



INTERNATIONAL ACADEMY
HALTON UK

Our key beliefs that support our mission to Educate, Motivate and Inspire

1. We believe in effort over talent and as such potential is defined as the ability to develop one's skills with effort over time. In this *becoming* is better than *being*.
2. We believe in P.R.I.D.E – **P**ersonal **R**esponsibility in **D**eveloping **E**xcellence. This means taking initiative outside of the recognised 'coaching' environment to improve.
3. Sound fundamentals are a key element to long-term success. We believe in being *fussy* about the basics.
4. We believe in teaching, training and coaching players according to their own strengths and weaknesses, helping each player develop a clear 'vision' for how they want to play the game. Each player develops his/her own style and approach and is not be handcuffed by convention.
5. We believe that players, parents and coaches together create the environment conducive to success. Developing strong player-coach-parent relationships based on trust and respect and a clear understanding of the player's goals and aspirations ensuring they are aligned to an appropriate training and competitive programme.
6. Becoming *ignited* by the strategic placing of and exposure to 'primal cues' we expect players to develop the rocket fuel like motivation that powers *deep practice* – the purposeful operating in that productive, uncomfortable terrain just beyond our current capabilities, where our *reach exceeds our grasp*.
7. *Attending to errors* whilst in deep practice creates a steeper learning curve whereby players scaffold themselves up to yet higher levels of skill.
8. We believe in committing to fight for every ball, and the effort based language associated with doing so – reaching down to ground level, affirming the struggle where *everything is earned*.
9. In fighting for every ball improvement no longer becomes conditional on who has hit the ball to you.
10. We believe in the *rules of results* that say: results can be influenced but not controlled; the results you are getting are the results you should be getting; if you want to change your results you'd better do so something different.
11. We live out the 'real deal' of competitive sport which says 'It is my choice to take part and I accept all eventualities and consequences that may occur from doing so'.
12. We believe in principles over methods – there are many methods, but few principles
13. We believe *performers* are those self-reliant individuals who meet their own expectations under pressure as focused, competitive athletes who play smart, with effective strokes
14. We believe attitude is a choice and determining objective reality over what is 'made up' is critical to our thinking
15. In this, we know that thoughts move feelings, and feelings move behaviour