



“What Tennis Taught Us”
The Skills That are Taken Away
from the Court

Develop
Principles

Mental
Prep

Tactical
Prep

Mid-Match
Management

Game-based
Approach

Keep
Going

16 Ideas

Pays to
Have Good
Values

Evidence
Based

Be
Human

3 Steps:
1. What the idea is
2. Examples we lived
3. Transferable skills

Environment
Matters

Winning is
Part of the
Journey

Be a
Team
Player

Work
Hard &
Have Fun

Celebrate
Successes

Talk the
Lingo

Develop Principles

EXAMPLES

- Keep Going
- Leave a space better than you found it
- Endure if you have to; enjoy if you can
- Get comfortable being uncomfortable
- Work hard and have fun
- Respond, don't react
- HST – Hard, Smart & Together – Gosling
- ICAN – Improvement is Continuous and Never-ending

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- Ground you
- Limit information overload
- Resilience

Mental Preparation



Mental Preparation

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- Confidence
- Expectation Management
- Checklists

If you do not make a commitment to your routines and put effort into remaining in a calm state, if you start losing you will behave in a way that you are ashamed of and you know how much that hurts you. Put in a mental performance that you are proud of, one where you could walk away from the game the next day without regret.

Facts

- They will get lucky.
- You will get lucky.
- They will produce tennis that is too good at times.
- You will make mistakes and hit unforced errors.
- Losing does not mean you have lost.
- You will need to hit shots and make plays under pressure.
- You will not always execute your routines perfectly.
- A double fault only equals one point.
- Attempting to play your game, executing your patterns, will give you the best chance of success. Believe that they are a higher enough level. We have proven they are.
- When in a battle or not executing well, sticking with your routines will be your toughest and most important challenge.

Very Likely

- They will get lucky on a big point because they are hustling that little bit harder.
- You will hit a double fault.
- The umpire will make some bad calls and miss a let.
- They will hit an ace or unreturnable on one of your break points.
- Something around the court, ball boys, spectators, players practicing will distract you at some point.
- Balls will get old at futures, when they are, do not only hit flat, check-out serves. Trust your serve variations and be ready to work harder off the ground.

Possible

- You will feel nervous at the beginning of the match and that energy will make you freeze a little.
- The opponent will do something or have a characteristic that you find annoying.
- You will not perform as well as you can in certain areas of your game.
- Somebody watching will attract your attention and engage your ego or make you feel nervous.
- You will play such a high level of tennis that it makes you feel strange.
- You will not stick to your game goals because of outcome tension.
- You can lose the first set and then dominate the match and win.
- Clay courts can play poorly.

TC Checklist – Match Day

"Perspective and separation" throughout.

Day Before

Racket into the stringer, practice with freshly string bat to check tension.

TC – EC life stone? Is he Meditating?

TC checks scouting notes/email Leon/watch live stream/YouTube.

Night Before

Ego Conversation – tourney pressures, points and money thoughts, anything on the chimp mind, anything need releasing.

- 50/50's - extra heightened chimp awareness before 50/50's especially following no points - express before the match what chance of winning.

HIT...LOOK...SETTLE - Aggressive 1st 4 shots!
BOB!

"Crystal Clear" on game plan – go through game plan/tactical patterns/court position for all 5 game situations – based on opponent.

"Aggressiveness Spectrum" - Court conditions, decide how far in the spectrum

"Full court press— staying back" Ed is going to play.

- "Play your game" in terms of hitting best shots at best spots and avoid playing tactics that match up Ed's less quality shots Vs theirs.

Ask "Big 3" questions:

1. What is their best, what do they do well that has meant they are this ranking?
2. What will they do to Ed's game? How does their game match up Vs Ed? E.g. taking on Ed's 2-, serving to Ed's FH.
3. What adjustments will them make to Ed's game, prepare for adjustments.

CAC - WHAT IS THE GOAL = A MENTAL WIN! - Calm At Change overs. Tally good matches! A bad match is dragging it past a change over.

Routines – what is current routine?

HAVE TO USE SOMETHING. Good things have always happened on the back of those things.

