

# SEABURY PERFORMANCE

A N N U A L R E V I E W

A LOOK BACK ON OUR YEAR IN SPORT AND  
PERFORMANCE

Sport | Performance | Insight

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# INTRODUCTION

This edition marks the first of an annual review for Seabury Performance and the content produced in 2023. This magazine explores a range of the most popular content from across a variety of platforms and discusses exciting conversations raised in the world of sport over the past 12 months



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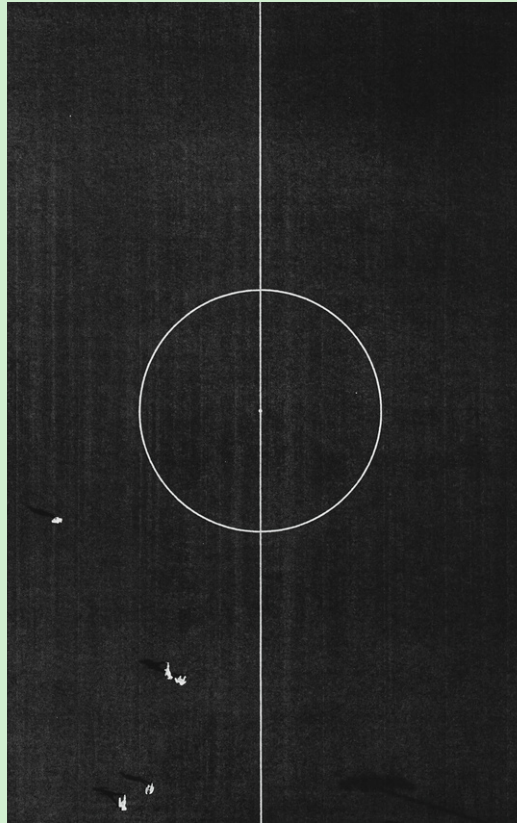
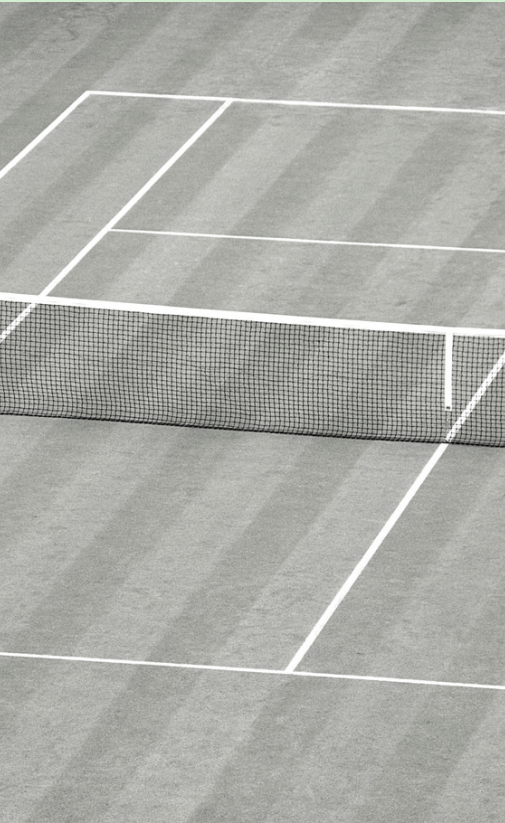
**FINAL THOUGHTS  
AND A LOOK TO  
2024**



# AN OVERVIEW

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*HAVE FAITH IN THE ENCHANTMENT OF  
THE SEASON.*



Sport holds a profound place in society, transcending its role as mere entertainment to become a powerful reflection of human performance, resilience, and aspiration. Sport plays a part in most of our lives and unites us with a common passion - to compete. The grand stages of sporting events become platforms where athletes showcase their physical prowess and the mental fortitude required to excel at the highest level. In doing so, sports highlight the very essence of human performance – the ability to overcome challenges, push boundaries, and achieve feats that inspire and captivate audiences.

Athletes, in their pursuit of excellence, become living embodiments of dedication, discipline, and the relentless pursuit of goals. Their stories, triumphs, and even setbacks resonate with the public, serving as mirrors reflecting the universal human experience. The drama of a comeback, the precision of a well-executed play, or the resilience displayed in the face of adversity all contribute to the sports narrative, offering lessons that extend far beyond the confines of the field/court. Society looks to sport for entertainment and inspiration, drawing motivation from the remarkable achievements of athletes who push the limits of human potential.

