belief + weapons + Locker Room Power = success. test your emotional and physical energy to the maximum. "Of course you're going to come up against the other great players in

LRP that I've put

together is desire +

every ounce of energy. If you are going to win consistently then you cannot have every opponent fighting you with full belief. Good players believe are difficult and you need a few wins that do not any walk of life who have their own locker room power and they will not be afraid of you and you not of them. And that's just a hell of a battle and the kind of energy that goes out to win battles like that is enormous." With over 25 years of experience as a coach behind him, David has

you need to have matches that

you win without expending

head tennis coach at Bath University. Currently working with hot prospect Liam Broady, David's influence has seen Broady's

worked with some of Britain's best tennis players and is currently the



lessons for any person that studies it.

weapons + locker room power = success.

coaching.

well.

So what is LRP when broken down to its core elements?

down to David's understanding of the mental aspect of the sport and the ingraining of his LRP philosophy into the 21year-old that has allowed Broady's game to improve so much in such a short period of time. After such a fruitful career in the world of tennis, David has decided to share his coaching Endorsed by the likes of Stuart Lancaster, Judy Murray and the Daily Mail's Mike Dickson, the book is an enlightening read that provides life

ranking improve by just over

200 places in a little over four

months. It is in no small part

"When you're talking about high level the desire generally is there. If players have already made it to a high level there's a lot of belief there. Belief still remains a factor to the very highest level. Trying to convince players that they are good enough to beat the best in the world and that

they are capable of being the best in the world is a major factor in

"In team sports each player needs to be very aware of what their

weapons are and how their weapons relate to delivering the team's

"The formula that is LRP that I've put together is desire + belief +

weapons. And I think there needs to be at least two things that every player on that team knows; "These are the two things we do that will create fear in the opposition." You have to have two attributes that you do extremely well that the opposition are aware of and they are afraid of. And it's very important that everybody understands what those weapons are." Desire and belief are pivotal concepts in every vocation but in business the concept of 'weapons' is easily understandable for businesses as

business recognises the cerebral benefits of this formula

"Those would be your unique selling points. What is it that makes us

good? What is it that differentiates us from the opposition?"

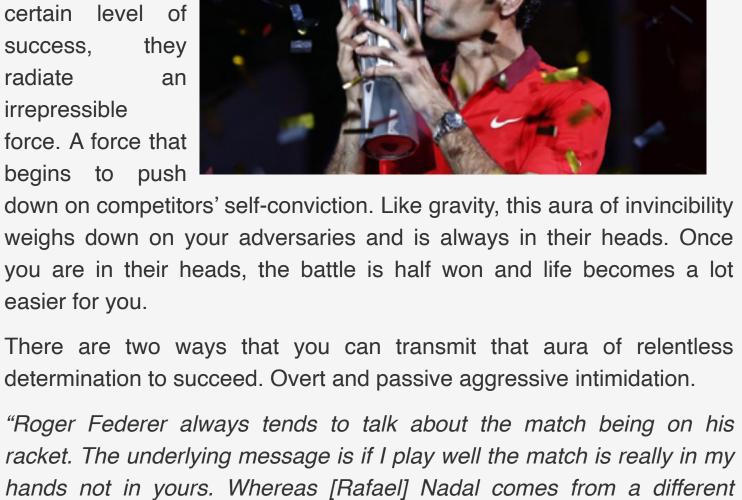
certain level of they success, radiate an irrepressible force. A force that begins to push easier for you.

angle.

of your

Once a player or

and reaches



know how good this guy this is and I've got to be at my best if I'm going to beat him." His message always is 'don't expect any complacency from me. You are going to have to beat the Rafa that is there to fight you like crazy."" The importance to identify

life.

