

# HERE'S YOUR GAME CHANGER FOR THIS SEASON

*“In elite sport, equipment is equal among competitors, physical conditioning programs are indistinguishable and game or race strategies are often duplicated. The only true competitive advantage is gained by investing in the mental and emotional skills of your people, and their relationships with each other.”*

Achieve improved performance with better communication, relationship and conflict strategies

Get a 'blue-print' on how to coach to your athletes' specific needs

Know with confidence how to develop strong team chemistry

Work with a qualified consultant with exceptional experience

Guaranteed to deliver improved performance and results



athleteassessments.com  
proven sports profiling for athletes, coaches & professionals  
performance through people

# WHAT REALLY DRIVES

Teams who achieve success time and time again all have key factors in common. These must-haves are backed by research, proven in the game and result in winning championships.

**Getting the 'people side' right is what differentiates the best coaches from the rest...**

As Joe Gibbs said, "You don't win with X's and O's. What you win with is people."

The 2008 Canadian Olympic study found that **the most significant factor in achieving a medal winning or PB performance was a strong coach-athlete relationship**, with high athlete self-awareness coming in second.



**What differentiates a superelite (a high performing athlete who was expected to do well and went on to win multiple medals) from someone who competes at the Olympics but goes home empty-handed?**

According to research presented at the 2015 World Class Performance Conference in London, **it is the quality of the coach-athlete relationship.**

## TOP 3 CHARACTERISTICS OF A PHENOMENAL COACH

**61%**

rated "Focuses on their athletes as a 'whole person' (to develop in and outside of the sport)"

**55%**

rated "Strong communication skills and ability to 'teach'"

**53%**

rated "Persistent in looking for new ways, techniques and tools to improve performance"

(Coach Survey Summary Results: Evolution of the Athlete Conference)

# TOP PERFORMANCE

In elite sport, equipment is equal among competitors, physical conditioning programs are indistinguishable and game or race strategies are often duplicated. The only true competitive advantage is gained by investing in the mental, emotional and relationship skills of your people.

## TIM WALTON

*Head Coach - University of Florida Softball  
2015 and 2014 NCAA Division 1 National Champions*

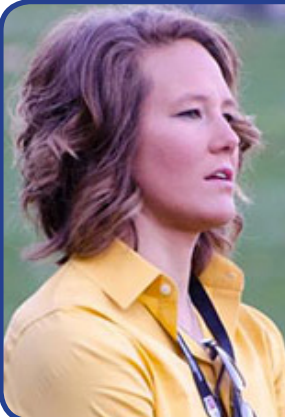
*"The most valuable thing that I gained from Athlete Assessments was that the understanding of who I was helped me better coach who they were."*



## TIM O'BRIEN

*Head Coach - Saint Mary's College of California's Rugby  
2017, 2015 and 2014 D1A National Champions*

*"We had been so close in three previous championship games and I knew this was the missing link. It was through Bo's assistance that we found a way to get closer to team synergy. He helped us look deeply into the mirror and build honesty with one another. Ultimately, the trust we created was what provided immense value to the end result."*



## BECKY CARLSON

*Head Coach, Women's Rugby - Quinnipiac University  
2017, 2016 and 2015 Varsity National Champions*

*"Our program recognizes the strengths of DISC and our staff could not be happier with the results it has yielded. The time investment for DISC ultimately lightens your load in all the other areas and then some. I would recommend Athlete Assessments' DISC to those coaches who have a passion for becoming better at understanding their athletes and getting the most effective performances out of them."*

# THE PEOPLE SIDE MATTERS

*"A common mistake among those who work in sport is spending a disproportional amount of time on "x's and o's" as compared to time spent learning about people."*

Mike Kryzewski

*"I'd say handling people is the most important thing you can do as a coach."*

Lou Holtz

90%

of student-athletes said...

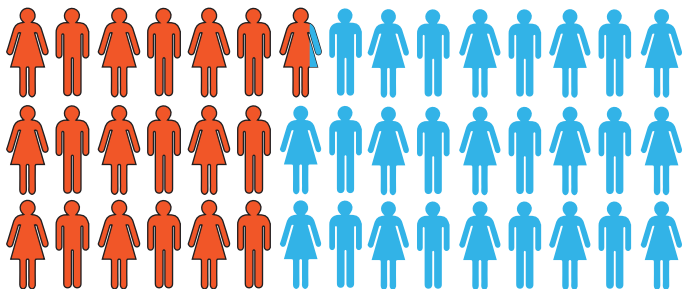
*"Coaching staff is very important in determining which college to attend."*

(AFCA Study)

## RELATIONSHIPS ARE CRITICAL

42%

of student-athletes would NOT consider a future in college athletics because of poor relationships with their college coach or their coach just prior to college.