**What makes something special is not just what you have to gain, but what you feel there is to lose.**

**- Andre Agassi**





# RUGBY WORLD CUP

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## *THE BATTLE OF TITANS*

This year's Rugby World Cup concluded with arguably the biggest showdown in the sport - South Africa vs New Zealand.

In Rugby, South Africa and New Zealand are iconic pillars in the global sporting landscape, transcending mere athletic competition to become cultural touchstones. In South Africa, rugby is a powerful symbol of unity and resilience, etched into the nation's history with profound significance. The Springboks' triumphant moments (particularly their 1995 Rugby World Cup victory on home soil) hold a special place in the hearts of South Africans, fostering a sense of national pride and reconciliation.

Similarly, New Zealand's All Blacks embody a legacy of excellence that extends beyond the rugby pitch. The All Blacks' sustained success (marked by their numerous Rugby World Cup victories) has elevated rugby to a sacred status in New Zealand, inspiring the nation's aspiring athletes.

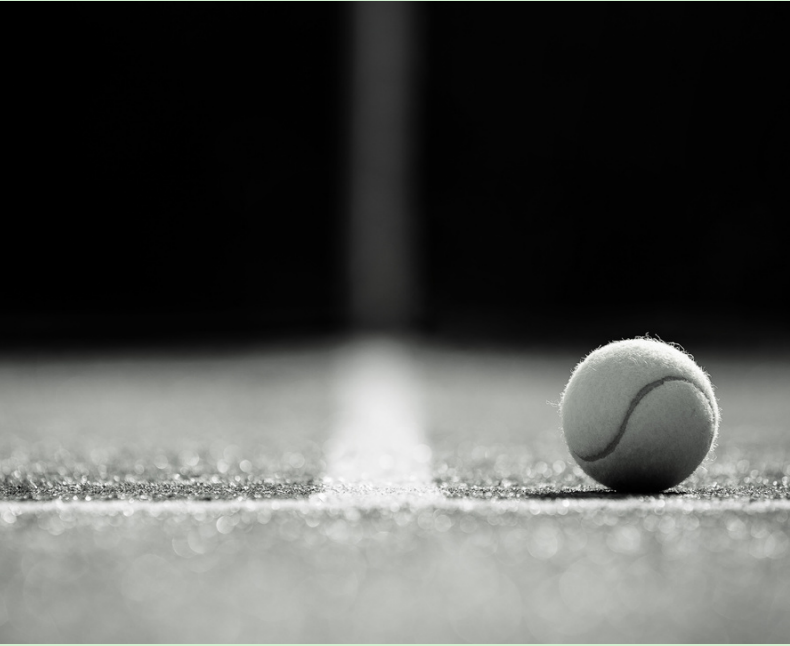
Both South Africa and New Zealand showcase not just the technical brilliance of their rugby teams but also the profound connection between sport and national identity.

With the final being decided by a single point in favour of the Springboks', this classic match-up did not disappoint. Both nations demonstrated their respective national programs' sustained and calculated excellence to achieve such a legacy within the sport.

The Springbok victory saw them become the first team to win the tournament four times and the first team to win successive World Cup titles away from home.

# WIMBLEDON

## THE CHANGING OF THE GUARD?



Wimbledon never fails to amaze, and 2023 was no different. Firstly, the men's singles event captivated the public imagination, with the two best players in the world going head to head in the final.

Discussions of a changing of the guard were raised as young Carlos Alcaraz stepped up to battle the legend of the sport, Novak Djokovic, for the prestigious title.

Carlos Alcaraz defeated Novak Djokovic in five sets to win the title 1–6, 7–6, 6–1, 3–6, 6–4. At 4 hours and 42 minutes, it was the third-longest Wimbledon final in history.

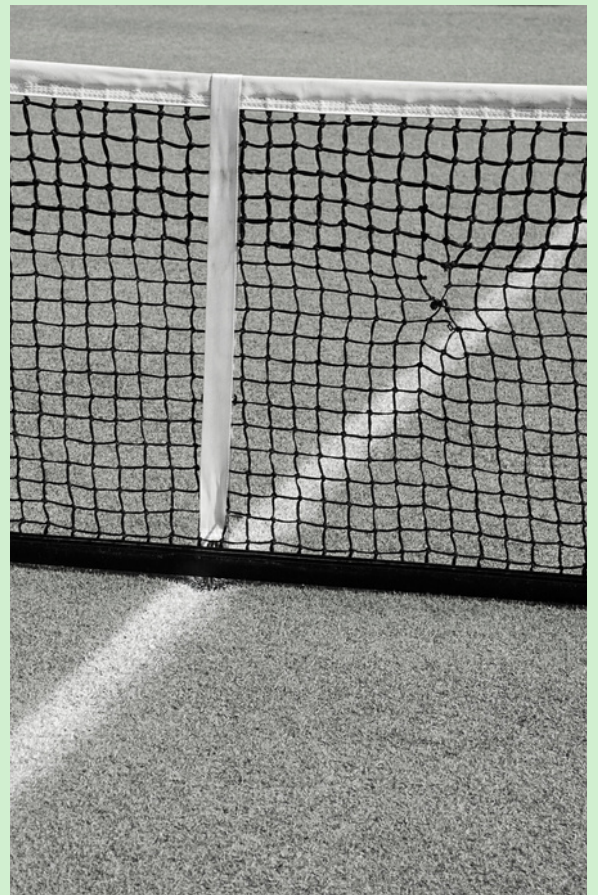
This battle was a perfect example of the psychological endurance required to compete at the grand slam level.

