



AN EDGE THAT HAS NO LIMITS

We are all looking for ways to get the best results for the athletes we work with or the clients we serve. To that end most of us work hard staying current with the scientific research, advances in technology or new methods and practices. If you're like me you spend a lot of time gathering and evaluating information from journals, web sites, workshops and classes looking for ways to bring that on to the field or into the gym to help the athlete accomplish their goals.

Information, expertise, good strategies and practices are essential. One of the reasons those of us who are CSCS have chosen that credential is because of the value we place on good scientific foundations and sound application and practice. And, we know that when it comes to getting better results with the people we work with, our expertise, as important as it is, isn't the biggest factor in the equation. The biggest factor is the athlete.

“As important as our expertise is, in the end, it's not about the science, it's about the athlete. Intrinsic Coaching® helps me work with the athlete in a way that's beyond program design and exercise prescription.”

Just ask yourself one question before you go into your training sessions today or when you sit down to design a program: “Who is actually going to be doing the work here and who is going to be getting the results?” The answer is the athlete.

So, over the last two years I have begun to shift the way I approach athletes and the work I do with them. I have begun to take what is called the Intrinsic Coach® approach based on a methodology I learned from the people at Totally Coached, Inc. It is an approach that actually increases the value of my expertise by allowing me to build on the

best thinking of the athlete or client and on what is most important to them.

“Intrinsic Coaching® increases the value of my expertise by allowing me to build on the best thinking of the athlete.”

The benefits are tremendous. An Intrinsic Coaching® approach means I don't have to spend a lot of time figuring out what motivates or how to motivate someone. It means we can go right after the athlete's goals. They focus on their part, which is doing the work, and I focus on mine, which is providing my expertise and actually coaching. It also means the athletes begin to shift the way they think, they begin to make better choices. And, when we talk about discipline, whether as an athlete or a coach, on the field or off, what we are really talking about is consistently making the right choices – choices that move you toward your goal.

“With Intrinsic Coaching®, athletes begin to shift the way they think to make better choices on and off the field. That's the true meaning of discipline.”

What I appreciate about Intrinsic Coaching® is that it isn't another thing to do, another checklist to lay on top of other things I already do. It's a way of thinking that I bring to my coaching. Other people who integrate Intrinsic Coaching® in their work with athletes have found the same thing.

“What I appreciate about Intrinsic Coaching® is it isn't another thing to do - it's a way of thinking I bring to my coaching.”

What I have discovered is that if it's about getting better results with the athlete then it's about helping that athlete bring their best thinking and effort to the process. The more of themselves an athlete brings to the training the greater

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the possibilities for success for your athlete and renewed personal satisfaction and enjoyment for you. Intrinsic Coaching® helps me do and get just that.

“Better results with athletes come from helping athletes bring their best thinking to the process. Intrinsic Coaching® helps me do just that.”

-- Tim Clark, CSCS, Founder & Director of Kick It Training, Certified Intrinsic Coach®



Tim Clark has over 25 years of experience developing people, building teams and working with organizations. Committed to helping people discover, create and accomplish what matters most, Tim has worked and continues to work with people across a broad range of fields including education, athletics, pastoral care, health

and wellness, and business. As a Coach Mentor with Totally Coached, Inc. he is helping bring the benefits of Intrinsic Coaching® across organizations. Through the Intrinsic Coach® Development Series and one to one coaching he works with executives and key organizational leaders as well as individual practitioners to get better results with and through people. Tim also brings Intrinsic Coaching® to his work in sports and athletics. As a Certified Strength and Conditioning Specialist and the owner of GFI and Kick-It Training. Tim works with individuals, teams, coaches, and sports organizations. Intrinsic Coaching® allows him to help athletes and coaches more effectively apply proven principles of exercise and sports science to the unique goals and assets of the athlete, team, or organization accomplishing what's truly most important both on and off the field. Tim is based out of Minneapolis, MN

To be trained in Intrinsic Coaching® like Tim Clark, contact 480-515-5220 or email totallycoached@totallycoached.com.

If you want to be trained by Tim, just ask!

“Train the whole athlete by working with the whole athlete; without the intrinsic, you’re working with pieces and parts no matter how hard you try.”

“Work with the biggest, most important part of the athlete, the part you can’t see - the intrinsic.”

“Leverage all other resources exponentially; working with the intrinsic is the only way to get to those resources.”

“Expect your partnership with the athlete to be much more productive; elicit intrinsic resources typically overlooked.”

“Expand the results of your training to every aspect of the athlete’s life; the intrinsic enables the athlete to think better about choices in living, working, and performing.”

“Keep in mind who really has primary responsibility for good choices; increased intrinsic focus makes the athlete’s accountability obvious without additional push.”

“Get better results without you having to try even harder.”

“Spend more time coaching and less time trying to motivate; the intrinsic gives you what extrinsic strategies can’t.”

“Be someone more and more people want as their trainer; the intrinsic will give you something athletes will recognize.”

“Develop smarter, healthier, and more disciplined athletes by directly developing the athlete’s intrinsic capacity.”

“Raise the bar on everything related to training and program design without disrupting anyone or anything; you’ll know how once you can think and build with the intrinsic.”

“Send your athletes into competition with the increased intrinsic capacity they got from working with you; your work together is maximized when the athlete can focus on what’s important from moment to moment.”