(Barriers NCAA study)

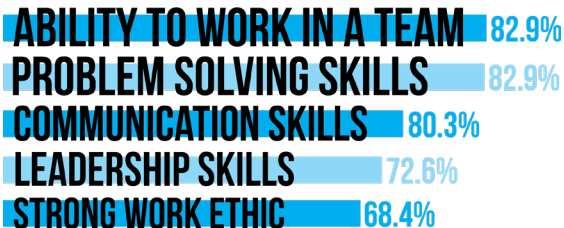
*"You don't win with X's and O's. What you win with is people."*

Joe Gibbs



## What makes the critical difference for success are the non-technical skills.

The 2018 National Association of Colleges & Employers study shows employers want these five skills and abilities more than any others:



# THE DEFINING FACTOR

**ELISE RAY** *Head Coach - University of Washington Gymnastics  
2x NCAA National Championship Finalist*

*"We've broken many records and accomplished things that haven't been done in decades. But what I am most proud of, is that everyone in the program gave it their all. Everyone bought in and committed to what we set out to achieve. As Coaches, we pulled out every ounce of belief and talent these girls were capable of. It is incredibly fulfilling! We had an incredible team chemistry, and it was the catalyst to the many great things we achieved. Athlete Assessments is a huge reason why it was such an incredible year."*



## ROSELEE JENCKE

*Head Coach  
Queensland Firebirds  
ANZ Championship Winner (2016, 2015, 2011)*

*"The change in coaches and athletes behaviors and ownership of living these behaviors everyday has given us the ability to achieve success. Everyone understands each other's unique personality and the role they must play in the team on and off the court to perform consistently and successfully. Bo's knowledge, expertise and guidance was critical to our success in the Firebirds undefeated premiership season of 2011 and 2015 Championship. He is an integral part of our 'team' and the success of winning we all strive for."*



## MATT THURMOND

*Head Coach  
Arizona State University Men's Golf  
7x Top 10 NCAA Championships*

*"I've been working with Bo Hanson and using the Athlete Assessments DISC Profiles for many years now. I really enjoy working with him and he has significantly helped me understand my players and how to get the most out of each one of them."*



**SPORT IS PLAYED BY PEOPLE, COACHED BY PEOPLE AND MANAGED BY PEOPLE,  
SO IT IS IMPERATIVE TO GET THE PEOPLE SIDE RIGHT. HERE'S HOW...**

# POWERING THE PEOPLE SIDE OF SPORT WITH DISC

DISC Profiling's primary purpose is developing self-awareness and providing a framework to understand, then build effective relationships with others.

Help your team be consistent top performers:

- Develop self-awareness
- Improve communication
- Foster productive relationships
- Tailor your coaching
- Build strong team chemistry
- Be effective with team role allocation
- Make informed recruitment decisions
- Deliver best practice leadership training

## Athlete Assessments' DISC Profiles are specifically tailored to sport.

Each assessment includes a 12 minute online survey and results in a personalized 44-page DISC Profile Report (with summaries for easy use). It details the individual's personal style, strengths, limiting behaviors, communication preferences and the environment they perform best in.



### For Athletes & Players - the AthleteDISC Profile:

Get practical strategies to coach athletes to their individual needs. Know the behaviors producing their best performances for greater consistency when it counts the most. Help your athletes build self-awareness to make improvements and take greater responsibility for their behavior, on and off 'the field'.



### For Coaches - the CoachDISC Profile:

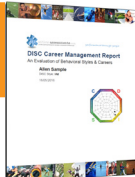
The distinguishing factor of great Coaches is their constant pursuit for the competitive edge in their athletes and themselves. Coaches will better understand their coaching styles (and their fellow Coaches' and staff) to find new ways to further improve their coaching and communication with athletes and others. Their coaching results will further improve, guaranteed!



### For Sports Administrators & Professionals - the Sports ManagerDISC Profile:

Provide your people with a comprehensive understanding of themselves and those they work with. Quickly improve communication, working relationships and ultimately results. Use with recruitment, as a foundation for professional development plans or part of a team building exercise.

PLUS



### DISC Career Management Report

Whether you are a student-athlete looking to enter the workforce or a retiring professional athlete, this additional Report assists our clients in finding long term future prospects after sport. The DISC Career Management Report is an additional nine page report that accompanies any of the above DISC Profiles and is designed to contribute to future career planning and success.

We generate Team Dynamic and Summary Reports too.



# 7 THINGS YOU NEED TO KNOW ABOUT DISC IN SPORT

**1** When you use the CoachDISC Profile with your coaching staff, you can **better understand your individual coaching styles to complement each other** and work even better as a united staff.



**2** The AthleteDISC Profile provides specific strategies to effectively **coach each athlete according to their needs**. Identify the athlete behaviors producing their best (and worst) performances. This enables you to assist your athletes to **develop stronger self-awareness and create greater consistency in their performances**.

**3** DISC Profiling **enables your athletes to take a greater responsibility for their behavior**, both in their sporting and personal performance. The athletes understand the impact they have within the team environment. They become equipped to manage and improve relationships within the team.

**4** This is time efficient and effective. You gain a deeper understanding of each person to a level previously not possible in the same time. This critical information **freed up your valuable time and energy to be more strategic with your coaching**, practices and competition planning.

**5** For the team as a whole, DISC provides a tangible methodology to **develop strong team chemistry** and to understand and further improve the team dynamic.



**6** DISC Profiling is the **fastest and most effective way to develop the 'people side' of your program**.

**7** Athlete Assessments' DISC Profiles are **the only globally available profiles that are designed specifically for sport**. Reports are written for athletes, coaches and sports professionals to understand, use and get results.

**MAKE THE DECISION TODAY**

**REAP THE BENEFITS FOR  
YOUR TEAM'S SUCCESS**

**DON'T MISS OUT!**

**YOUR CONSULTANT:**

**Ryan Wasilawski, CSCS**  
Director of Athletic Development

P | 303-570-3111

E | [rwasilawski@performancewellnessinstitute.com](mailto:rwasilawski@performancewellnessinstitute.com)

W | [www.pwitraining.com](http://www.pwitraining.com)



A | 4635 West 20th St. Rd.

Greeley, CO

80634

**Go to where the top college, national, Olympic and professional teams go to get ahead and stay ahead...**



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your team this year, guaranteed.***