

# AHEAD IN THE GAME

## COMPETITIVE EDGE MENTAL PERFORMANCE DEVELOPMENT

*Many highly successful athletes felt that they could have reached the top much sooner if they had worked on strengthening their mental skills earlier in their careers..."*

Mental Links to Excellence, Terry Orlick & John Partington

### Ever worried that you aren't mentally tough enough to achieve your goals?

Know that mental performance development has been proven to help. Just as you train physically for peak performance, you can train mentally for peak performance. Athletes and teams put hundreds of hours into training, and underperform, are missing mental game abilities.

Ahead in the Game is dedicated to mental performance development and personal growth for sport and life. We offer mental performance coaching to teams, athletes, coaches and other individuals who want to improve their performance in such domains as acting, professional presenting, test-taking and more.

Ahead in the Game has a proven system to guide individuals and teams to a stronger mental approach to sport. It is an approach that is adapted to fit unique experiences and needs.



### THESE TOP ATHLETES EMBRACE MENTAL TRAINING:

Tom Brady, Michael Jordan, Serena Williams, Michael Phelps, Kobe Bryant, Mikaela Shiffrin, Rafael Nadal, The Pittsburgh Penguins, Simone Biles, Aaron Judge, Evan Longoria, Danica Patrick, Muhammad Ali, Georges St. Pierre, Billie Jean King, Andrew Wiggins, and more

### FOR INDIVIDUALS AND TEAMS WHO:

- have high-achieving goals and want the competitive edge
- have had inconsistent results in the past season
- have reached critical points in a performance only to underperform
  - have entered a slump at the wrong time and felt the effects of negative pressure
- have experienced the debilitating effects of performance anxiety

**Greater consistency, personal resilience, confidence, success and satisfaction are all possible.**

For more information contact  
**tara@aheadinthegame.ca**  
or call **902 393 3220**

“Working with Ahead in the Game has been such a gift for our daughter. The strategies and tactics she's learned to employ in pre-game preparation, competition, and post-game reflection, have vastly improved her mental focus and overall performance. In addition to benefitting her as a competitive athlete, mental performance training has also helped her achieve a healthier, more balanced perspective in all aspects of her life. We look very much forward to continued work with Ahead in the Game as she makes her next step to the NCAA.”

PROUD HOCKEY PARENTS, 2017

**CONTACT TARA COSTELLO M.A., C.S.P.A. • tara@aheadinthegame.ca • 902-393-3220**

## COMPETITIVE EDGE PRIVATE FACEBOOK GROUPS FOR TEAMS AND GROUPS

### 1 - FACEBOOK COMPETITIVE EDGE DEVELOPMENT FOR TEAMS OR GROUPS

Mental performance development – Teams/ groups will receive 3-4 posts per week with a mix of original and appropriately selected web-based content directed towards mental performance development. There will also be live streamed monthly Q and A's, plus monthly coach meetings.

**Assessments** - A general needs assessment will be delivered at the start of the program plus an appropriate mental performance assessment tool will be selected based on the team or group. Each athlete will receive feedback directed towards their mental performance improvement goals and be re-assessed at an appropriate time during the program.

**Ahead Sport Mind Training app** - The Ahead Sport Mind Training app enhances athletes' training through videos, audio clips and performance tracking all specifically designed to facilitate the development of key mental skills and habits. The app allows athletes to practice skills at home and at competitive venues.

#### Post-competition reflection feedback

Each athlete will receive a minimum of two responses to post-competition reflections via email

#### Post-competition reports

At an agreed upon date within the consulting contract, athletes will receive an individual summary of their post-competition reflections. Coaches will receive a team summary of post-competition reflections, allowing them to see trends in mental performance.

Exercises, worksheets and articles will be a regular part of Facebook posts.

10-14 athletes - 257.00 plus tax per athlete

15-19 athletes - 217.00 plus tax per athlete

20-25 athletes - 177.00 plus tax per athlete

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*Mental performance coaching  
through Facebook is an adaptable  
and easily accessible platform  
for engagement.*

### 2 - BUILDING A CHAMPIONSHIP MINDSET FACEBOOK GROUP

Open to Competitive Athletes, Coaches, Parents and Sport Administrators.