This year's women's final was one for the history books. Markéta Vondroušová defeated Ons Jabeur 6–4, 6–4 to win the ladies' singles tennis title. This was her first major singles title and her first tennis title in six years. Vondroušová became the first unseeded female player to win the Wimbledon title (and the first to contest the final since Billie Jean King did so in 1963).

The world No. 42 was the second-lowest-ranked finalist since the WTA rankings were established in 1975. With Ons Jabeur being the clear favourite as world number 2 at the time, it created a David and Goliath match-up on paper.

The mental challenges faced by a seeded player facing an unseeded opponent in a final are distinct and layered. For the seeded player, there's the weight of expectation and the pressure to live up to their status as a higher-ranked competitor. The burden of being the favourite can create a psychological challenge as they navigate the anticipation of victory while ensuring they don't underestimate the unseeded opponent.

Conversely, the unseeded player enters the final with a sense of freedom and perhaps less external pressure. They can play with a fearless mindset, knowing that any success is an accomplishment. The mental dynamic becomes a delicate balance for both players – the seeded player striving to meet expectations and the unseeded player aiming to capitalise on the underdog status.





# WOMENS FOOTBALL WORLD CUP

*CREATING ROLE MODELS*



2023 saw England's Lionesses reach their first World Cup Final. After their success in the 2022 European Championships, the expectations of the nation were at an all-time high. Women's football in the UK has grown exponentially in the last few years, inspiring the younger generation. While the team came up short in the final against a strong side, the legacy of this team continues to grow.

One area of interest is Sarina Wiegman's coaching. She is recognised for her pragmatic and adaptive coaching style. She is known for employing a tactical approach that prioritises flexibility based on the strengths and capabilities of her players. Wiegman's coaching philosophy emphasises effective communication, strategic planning, and a commitment to nurturing a cohesive team dynamic. This philosophy has been proven successful in the game and can act as a great example for those from all sports or industries.



# ICC CRICKET ODI WORLD CUP

*CONTINUING  
THE LEGACY*



The 2023 ICC Men's Cricket World Cup was the 13th edition of the Cricket World Cup. Australia regained its status as the king of ODI (one-day international) cricket to cap a stunning second half of 2023 where the team became the world champion in test cricket and also retained the Ashes.

Australia has a long-held reputation for producing when it really matters, and beating India in its own backyard in front of nearly 100,000 spectators for a record-extending sixth title was another demonstration of that.

Australian Glenn Maxwell defined Australia's success with an outrageous 201 not out against Afghanistan. This innings is now widely viewed as one of the best innings in World Cup history and one of the greatest knocks ever in cricket.

He finished it, barely able to move because his legs had cramped up, and it resembled a golfer teeing off to a moving ball. Fittingly, it finished with him smashing the ball over deep midwicket for a match-clinching six.

# THE TREBLE 2.0

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## *RE-ACHIEVING THE UNACHIEVABLE*



2023 saw Manchester City match Manchester United's 1999 feat of winning the British footballing Treble (FA Cup, Premier League and Champions League) in one season.

