



welcome to our
world

theathlete@work™

elite★team™



In our world, we use what elite athletes know about performance – to help individuals, teams and organizations do what they can do, but they don't.

In our world, we ensure that those with potential fulfill it.

Welcome to our world.

K2 Performance Systems...because talent is not enough



For individuals

(to be yelled in unison)

“We’re all individuals”

The Life of Brian



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™ – does exactly that.

Programme Outline

- What makes the elite different?
- What is Performance?
- The Science of Motivation
- The Gold Standard
- Elite Performance Tools
- Health, Fitness and Wellness
- The Body Clock
- Nutrition & Hydration
- Preparing for Peak Performance
- Your Personal Performance Plan
- Performance Coaching

Programme Format

A two day kick-off clinic followed by intensive 1:1 coaching over an initial period of 3 months

Things people have said that have made us happy:

“Superb... - a real life changing catalyst - and provoked some very profound thinking. I also found it highly inspirational”

Chris Leonard Motor Underwriting Manager NFU Mutual

“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

theathlete@work[®] masterclass

Based on the athlete at work[®], the masterclass series is a fantastic one day 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, this could be just where to start.

The series consists of the following:

- the athlete at work[®] masterclass I - performance and motivation
- the athlete at work[®] masterclass II - the high performance mindset
- the athlete at work[®] masterclass III - creating a physical energy strategy

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

theathlete@work[®] on-line

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.

theathlete@work[®] workouts

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 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

theathlete@work[®] golfdays

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 clients and colleagues will be using the lessons learned long after the 18th tee. 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.

For teams

*“A team effort is a lot of people doing
what I say.”*

Michael Winner



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.

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

- A two day kick-off clinic followed by a combination of individual and team coaching over a 6 to 12 month period.

Things people have said that have made us happy:

“I have been on so many team building things in my 20 years in this industry - I’d just like to say this by far and away the most powerful, practical and enjoyable team programme I have ever been privileged to be part of”

David Fisher, Senior Manager, AXA Insurance

“Compare you to other suppliers? I never think of you as a supplier – you’re the experts on high performance that we love to work with as we become an elite team”

Kay Galvin, HR Business Partner, D&B



Based on the eliteteam® programme, the K2 eliteteam® masterclass series is a fantastic one day introduction to world class team performance. The series consists of the following...

the eliteteam® masterclass I – Understanding why elite teams work

the eliteteam® masterclass II – Building elite teams

the eliteteam® 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 masterclass, just for teams



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



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 with Gold Medallist Ben Hunt-Davis.

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.

For Sales

“We’re adding a little something to this month’s sales contest. As you all know, first prize is a Cadillac Eldorado. Second prize is a set of steak knives. Third prize is you’re fired.”

Blake in Glengarry Glen Ross



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. They also perform in a culture that means if you don't keep those skills fresh, if you don't seek to constantly improve them and to use them as competitive advantage, then the chances are you won't be earning your place on the team.

That's where the K2 elite sales 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 elite sales 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 4 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.



Here's something we're really excited about. A whole new way of understanding the psychology behind sustained fulfillment of potential. Performance Intelligence will bring a fresh look to performance development. Using experience gathered across sport and business at the highest level, we've created a deadly simple framework that will help to identify existing recipes for success and how to maintain/develop them, as well as being able to focus on unblocking potential barriers to potential being fulfilled right now.

Performance Intelligence will give you, your team and organisation a new way of understanding and managing your talent. The simplicity of this approach is exciting and the potential it has to add control over the results you achieve is something to get equally enthusiastic about.