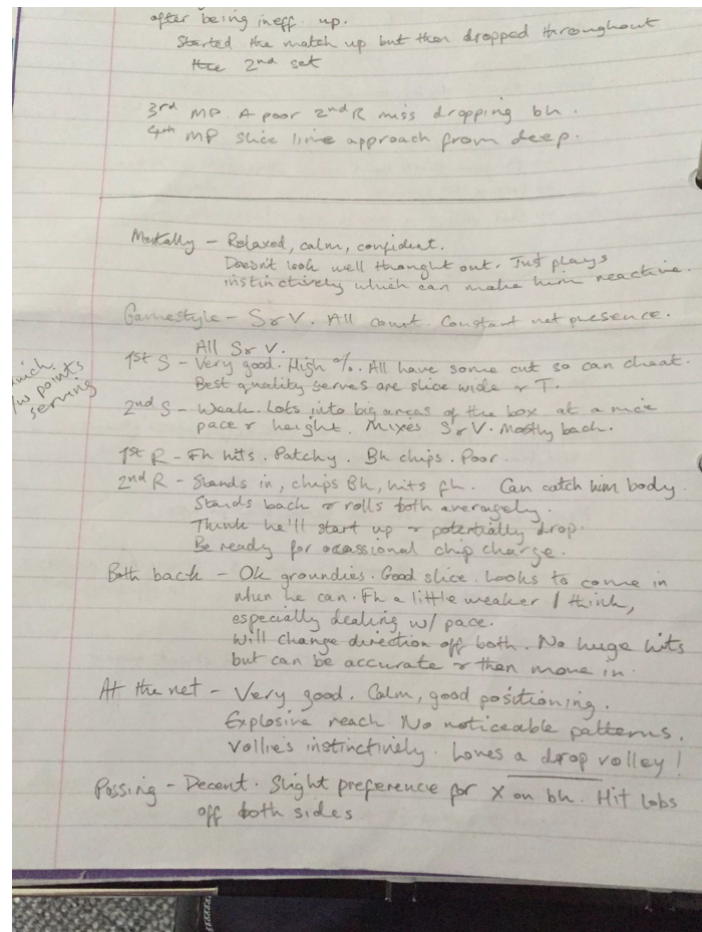
- Use **HERS**

HUMBLE Ed – Avoid complacency, you can lose any match, remember the tough losses and poor performances (Wettingale, Watson on grass, Coups, Rozenvieg, Broady at BT Loughborough) to make sure he **respects the mental process.**

Tactical Preparation

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- Understand what you are going into
- “What If” scenario training



Score Momentum

1st Game Solid:

1. Serve wide & space
15-0 0-15 T & slice
30-0 Nuke T, 15-15 0-30 body
40-0 SnV, 30-15 15-30 shape wide
0-40 shape wide
15-40 30-40 nuke SnV
40-40 wide
Ad up body SnV

2nd Serves:

1. Body top slice
15-0 0-15 Kick Wide
30-0 Kick T, 15-15 0-30 body top slice
40-0 15-30 kick wide

40-0 Serving: SnV

4-4 Opponents serving: Opposite 2nd return targets.

Serving out sets when nervous: SnV.

TB's: Aggression, coming in, positive intention throughout.

Start of 2nd Set: High % serving, SnV.

Plan B areas:

