

**The world is full of talented  
people and you've never  
heard of 99.9% of them.  
The reason is simple.  
Talent is not enough.**

**Welcome to K2 and the  
world of high performance.**

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# who we are

Quite simply, we're a team of very different people from very different backgrounds - sporting, corporate, academic - who all share a common view of the world. When it comes to high performance, success is a matter of choice.

Please see biogs of the team at [www.planetK2.com](http://www.planetK2.com)

# what we do

We help the corporate world to prepare and perform like elite athletes. Some call what we do performance psychology. Some call it high performance coaching. Some call it truly transformational. We think we simply help our customers do what they can do, but don't.

# how we do it

Elite athletes and world class coaches know a lot about high performance because they practise so much to compete relatively little. We take the science behind what these people know and bring it to life with coaches who love applying ideas to every high performance arena, allowing you to realise your potential and turn it into performance.

# theathlete@work<sup>®</sup>

No mumbo-jumbo, nothing mystical. Not a diet plan, nor an exercise in motivational speaking – the athlete at work simply makes the secrets of world-class performance available to key performers in the corporate arena. With the right skills, tools and techniques, the best players with the most talent can fulfill all their potential by learning something new – how to perform at their peak, whatever the circumstances. They can fulfill expectations and inspire others – and they can deliver the performance edge, benefiting professionally and personally in the process.

If you are looking for the best individual high performance programme around, you've found it. Three decades of research and twenty years' practical experience working with the elite means that we understand performance. If we expect people to perform like elite athletes then we need to teach them what elite athletes know about performance. K2's signature programme, the athlete at work<sup>™</sup> – does exactly that. And as intense high performance 1:1 coaching is an integral part of the programme, performance gains become a reality, not just a hope.

## Programme outline:

- Fitness to perform
- Fuel from food and fluids
- Rest and recovery as competitive advantage
- Your personal performance plan
- Performance coaching
- What makes the elite different
- The structure of performance
- The science of motivation
- An introduction to elite performance tools

## Programme format:

- Two days sharing core programme principles
- Focused one to one coaching to personalise core principles and maximise impact
- Initial coaching commitment of 8 sessions in a 3 month period
- Informal coaching and support between format sessions



### Programme outline :

Based on the athlete at work, the masterclass series is a fantastic introduction to world class performance. Each class stands in its own right and fits together like a great jigsaw. If you fancy spreading the athlete at work love to more people, this could be just where to start. Here's the series . . .

**masterclass I** - performance and motivation

**masterclass II** - the high performance mindset

**masterclass III** - well-being for performance: creating a physical energy strategy

### Programme format :

Three separate one-day programmes or as a complete series. They're a bit like presents. One is good, three are even better.



### Programme outline :

Our unique online athlete at work programme created from the athlete at work, gives everyone in your organisation an opportunity to learn how to perform like an athlete at work. Interactive, fun and powerful, high performance coaching programmes are no longer the privilege of the few. Power to the people, we're all for that.

### Programme format :

An online modular programme – so it fits in with you.



### Programme outline :

Our workouts are high impact sessions lasting about 2 hours that give larger groups in your organisation a great insight into elite performance and motivation, developing a high performance mindset and creating a personal physical energy strategy. Short and powerful, we think of these as the Dustin Hoffman of performance programmes.

### Programme format :

Singles or a series – it's your choice



### Programme outline :

Golf days are great – and we felt they could be so much more. Combining all our expertise in working with the professionals, this day lasts much longer – not that it's more than 24 hours, more in the sense that you, your customers and colleagues will be using the lessons learned long after the 18th green. And the 19th.

### Programme format :

One day including unique performance focused sessions to give you the psychological edge, practice sessions, 18 holes of golf and dinner. Yummy.

Do you work in teams? Is your team performance adding value or have you yet to achieve the holy grail of the “whole being greater than the sum of the parts”? Using tools and techniques that have been proved to make a difference in the most testing of arenas, we help create, build and sustain teams with shared values, purpose and goals. Teams that can deliver in the toughest of conditions and deliver performances that have world class characteristics – intensity, consistency and sustainability - and as high performance team coaching is an integral part of the programme, performance gains become a reality, not a hope.