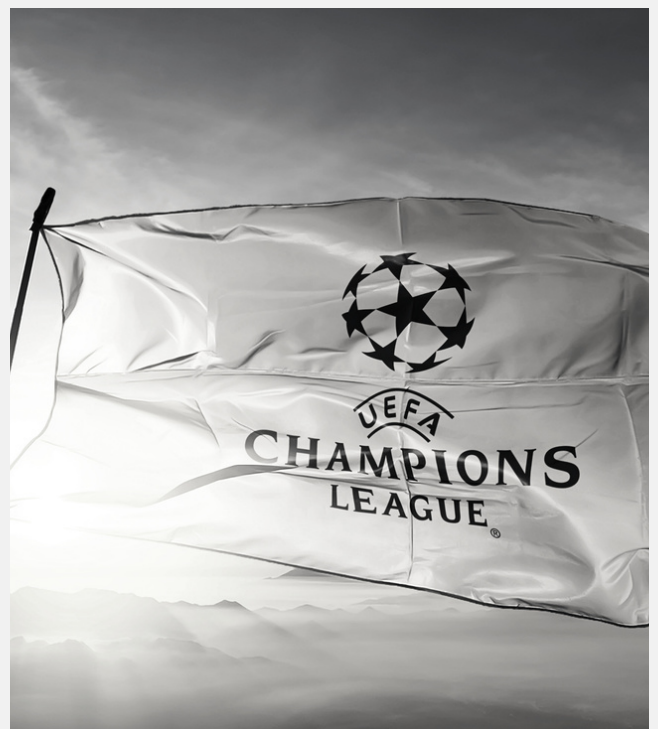
The treble is an accolade which many teams have come close to in previous years but consistently come up short.

While this treble (unlike 1999) was shrouded in conversations around state money and FA financial charges, it does not belittle the difficulty of achieving this feat.

A treble effort poses immense physical challenges and formidable psychological hurdles for players and coaching staff. The mental strain arises from the pressure to maintain peak performance consistently across different competitions, managing expectations, and coping with the relentless scrutiny of media and fans.

Pursuing the treble demands unwavering focus, resilience, and the ability to rebound from setbacks. The fear of failure and the weight of expectations can be mentally taxing, requiring a strong collective mindset, mental fortitude, and effective stress management.

The psychological challenge of the treble in British football involves navigating the delicate balance between ambition and maintaining positive team morale, all while coping with the intense emotional and mental demands of a gruelling and highly competitive season.





# ARTICLES

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## *PREPARE, PERFORM, REFLECT*

This year has seen the start of daily posting on Seabury Performance's social media platforms. These posts have covered a wide variety of real-life stories, scientific concepts and mental performance ideas for athletes and other high performers.

Topics covered this year include mental warm-ups, nasal breathing, emotional management, and the cost of early success. On the following pages are the top 10 most engaging articles posted in the last 12 months.





# MENTAL WARM UPS

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## FIRING ON ALL CYLINDERS

Stepping out to compete in a sporting competition can be daunting, and we must ensure we are prepared.

Athletes and coaches often focus attention heavily on physical warm-ups.

Sharpening technique, finalising match strategies and minimising injury risks.

But what many ignore or disregard is warming up the mind. Having the brain firing on all cylinders and ready for competition can have as much effect on an outcome as the body.

**Enhances Focus and Concentration:** Sport is often a mentally demanding experience that requires razor-sharp focus and unwavering concentration. Just like a physical warm-up prepares our muscles, a mental warm-up primes our mind to stay present, focused, and fully engaged in the game. Through mindfulness exercises, visualisation, and positive self-talk, we can cultivate a calm, laser-like focus that sets the stage for success.

**Managing Pre-Match Nerves:** We all experience pre-match jitters and nerves, and that's completely normal. However, excessive anxiety can hinder our performance and cloud our decision-making abilities. A mental warm-up routine empowers us to manage these nerves effectively, channelling that energy into positive anticipation and excitement rather than letting it spiral into self-doubt. We can bring out our best on match day by cultivating a confident and composed mindset.

**Establishing a Winning Mindset:** Sport is not only a physical battle but also a mental one. A strong mindset is often the differentiating factor between victory and defeat. By incorporating affirmations, goal-setting exercises, and visualising successful scenarios, we can program our subconscious mind to believe in our abilities and visualise success. This mental conditioning breeds a winning mindset that translates into improved performance and resilience, even in the face of adversity.

**Maximises Performance Potential:** When our mind is in sync with our physical capabilities, we unlock our true potential on the court. Mental warm-up routines help us tap into the flow state, where everything seems effortless, time slows down, and our performance reaches new heights. By creating mental rituals that align with our individual preferences and strengths, we set ourselves up for peak performance and an enhanced overall experience.

So, next time you or an athlete you work with are heading for a competition, cultivate a focused and confident mindset, manage your pre-match nerves, and establish a winning mentality.



# NASAL BREATHING

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## EMBRACING THE BREATH

In recent months, there has been an increase in athletes taping their mouths closed during sleep or training.

This tape is used to promote nasal breathing.

Nasal breathing (inhaling and exhaling through the nose) has physical benefits, such as lower lactic levels, but it has been shown to have a significant impact on cognitive performance.