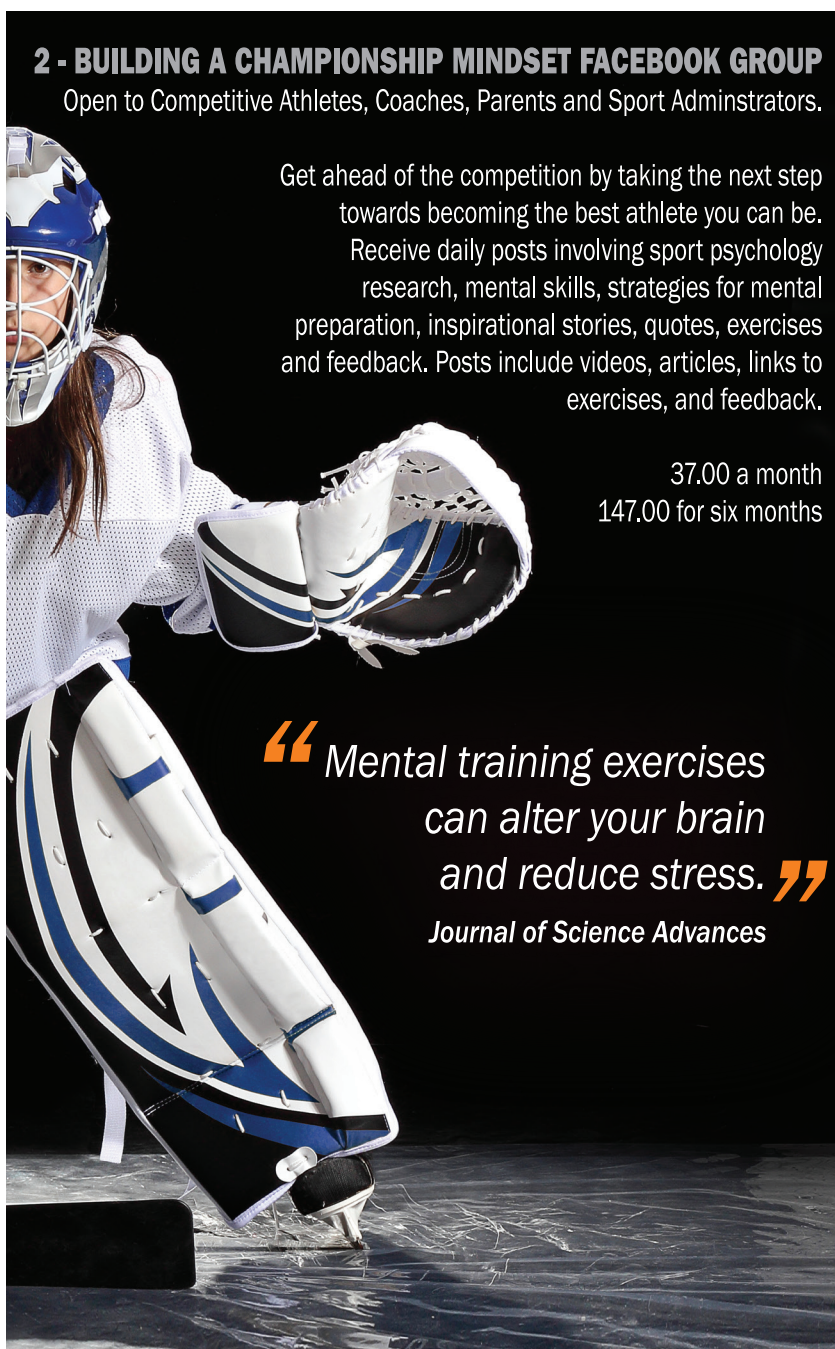
Get ahead of the competition by taking the next step towards becoming the best athlete you can be.

Receive daily posts involving sport psychology research, mental skills, strategies for mental preparation, inspirational stories, quotes, exercises and feedback. Posts include videos, articles, links to exercises, and feedback.

37.00 a month  
147.00 for six months

“Mental training exercises  
can alter your brain  
and reduce stress.”

*Journal of Science Advances*





## MENTAL PERFORMANCE CONSULTING PROGRAMS FOR INDIVIDUAL ATHLETES, COACHES, AND OTHER HIGH PERFORMERS

### INITIAL CONSULT AND PEAK PERFORMANCE MAPPING

In this session athletes will have the opportunity to explore personal stresses and barriers to peak performance goals. Athletes will receive an overview for mental performance development based on the Competitive Edge foundation for mental game development. A personalized Peak Performance Map will be provided to highlight areas of improvement for each athlete; monthly consulting package options available.