## **Programme outline:**

- What is a world class team?
- Core principles of elite teams
- Constructing elite teams
- Elite team roles
- Mutual accountability
- Elite team learning
- Taking action

## **Programme format:**

- Two days sharing core programme principles
- Focused one to one coaching to personalise core principles and maximise impact
- Initial coaching commitment of 8 sessions in a 3 month period
- Informal coaching and support between formal sessions



### Programme outline :

Based on the eliteteam programme, the K2 eliteteam masterclass series is a fantastic one day introduction to world class team performance. Here's the series ...

**masterclass I** - understanding why elite teams work

**masterclass II** - building elite teams

**masterclass III** - essential elite team skills and habits

### Programme format :

Three separate one-day programmes or as a complete series. Like the athlete at work masterclasses, but for teams.



### Programme outline :

High impact team workout sessions giving a great insight into the essential skills and habits of elite teams. Key areas include establishing the team psychologically, elite team roles and competitive advantage through collective learning. Short and powerful, they remind us of Jason Robinson. Sorry Dustin.

### Programme format :

Singles or a series – you get the picture.



### Programme outline :

A team building day with the K2 high performance difference – get out on the water and discover the habits and mindset of Olympic medal winning rowers.

### Programme format :

A full day with training off and on the water that will bring the concepts of team work to life in a highly relevant and memorable way. It'll make your boat go faster.

If your sales and business development people performed like athletes, what difference would this make to your business? Most sales programmes, even the most well known and respected ones, have a fundamental flaw - they take little or no account of performance psychology and the way in which performers most effectively improve their skills and where necessary, change behaviour. An athlete would not go to a training session for one or two days to be introduced to a technique or method and then expect to be world class when it comes to long-term, high quality and consistent implementation. They would regularly test their skills as they seek to be the best at using them. They would see these tests as an opportunity to assess progress and to set themselves new goals. That's where the K2 elitesales performance system is different. Drawing on all our experience of high performance psychology, behaviours and cultures and designed by world class sports psychologists working with experienced business development experts, the K2 elitesales performance system marks a step-change to the whole approach for achieving permanent improvement in sales performance and value delivery.

### **Programme outline and format:**

Mirroring the mindset and high performance culture so familiar to athletes, the initial focus is on four key skills and an introduction to the high performance mindset and beliefs required for success in this raw and highly competitive arena. This initial component is backed up by skill specific, two-hour workouts, combined with remote learning and reminder tools that have maximum impact in a time-pressured environment.

Then every three months, each sales person is assessed in terms of:

- Pipeline and planning
- Skills and standards
- High performance behaviours

For sales managers, two additional areas are typically added:

- Business performance
- Productivity management

Performance in these areas is assessed in terms of the licence to sell. Depending on the results, individual coaching, collective workouts and specific training schedules are implemented so that each individual not only passes the threshold of being licensed to sell but can also improve their performance even further. Thus consistency, sustainability and competitive advantage are for the first time, the hallmark of sales team training.

# performance™ intelligence

“Performance what?”, we hear you cry!! Well, we think that PI (as we like to call it) is really simple and complete genius. PI is simply the best way to identify, assess and deliver improved performance.

We’ve worked out that the more Performance Intelligent people are, the more consistently they do the right things at the right time, so the more likely they are to be successful in the short, medium and long term. So, we’ve been working hard on turning the ideas behind PI into some practical stuff.

You can access PI in three easy ways, as a programme, a measurement tool and as a coaching framework.

Whichever approach you take to PI, we’ve designed a way of thinking that helps you understand how well you know the game you’re playing, how aware you are of the skills and talents that you have to play the game, how well you actually use those skills and talents, and of course how well you actually play the game when it comes to putting it all together.

## performance™ intelligence masterclass

If you'd like to understand and experience a comprehensive introduction to Performance Intelligence® along with full assessment and feedback then the Performance Intelligence® masterclass is the choice for your business.

## performance™ intelligence coaching

If you're an individual who wants to find out how performance intelligent you are and how to build on your current foundation, then the full assessment with a follow up coaching option could be what you're after.

