

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

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 people be consistent top performers:

- Develop self-awareness
- Improve communication
- Enjoy 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:

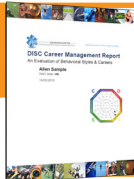
The distinguishing factor of great Coaches is their constant pursuit for the competitive edge in their athletes and themselves. Coaches will better understand their coaching styles (and their fellow Coaches' and staff) to find new ways to further improve their coaching and communication with athletes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

NEW



DISC Career Management Report

Whether you are a student-athlete looking to enter the workforce, or a retiring professional athlete, we are proud to release a new service that 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.



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 **frees 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 dynamics.



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.

6 Athlete Assessments' DISC Profiles are **designed specifically for sport**. Reports are written for athletes, coaches and sports staff to understand and use.

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

WHAT REALLY DRIVES

The most significant contributor to consistent, high performance may not be what you think. All research points to the same conclusion: technical and physical ability is never the defining factor in top performance.

Getting the ‘people side’ right is what differentiates the best coaches from the rest...

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



MATT THURMOND

*Head Coach - University of Washington 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."

TOP PERFORMANCE

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."



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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)



BECKY CARLSON

*Head Coach, Women's Rugby - Quinnipiac University
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)

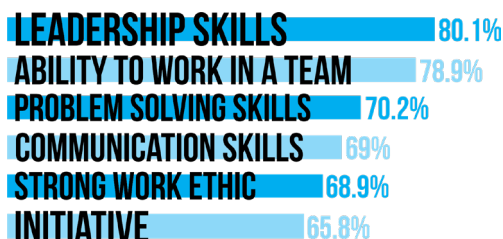
"You don't win with X's and O's. What you win with is people."

Joe Gibbs



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

The 2016 National Association of Colleges & Employers study shows employers want these six skills and abilities more than any others:



THE DEFINING FACTOR

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."



DAN O'BRIEN

Head Coach - Santa Clara University Baseball

11x Coach of the Year



"Right around the time we started working with Bo Hanson and his company, I changed my focus from winning games to really caring about our student-athletes. Ironically as soon as I started caring more about our student-athletes we started winning more games, we started being more successful. Athlete Assessments really helped us connect with one another. Bo does an outstanding job helping our staff and players understand how important the team dynamic is to be successful."

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."



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...

MAKE THE DECISION TODAY
REAP THE BENEFITS FOR
YOUR TEAM'S SUCCESS
DON'T MISS OUT!

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



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***This will be the best value investment you make for
your team this year, guaranteed.***