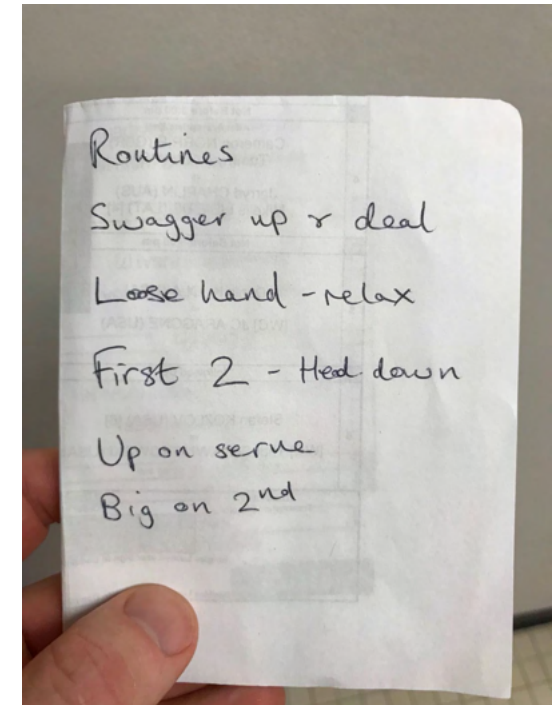
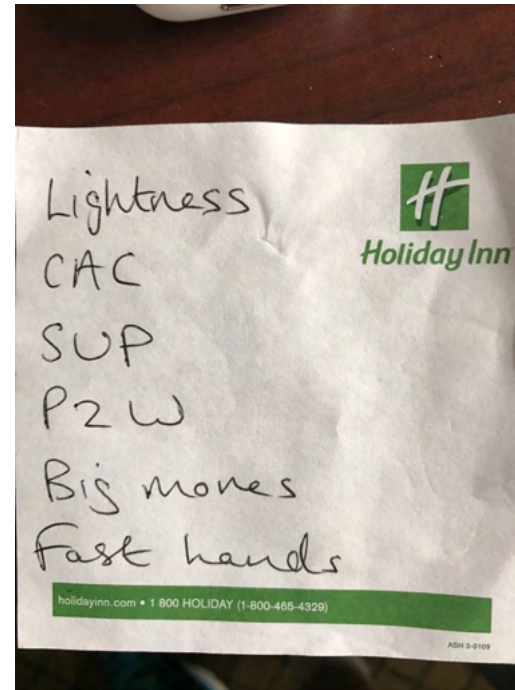
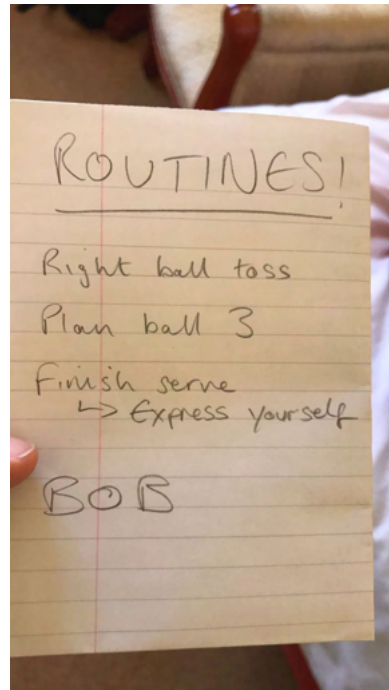
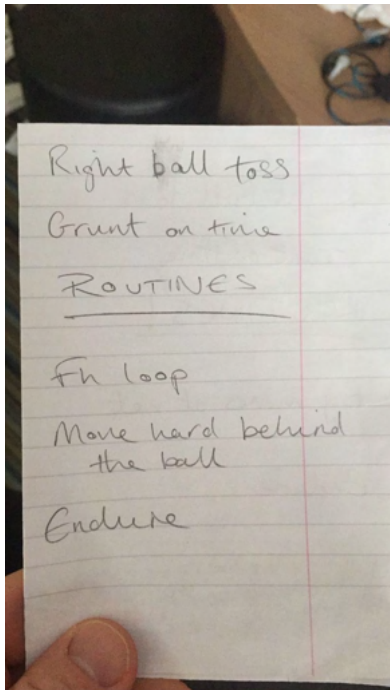
- Quantity of S&V - S&V 2nd serve as well.
- 1st Serve ~~top~~ slice quantity
- 1st FH return chip. On ad side as well. Plan C, both FH and BH.
- 1st return drop back, left/right court positioning.
- 2nd return position - up or back.
- 2nd return and in quantity
- Slice quantity
- BH change quantity of cross or line
- FH flat line - frequency depends on court speed.
- Drop shot quantity
- Heat Return Tank Strategy

Lefty Plan - see full plan in folder
Chip 1st FH returns - BH half target
Use BH to set up inside out FH's.