## performance™ intelligence for teams

We know in many cases that collective Performance Intelligence® will ensure that the whole is greater than the sum of its parts for many teams. If you're looking for your team to make even more of the talent available within it, then this option will provide the answers you're looking for.

## performance™ intelligence assessment

If you want nothing else other than to know how performance intelligent you are and what your next steps should be, then just complete the questionnaire and get the feedback sent to you within minutes.

So if you're interested in becoming qualified to use Performance Intelligence as part of your approach to coaching, then get in touch with us.

## performance™ intelligence coach

Simply speaking, we'll train you to become a Performance Intelligence® Coach who can use the theory and measurement tool to help the people you work with do what they can, but don't. So, if you've got a strong coaching and psychology background then chances are you'll be able to add Performance Intelligence® to your repertoire. If you're interested, then get in touch.

# how we think

We'd love you to know what makes us tick, so here are our values that we strive to live by every day. We know you've seen this kind of stuff before, but these things are actually really important to us. We're a pretty sceptical bunch, so sharing them feels quite brave. We also think it's important that you know what you can expect from K2 when working with us. If you find us not doing these things, please let us know and we'll put it right. If you find us doing them well, please let us know, it will put a big smile on our faces.

## What you can expect from K2

It feels really important that in working with us, you know what to expect – and what you should hold us accountable for.

### True

We are what we are. Just as importantly, we're not what we're not; so we don't try to be. Ever. We do what we can to stay true to our clients, our beliefs, our dreams and each other. We believe in what we have to say and it seems that our clients do too. So best to stay true to all that good stuff.

### Passionate

Apparently, we all only ever get one chance to live our lives (although how anyone's been able to prove that is beyond us). So, it sort of makes sense to have as good a stab at making as much of that one time as possible and if our passion for what we do helps inspire others to do the same (and it seems to), then that's a happy day for us all that makes us feel even better about ourselves.

### Brave

Someone once told us to do something that challenges us every day. So we do. And, by doing so, we've found that we never run the risk of standing still, of getting bored or of having our lives ruled by convention and rules laid down by others. We make our own rules up. We're not saying that they're definitive, they're just right for us and our clients. And, you know what, that's good enough for us.

### Curious

Natural human curiosity is a powerful thing. It encourages us to dig deeper, fuelling that precious sense of discovery. Challenge yourself, your colleagues, clients and convention. Question everything. Ask yourself, 'can I do better?' And if you can, work with us and then together, we'll make sure you go and be better. Trust us – you'll find that curiosity will take you on much more interesting journeys.

### Simple

The world's a complex place. Ask yourself, 'what benefit is there in me making it any more complex?' We keep things simple because, well, we are. Whenever anyone uses a long word in the office, they're asked to stand in the naughty corner until they find a simpler way of explaining themselves. We've always believed in our ability to help people do what they can do, but don't. See. Simple.

### Human

We're in this together. So, rather than allowing ourselves to get immersed in our senses of self importance (that wouldn't take long), we work hard to never lose sight of the fact that we're just a like-minded group of people, all intent on helping people (ourselves included) perform to the best of their abilities. We're comfortable in our own skin, knowing who we are, and importantly, what we're not. By working with us, we're sure you'll feel the same way.

## Understanding performance – applying sporting science to the corporate world.

Think of a world where you spend the majority of your time training to perform and then the occasional amount of time actually having your performance capabilities tested out. For the most part, that is the world of professional sport and as a result there's been a huge amount of time, money and effort invested into understanding the biggest influences on performance and gaining control over those same variables. Think of a world where you spend the majority of your time having your performance capabilities tested out and there's an occasional flurry of activity that is focused on training and development time. From our experience, that's pretty much the corporate world and one that is characterised by an excessive focus on outputs without fully understanding the science of human performance. Why is the science of human performance important? Well, the people who deliver the inputs that are designed to produce the outputs obviously have an enormous influence on the final success achieved.