"He's always very respectful to anyone he plays. Even when he plays a

rookie or a lesser player he will say things along the lines of, "we all

establish what you do best as quickly as possible can force you to run down a maze of solutions to problems that might not even exist. speaking When Tim to Henman whilst researching his book, David discovered that

those 'weapons' is pivotal,

particularly in the early stages

Pinpointing and building your

strengths gives you clearer

game-plans and a philosophy

of how to succeed. A failure to

professional

they start talking about the things that you do well. the perpetual 'plucky Brit' could have been misled for almost the entirety of his career. A cautionary tale for any athlete or aspiring young worker. "One of the things we talked about was his weapons. And he said that what was interesting was [when] he met Larry Stefanki, who coached him towards the end of his career. They were talking about what he did well - weapons - and Larry said to him, "well obviously everybody knows you're one of the best movers in the game and one of the most balanced guys on the ball." And Tim went "no I was always told I was a skinny guy who needed to get stronger."

Locker Room Power is

built by identifying

what you do best -

your weapons- and

the opposition that

being able to convince

"I would say that's a real example of not knowing and having a clear picture of all your weapons available to you and certainly you never know what affect it had on his career but no question it would have had an effect." Although David has worked predominantly in a sport where it is almost always down to the individual and so can be directly influenced by LRP, the 53-year-old South African is adamant that the idea can be easily transferred to a team environment.

He has provided seminars and workshops to Premier League clubs like

Chelsea and Hull City on the concept of LRP which have been very well

received. Through these talks with sports teams and businesses. David

has noticed some worrying trends when it comes to the concept of

"I find that in many businesses the idea of a team is basically everybody

getting together and the management saying "we're a good team and

"And he said to me it would have been helpful to know that at 18, 19, 20

rather than 28 or 29. These things are very, very powerful and he had a

weapon that he actually saw as a weakness because it had never been

pointed out to him how quick and how balanced he was. It was always

"you need to get stronger, you need to get stronger to compete with the

other guys." For his size he was incredibly strong.

teambuilding.

themselves fitting into the vision.

If someone comes with

their self-esteem. And

it does wonders for

you as a leader.

we are going to be a good team and the reason why we are a good team is because we can do this, this, this and that." And then they wonder why they are not a good team. "In creating a good team it starts with the individuals. So in business I think it's very, very important for management to actually sit down with each individual in their team and talk to them about their vision, and speak to them about how they view the vision and how they see

people are a part of it. They a really good idea and own the creation of this vision and that's extremely powerful. you implement it really Whatever your weapons are, quickly that does whatever you USPs are, whatever project you are trying absolutely wonders for to do, it start's in that manner.

great things for themselves that benefit everybody." If you want to discover more on how to build that aura of superiority through "applied psychology" in "situations that come up in life," check out Locker Room Power: Building An Athlete's Mind. You can buy the book at lockerroompower.com or alternatively from Amazon, iTunes, Waterstones or order from any bookstore. Click here to stay up to date with AtTheMatch Like 184 people like this. Sign Up to see what your friends like. Read more

Comments

0 Comments

not about inspiring everybody to do great things for your benefit. They need to feel that they are doing

Sort by Olde

"Then the dynamic of the team

is totally different. Because

"I think the job of leadership

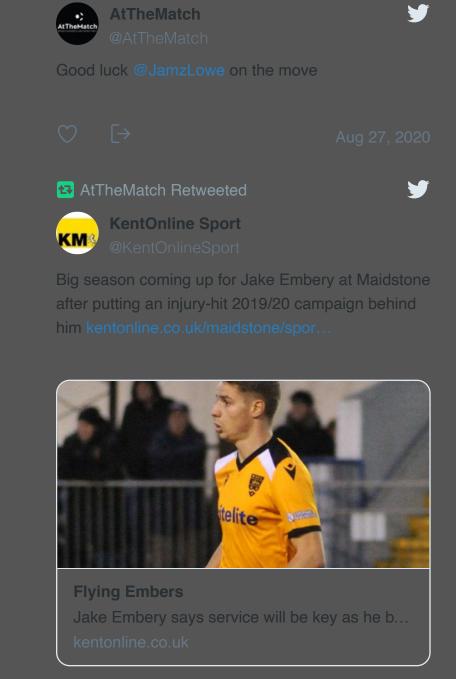
and management is so much

about listening and inspiring

others to do great things. It's

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