Mid-Match Management

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- Meeting notes / tips
- Calmness under pressure
- Breathing



Games-Based Approach

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- Allocate time to the most important things and understand what skills and situations are most important to develop



Shots Rule

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- 80/20 Rule / Pareto Principle
- Prioritise
- Focus on the big rocks, not the pebbles



Evidence Based

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- Facts & data to back up opinions
- Measure impact/resources/profitability

YEAR		Average	2012	2013	2014	2015	2016	2017
	Benchmark	Career	(43 matches)	(54 matches)	(40 matches)	(28 matches)	(76 matches)	(14 matches)
Mental Score- EC Given		3.59		3.39	3.66	3.41	3.77	3.72
Routines Observed (%)		94.42	86	94	96	97	97	96
Serve								
Aces		5	4	4	5	4	6	4
Double Faults		2	2	2	2	3	2	2
1st Serve %	65	61	60	64	63	60	60	61
1st Serve Effectiveness (%)		76	74	73	76	80	78	76
1st Serve Points Won (%)	75	72	72	73	72	72	73	70
2nd Serve Effectiveness (%)		76	75	77	77	80	76	72
2nd Serve Points Won (%)	55	52	53	54	54	48	53	53
Return								
1st Serve Returns in (%)	85	75	77	75	76	76	76	73
1st Serve Return Effectiveness (%)		54	50	59	58	52	57	48
2nd Serve Returns in (%)	90	82	83	81	80	85	81	80
2nd Serve Return Effectiveness (%)		36	25	36	35	40	39	43
2nd Serve Return Points Won (%)	53	52	53	51	54	52	52	52
Both Back (in neutral) (%)								
Fh X In	90	90		89	90	89	91	93
Fh X Effectiveness	60	43		42	41	40	39	52
Fh Change In	90	82		84	78	76	83	88
Fh Change Eff.	60	55		45	59	62	55	55
Middle Fh (offense & neutral) In	75	87		88	84	83	90	87
Middle Fh (offense & neutral) Eff.	75	60		55	63	61	58	63
Bh X In	90	87		88	84	87	89	86
Bh X Eff.	60	42		39	42	38	38	51
Bh Change In	90	79		80	76	76	80	84
Bh Change Eff.	60	57		54	66	53	59	55
Defensive Balls In		72		69	73	72	70	75
Defensive Eff.		54			59	51	54	51
Net success (%)		67	65	69	69	68	66	66

Environment Matters

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- Big companies invest heavily in the physical environment and cultures
- Be selective
- Shape environments
- Relax into the improvement when the environment is good



Talk the Lingo

EXAMPLES

- “Wind screen Wiper FH”
- “Swagger”
- “Deal”
- Relatability – player thinks you listen and care
- Fun – banter
- More effective coaching – easier transfer to instructional self talk

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- Client facing
- Mirror their language and gradually educate

SPORTS
TALK



Celebrate Successes

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- Never-ending to-do list of adult life and work
- Consciously celebrate your achievements and improvement otherwise they pass you by
- Builds confidence and positive memories

Work Hard & Have Fun

You need **FOCUS** but doesn't have to be too serious

“Endure if you have to; enjoy if you can”