*Individual consulting allows athletes and other performers to more personally address mental performance improvement goals in a private setting.*

### TAIS INVENTORY, INTERPRETATION AND INDIVIDUAL DEVELOPMENT PLAN

The Attentional and Interpersonal Style (TAIS) Inventory is an on-line, self-report questionnaire, designed to measure concentration skills and interpersonal characteristics as key building blocks of performance under pressure. You will identify your strengths, most likely errors under pressure and how to avoid them. Scores can be compared to a variety of sport norms: Professional Athletes, World Champions and Male and Female Student Athletes.

### HEARTMATH TRAINING

HeartMath training provides scientifically based bio-feedback to help people reduce stress and develop the ability to be in a state of coherence. A state of coherence is a key aspect of being able to perform in the zone. Coherence training has been used with great effectiveness to improve athletic performance in a wide range of sports, both professional and amateur. Having real-time physiological feedback takes the guess work out of whether you are in the right frame of mind and trains you to be in the zone with greater consistency.

“As parents of athletes we want to help our children achieve their goals and be the best they can be. Sessions with Tara have been invaluable in terms of equipping our children with the skills to handle the many different mental challenges that competition presents. Our children have grown in confidence, preparation, focus and their ability to both conquer fear and utilize failure as a stepping stone to success. Tara's support and resources have been difference makers in our family and our children will continue to use these tools as they work towards realizing their full potential in both sport and life.”

Hockey Parents, New Brunswick (2017)

### FEES

#### Initial Consult and Peak Performance Mapping

55 min - 75 + tax • Individual Sessions 55 min - 95 + tax  
Individual Consulting Packages upon initial consult

**TAIS Assessment** 165 + tax

**HeartMath** 249/person

This fee is for the purchase of the *Inner Balance* heart rhythm monitor. For more information [www.heartmath.org](http://www.heartmath.org)

# AHEAD IN THE GAME

## IN-PERSON: COMPETITIVE EDGE MENTAL PERFORMANCE PROGRAMS FOR TEAM AND GROUPS

### MENTAL PERFORMANCE DEVELOPMENT

Programs are a combination of group training, competition/ training observation, feedback, individual sessions and coach consultation, adapted based on the needs of group.

### ASSESSMENTS

Group needs assessment will be delivered at the start of the program plus an appropriate mental performance assessment tool will be selected based on the team's or individual's needs. Each athlete will receive feedback directed towards their mental performance improvement goals and be re-assessed at an appropriate time during the program.

### AHEAD SPORT MIND TRAINING APP

The Ahead Sport Mind Training app enhances athletes' training through videos, audio clips and performance tracking all specifically designed to facilitate the development of key mental skills and habits. The app allows athletes to practice their mental skills at home and at competitive venues.

“The time we spent developing routines was definitely instrumental in the success we had this year. The guys bought into it immediately, and we were able to stick with the routines that we worked on right through to the World's.”

**Peter Gallant**

Coach of Canadian Jr. Curling Champion and World Silver Medalist 2009 Brett Gallant Team

*Group programming provides a responsive approach to the needs of your team or group.*

### POST-COMPETITION REFLECTION FEEDBACK

Athletes will receive a minimum of 2 responses to post-competition reflections via email.

### POST-COMPETITION REPORTS

At an agreed upon date within the consulting contract, athletes will receive an individual summary of their post-competition reflections. Coaches will receive a team summary of post-competition reflections, allowing them to see trends in mental performance.

### WORKSHEETS AND ARTICLES

Worksheets for sessions will be provided. Hand-outs and articles will be sent through email.

### PRICE

10-14 athletes  
297.00 plus tax per athlete

15-19 athletes  
247.00 plus tax per athlete

20-25 athletes  
197.00 plus tax per athlete



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# AHEAD IN THE GAME

## WORKSHOPS

ONE-HOUR, HALF AND FULL-DAY  
WORKSHOPS FOR TEAMS & INDIVIDUALS

### BUILDING A CHAMPION'S MINDSET

Ahead in the Game workshops provide foundational mental performance concepts and introductory experiences in mental skills development. A wide variety of mental performance topics and skills can be covered in supporting teams and individuals towards increased resiliency and consistency. Contact us to discuss your needs.

One-Hour Session  
\$170.00 plus tax  
and \*\$30.00 photo-copy fee

Half-Day Workshops  
\$450.00 plus tax  
and \*\$40.00 photo-copy fee

Full-Day Workshops  
\$900.00 plus tax  
and \*\$50.00 photo-copy fee

\*Please note for groups larger than 15, an additional \$2 per athlete is added to photo-copy fee. Sport groups also have the option to do the photo-copying themselves to avoid the copy fee.

“ We have been amazed with how many of our athletes remember the mental performance concepts delivered in the Ahead in the Game workshops.”