### What's in a definition?

When we ask people in the corporate world to define performance, we typically get bombarded with the following: KPI's, goals, results, financials, share value, delivering to target. When we ask for a little more detail, then we might start getting words and terms that begin to focus more on the process of getting to the outcome, rather than simply the outcome. The myopic view of performance in the corporate world is a kin to an Olympic athlete being so obsessed with winning that they don't have absolute clarity over their tactics that they'll use, step by step, to maximise the chances of winning.

If you focus on the nature of conversations that happen frequently within the corporate world and the kind of questions that get asked, the not wholly helpful definition of performance is reinforced; regular forecast meetings that focus on where we need to be result wise; regular "performance improvement" conversations that actually mean that someone isn't delivering their required output; last minute flurries of activity every month or quarter to try to hit the number, rather than a focus on sustained excellence around fundamentals of performance.

Imagine if this was the case on the training grounds of the sporting greats all over the world. The coaches of these elite performers would be constantly asking them every day; "are you going to win your next game?"; "tell me how much you're going to win by, I need to know what the score will be"; "what are you doing today to guarantee us a win next time out?". Such a focus of questions would not promote an appropriate learning environment within which the sports performers could break their challenges down to methodically build up the component parts essential to delivering a great performance. It's very clear that there's much more to performance than the result. It's a critical part of the whole reason for being in the game in the first place, but a maniacal focus on the result does very little to promote the sense of control and confidence that is required to deliver the very best performances under pressure.

So the conclusion here is that if you define performance in a certain way, you'll get very specific attitudes and behaviours and if you want to excel in your chosen field, you'd better make sure that the definition you have in the first place is as helpful as possible.

### Delayed gratification

The sports performers know that performance is all about being on a "constant journey of understanding and action - it starts with a defined outcome, it requires the development of six key components and in the end, it's a matter of choice". This emphasis on following a process in order to maximise the chances of achieving a desired outcome is absolutely key to really understanding and controlling performance. This emphasis is coupled with a huge desire to constantly improve the skills required to deliver the process. Therefore, the sense of achieving the final outcome goal is often very far away, but an increased sense of control over the key variables that are most likely to determine success helps to manage the delayed gratification and increase the motivation to find out just how good the entire performance might be in time.

## Six key components

The analysis of most corporate cv's indicates that there is a bias toward the technical and tactical elements of performance. Everyone goes to great lengths to outline their qualifications and then key achievements that were an example of when these technical abilities were deployed effectively. Certainly, technical and tactical components of performance are essential. Without the appropriate skill, or the ability to use those skills in the right way at the right time, performance would not be possible at all. However, when we're talking about the most talented people, their technical and tactical abilities are very strong, but their performance improvement does not simply focus on these areas getting ever better. In fact, the evidence would suggest that with time, there is less and less performance gain to be had from significant breakthroughs in technical skills or tactical thinking.

If performance is to be improved, the very best always look to the other four areas of influence, which in reality have an enormous impact upon the effectiveness and consistency with which technical and tactical resources are exploited. These are physical, mental, emotional and contextual.

All great athletes know that the physical component of performance is a non-negotiable. The same is true for corporate performance. Just deprive yourself of sleep, good nutrition, water and your health for a period of time and see how sustainable any level of performance is. Within the corporate world there is no need to be a gym rat in order to be the best in your field, but there is a need to ensure that you are fully tooled up to cope with the length of hours worked and have a plan for maximising the physical elements on a daily basis. Failure to do this is simply willfully under performing – you'd be choosing to ignore a variable that undeniably impacts upon your ability to consistently deliver at the highest levels for you.

The elite athletes also know that failing to mentally prepare might mean the difference between success and failure. Therefore, a significant focus is placed upon ensuring that: confidence is high and robust; concentration can be focused and controlled regardless of circumstance and conditions; mental rehearsal has taken place so that the novel actually feels familiar; worry and pressure are understood and can be controlled or exploited. The psychological influence upon performance is enormous, so not improving mental resource and skill would once again be tantamount to failing to control an obvious influence that will differentiate between good and great.

All athletes know the importance of their support network. Being emotionally connected to key people around you makes a significant difference to overall performance capability. If you're isolated and expecting to be able to do everything yourself, then you're in a bad frame of mind to perform when the pressure comes on.