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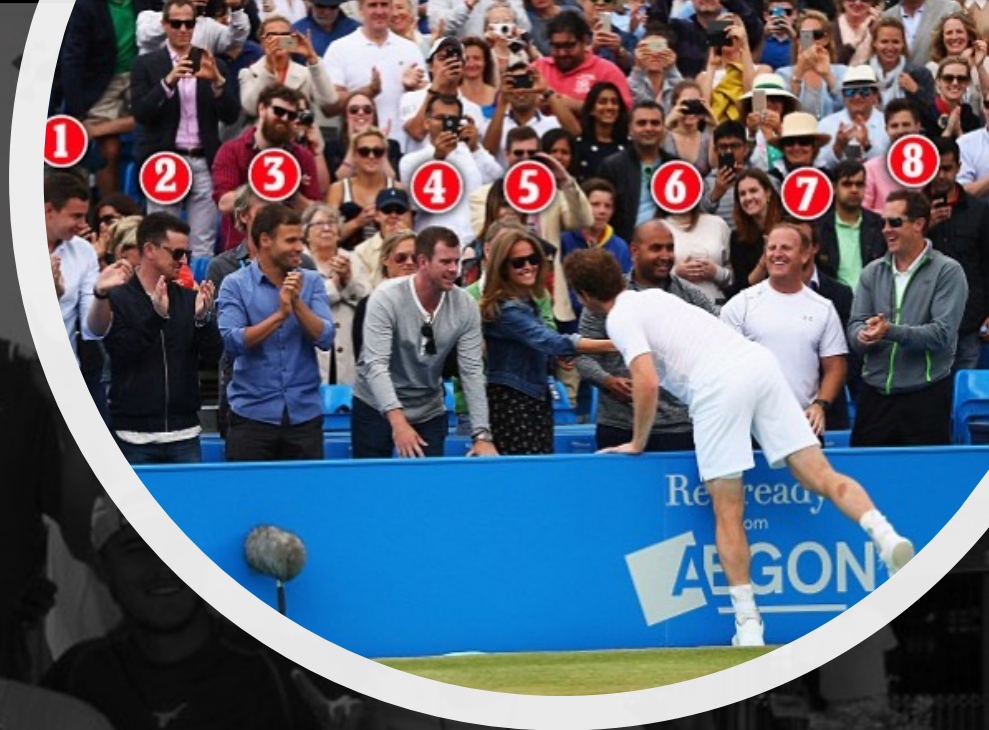
- People respect work ethic, people like being around fun...have both



Be a Team Player

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- Coaching teams
- Need to work with others to learn and deliver
- Have to have truly exceptional skills to not need it later in life
- Management podcast – Role, expertise, relationship power
- Much more enjoyable (even if more challenging at times)





Winning is Part of the Journey

- Winning is IMPORTANT but not the only element
- Being consumed by winning is dangerous, impedes improvement
- Develop WEAPONS

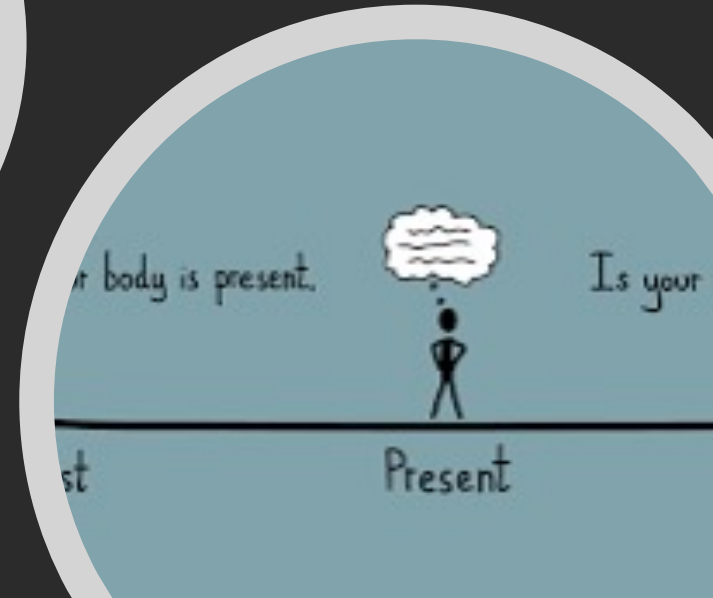
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- Winning does matter, contracts and getting sales matter, success creates opportunities

Be Human

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- People crave it deep down
- Awareness of others and kindness
- EQ – Many recruitment programmes search for this now and know they can teach knowledge



Pays to have Good Values



EXAMPLE

- Ed post university

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- Employers and colleagues value values
- Who you know rather than what you know



1S Optimal Norm



S&V Optimal Norm



2S TSLice Optimal Norm



Keep Going

EXAMPLES

- Many Years
- EC Tactically...Keep Going
- Mentally, Physically, Technically.

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- Improvement never stops, work never stops, life never stops

