation Profile and he has also a certification as a physical trainer from the Danish Army and as a Cross Country Skiing Instructor.

Anders is the author of the book “Shortcut to Flow” and co-author of the book “Coach John” and he has also produced CD’s and a number of articles on Mental Conditioning.



Anders Piper together with Dr. Richard Bandler, Co-Founder of NLP



Anders has three national championships and has competed at European level and knows the demands and the pressure that there can be on an athlete and the commitment it requires to be at the top level in your sport. He has, as an athlete and in working with athletes, experience from both individual- and teamsports.

So far Anders has worked with athletes in Golf, Tennis, Running (All distances), Bicycling, Football (Soccer), Martial Arts, Handball, Canoeing, American Football, Climbing, Horseback Riding, Triathlon, Fitness and Body Building. He has worked with both Elite and Leisure Athletes and in the trainings shares his examples with you and also work with your own sport and your performance!

## **Guarantee for quality**

We guarantee our trainings. Not only will you be trained by a Licensed Master Trainer of NLP, you will also be certified according to the standards of Society of NLP. All of the licensed programs are approved for content by Society of NLP and peer evaluation is constantly an ongoing process. Never the less, if you find that the training should not live up to your expectation, we will be happy to refund you your investment.

## **Where to begin?**

If you wish to become a Licensed Sports Performance Coach™ you need to be at NLP Practitioner as a minimum. Any certified Practitioner will give you access to this training and if you do not have one yet, contact us and we can direct you to a trusted partner in your area or even better, look at our website [www.INLPSA.com](http://www.INLPSA.com) and check out if there is a Licensed Practitioner in Sports that could fit your plans. The Licensed Sports Performance Coach programs are high level and very demanding and challenging trainings, so if you are already a NLP Master Practitioner or NLP Trainer, you will be challenged according to your personal level of competence.

## **Sign up for our newsletter**

If you haven't already done so, we highly recommend that you sign up for our monthly newsletter. on [www.INLPSA.com](http://www.INLPSA.com). This will give you hints, tips and ideas about specific topics in the world of Mental Conditioning and it will give you the latest news on our upcoming events.

## **Sign up for a training program**

Already convinced and want to sign up, ok that makes sense. Go to [www.INLPSA.com](http://www.INLPSA.com) where you can sign up on-line. Once you have signed up and completed your payment you will receive a confirmation and information about the pre-work we will send you. There is no pre-work for the Licensed NLP Practitioner training. (online-payment only by Visa or Mastercard, if you have another credit card or want to use PayPal, please contact the office on [info@come4learning.com](mailto:info@come4learning.com))

## **Get help to create a business case**

For those of you who want to make this your living, we will be more than happy to help you create the business case to support your investment. Contact us on [anders@come4learning.com](mailto:anders@come4learning.com) and we will send you our easy to fill in template.

## **Questions you should ask yourself before choosing your trainer and training institute:**

Here are some of the questions we believe could be beneficial to ask yourself before you make your choice of trainer and program:

- Can I call the Lead Trainer and get direct answers?
- Do I want my certification to be approved and signed by the co-founder of NLP?
- Do I want a certificate that is recognized internationally?
- Do I want a training customized for all levels of competence?
- What is the group size and will there be individual coaching during the training?
- Does the trainer have the needed experience and credentials within the areas he or she teaches and that are relevant to you?
- Will I learn skills I can apply and utilise, what do past students say about their experience on the program?
- Would I prefer to have an accelerated format in an international setting?
- Am I ready to accept some initial confusion in an advanced training structure in return for greater outer outcome and pragmatic training?
- Can the trainer offer a wide variety of support and training?
- Does the trainer offer me and my company help to create a business case that can shine light on the value of my investment?

## **Contact International NLP Sports Academy**

For more information on these programs, please contact Program Director and Lead Trainer Anders Piper on [anders@come4learning.com](mailto:anders@come4learning.com).

For registration please go to [www.INLPSA.com](http://www.INLPSA.com) or contact:

Anne Piper, come4learning Aps, Solsortvej 10, DK-5700 Svendborg.

E-Mail: [anne@come4learning.com](mailto:anne@come4learning.com) or give her a call on (+45)22712125

**International NLP Sports Academy** is the training organization behind this training. Organized under Society of NLP and a subsidiary of come4learning, this Academy is the specialized sports authority in the world of NLP, bringing to you the latest in the development of mental training in sports.

**International NLP Sports Academy** is your guarantee for optimal experiences and professional conduct aligned with the standards of Society of NLP and Dr. Richard Bandler, co-founder of NLP.

**International NLP Sports Academy** is dedicated to the success of you and your clients and we strive to give you the competitive edge in the world of mental training!



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**For registration please go to [www.INLPISA.com](http://www.INLPISA.com) or contact:  
Anne Piper, come4learning Aps, Solsortvej 10, DK-5700 Svendborg.  
E-Mail: [anne@come4learning.com](mailto:anne@come4learning.com) or give her a call on (+45)22712125**