The buck may stop with you, but knowing that you've drawn on all the people around you who have a vested interest in your success provides a critical source of ongoing confidence. How well do you have your support team in place and working for you?

Finally, the context within which you perform is critical. This basically boils down to whether you have the right equipment around you to do what you need to, and the environment is spot on in terms of the mood and attitude. If you haven't got the right equipment, the mood and attitude of the context within which you work becomes even more important: can you be the world's best at performing with the level of equipment you do have? Constantly working on getting the best equipment but also the best shared attitude towards the challenges being faced ensures that the context you create within which performance is delivered has the most positive influence possible. As attitudes are our choice, once again, if this influence upon performance capability is not controlled, then that is a choice not to control a controllable!

## Performance and motivation

Beginning to recalibrate a definition of performance to being obsessed with inputs rather than outputs begins to change a huge amount for people. Confidence grows, a sense of control improves and people become more connected by the shared step by step journey they are on. When people begin to think in this way, their motivation levels inevitably improve, which means that effort is more effectively targeted, with higher quality and persistence of effort increases. An excessive focus on outputs typically consistently undermines motivation by decreasing confidence, reducing a sense of control and getting people focused only on their targets. The evidence is compelling, but the risk to change to this kind of definition of performance might seem too great. The real risk is to remain steadfastly stuck to a definition of performance that means you are choosing to under perform. Is that a risk worth taking?

**things that  
make  
us happy**

## Things people have said that have made us happy:

“It was very powerful and changed me as a person. The clinic was interesting; the one to one coaching was exceptional. It was true learning, resulting in a shift of perspective and reality creation. Without the one to one coaching it would have been just another coaching programme (even though still excellent), the coaching sessions make it unique and create the true learning experience.”

**Felix Wetzel** Marketing Director Jobsite UK

“During our most successful and biggest year to date, K2 were right at the heart of the business, coaching our board of directors, running departmental events and supporting senior managers on a personal level. As we head into another challenging year, it speaks volumes that we are extending our relationship with K2 and see them as an integral part of our development”

**Dan Dobson-Smith** Head of Organisational Change and Employee Engagement Eurostar

“The coaching sessions were great...it’s helped me revitalize my working life...and it was real coaching, so there were no hiding places”

**Richard Williams** NFU Mutual

“It’s not often that I meet people outside sport that actually get what we do and how - and you guys do, which is awesome”

**Fran Houghton** World Champion and double Olympic silver medalist

“I will be eternally grateful for the way the team at K2 has supported us and personally helped me bring to life the high performance picture of our business that was in my head. Your passion and belief have kept me going and you have really lived up to your values”

**Donna Claydon** Head of Travel, Creditor & Lifestyle Claims & People Project Leader  
AXA Insurance

“Here’s how it feels to work with you: A passion to win - I feel you and the K2 team are anchored on our success as much as we are. I do not feel there are two different teams or different objectives  
Trust and safe - I feel when I work with you we are able to have an open and honest dialog that never leaves the room. This allows us to tackle whatever needs to be addressed and stay focused on winning  
High integrity - I never worry that you are just trying to appease me. If you disagree with something I am doing you just say so which is really great and valuable to me”

**Manny Conti** President of Europe, Latin America and Partnerships, D&B

“Jim Constable is a lovely boy and very polite. He’s clever and handsome and I love him very much”

**Jim Constable’s mum**

“Working with K2, whether formally on a programme, 121 coaching or informally over lunch, is always a motivational experience. You have a canny way of teasing my sentiments and feelings out and therefore give me an opportunity to speak my mind! You also have a certain ‘way’ to challenge me personally, whether it’s about tackling a particular issue or gently nudging me to assess the team, my support or a wider business or people issue.

You are SO not what I’d call ‘salesy’ (if that’s not a proper word, it should be) and there is never a point when I feel pressured to buy your services or use one of your programmes. That makes me very relaxed and makes you unique! In a nutshell, you’re right up there with 2 or 3 companies that I relish doing business with and you deserve all the success in the future!”

**Marc Noaro** Service and People Director Eurostar

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