**Charity Sheehan**

Executive Director Special Olympics PEI

*Incorporate workshops for team building, education and skill building for improved mental performance.*

### AHEAD IN THE GAME TEAM BUILDING WORKSHOP WITH THE ADVENTURE GROUP

This is a customized one-day outdoor team building experience focused on personal growth, leadership, communication, and group problem solving with a special emphasis on mental performance concepts for peak performance. Based on the goals of the group, this one-day program uses a combination of HIGH R.O.P.E.S. and low element challenge initiatives for a powerful bonding experience.

Full-Day Workshop

16 or more athletes  
\$105.00/athlete

Min. 10 up to 15 athletes  
\$120.00/athlete

“ My experience with the mental skills has been great. It's so nice to have some skills at my disposal when dealing with stress and how to focus more. ”

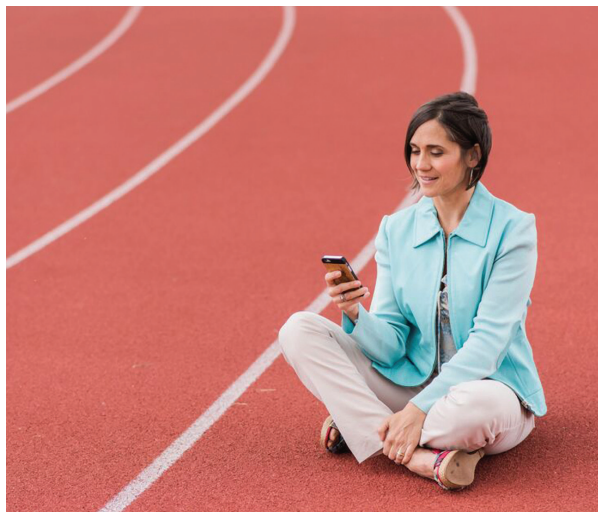
**Jenna Smith**

Special Olympics World Champion for 10-Pin Bowling

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# AHEAD IN THE GAME

## MEET THE PERFORMANCE CONSULTANTS TARA COSTELLO & JACKSON SLAUENWHITE



“ Sometimes making a small shift in perspective can make a huge difference in performance. I am so inspired to help athletes find these meaningful shifts. ”

Tara Costello

### TARA COSTELLO M.A., C.S.P.A.

Tara has over 30 years involvement in sport as an athlete, coach, teacher and mental performance consultant. She has over 20 years of experience building a process that supports athletes in developing a number of key mental habits and attitudes so that they can have their best days, on their biggest days. She has supported numerous Canada Games athletes and teams, N.H.L./ A.H.L. players, Special Olympics Canada National team program, nationally ranked junior tennis athletes, Canadian Youth Olympic team members, Canadian and world junior curling champions, various university teams and other regionally and nationally successful athletes. She lives with her husband Patrick and son Nathaniel in Springvale, PEI.

Registered member of the Canadian Sport Psychology Association • BA (Psychology) University of Prince Edward Island, Charlottetown, PEI, Canada • MA (Human Kinetics –Mental Skills for Sport) University of Ottawa, Ottawa, Ontario. Specialized professional development in HeartMath • TAIS Assessment • Fundamentals of Natural Lifemanship • Level 1 T.R.E. (Tension /Trauma Releasing Exercises), Experiential Education • Transformative Leadership • CAAWS Leadership Workshops • Level 3 NCCP Coach • P.N.L.P. (Certification in Neuro Linguistic Programming for Personal and Professional Excellence)



“ Helping athletes turn their dreams into reality is one of the most rewarding experiences I've had in my life, and I don't want to stop anytime soon. ”

Jackson Slauenwhite

### JACKSON SLAUENWHITE M.A.

Jackson is an Islander that was brought up in the PEI sport community. Playing just about every sport that he could, he represented PEI at many regional and national championships in three different sports as well as donning the maple leaf to represent Canada in international competition in one. Jackson uses his experience in elite sport as an athlete along with 6 years of high school, provincial, and university coaching and consulting experience in both Ontario and PEI to help guide athletes towards becoming the most focused, competitive, and resilient versions of themselves.

Education/ Coaching & Consulting experience: BA (Psychology) University of Prince Edward Island • MA (Kinesiology- Sport Psychology & Coaching) University of Western Ontario • PEI Alpine Ski Team (2011-2014) • Western Mustangs Baseball Team (2015-2016) • Ontario University Champions 2015, 2016 • Oakridge High school Senior Men's Basketball Team (2016) • London Badgers 18u Baseball Team (2016-2017) • Canadian National Champions 2017

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