Unlike mouth breathing (often shallower and faster), nasal breathing encourages diaphragmatic breathing, where the breath is drawn deep into the lungs.

This method ensures that the air is properly filtered, humidified, and warmed before it reaches the lungs.

As a result, more oxygen is absorbed into the bloodstream, which is crucial for optimal brain function.

Nasal breathing also triggers the release of nitric oxide, a molecule that plays a key role in increasing blood flow and oxygen delivery to cells.

This enhanced oxygenation is vital for the brain, as it relies heavily on a consistent oxygen supply to function efficiently.

Studies have suggested that nasal breathing can improve focus, concentration, and decision-making abilities, all of which are essential cognitive skills for athletes.

In high-pressure situations, those who practice nasal breathing techniques might experience reduced stress and anxiety levels, allowing them to make better decisions under pressure.

Additionally, nasal breathing has been linked to better regulation of the autonomic nervous system, promoting a state of calmness and reducing the "fight or flight" response.

This balance in the nervous system can enhance mental clarity and emotional stability, leading to improved cognitive performance.

Those who incorporate nasal breathing exercises into their training routines often report enhanced mental resilience, enabling them to stay focused, composed, and sharp throughout their performances.





# CRYING

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## BREAKING THE STIGMA

Crying has a stigma, especially in sport.

It is often seen as a sign of weakness, a defeatist move or a sign of someone who cannot cope.

Athletes who cry in sports are often seen as displaying vulnerability.

However, it can be a powerful physiological response linked to rebalancing hormones and emotions.

This could be argued to be particularly important for children and teenagers who are still coming to grips with their hormones and the stress of competition.

Emotional tears contain stress hormones like adrenocorticotrophic hormone and Leu-enkephalin, a natural painkiller.

During intense competition, particularly high-stress situations like critical matches or emotional victories, the body experiences a surge in stress hormones like cortisol.

Crying is a natural outlet for these hormones, helping the body regain hormonal balance.

These emotional tears also contain higher levels of proteins and manganese, a mineral that affects mood regulation.

By shedding these compounds through tears, the body can release built-up tension and stress, providing relief and catharsis.

Crying can also trigger the release of endorphins (the body's natural stress relievers), contributing to an overall feeling of emotional and physical release.

In sports, where the stakes are high, and emotions often run strong, crying can serve as a mechanism for athletes to cope with stress, allowing them to rebalance their hormones and regain mental clarity, ultimately aiding their performance and overall well-being.

While coaches and parents must work to aid an athlete's coping strategies, it is important to understand the tears rather than merely judge them.





# HEADPHONES

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## CREATING IMMERSION

A common sight in modern sport is a superstar athlete wearing the latest designer headphones and immersing themselves in music before a big match. But they do this for more reasons than merely listening to their favourite tunes, as it can offer distinct performance benefits.

**Focus and Mental Preparation:** Before stepping onto the field, court, or track, athletes often use headphones for concentration and mental preparation. Music is a powerful stimulant, helping them enter a focused state of mind. By blocking out distractions and external noise, athletes create a personal cocoon of calmness and concentration.

**Zone of Confidence:** Music can profoundly impact an athlete's emotional state. By listening to motivational tracks or favourite tunes, athletes can generate a sense of confidence and positivity. The right music can uplift their spirits, boost self-belief, and create an optimal mindset for success.

**Ritual and Routine:** Athletes are known for their rituals and pre-game routines. Putting on headphones and listening to specific playlists or songs can become integral to their ritualistic process. Engaging in familiar actions and routines provides a sense of comfort and familiarity, helping them find their flow and prepare mentally for the upcoming challenge.

**Block Out Distractions:** In the highly charged environment before a match, there is often a flurry of activity, including crowds, media, and other competitors. Headphones offer a practical solution to block out external distractions and create a personal space of tranquillity. This allows athletes to stay in their bubble, maintain focus, and conserve their mental and emotional energy for the competition ahead.

**Mood Regulation and Relaxation:** Music has an incredible ability to influence our mood and emotional state. Athletes may choose specific tracks or genres to regulate their emotions and find a sense of calmness or relaxation. It can be a powerful tool to alleviate nervousness, reduce anxiety, and create a balanced state of mind before the intensity of a match.

**Personal Motivation and Inspiration:** Music holds deep personal significance for many athletes. Certain songs or lyrics may carry memories, remind them of past achievements, or symbolise their journey.

Next time you see athletes donning their headphones before a match appreciate the deeper reasons behind this seemingly simple act. They are often using specifically selected playlists to find focus, generate confidence, and mentally prepare for the challenge ahead.



# TENNIS

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## THE MENTAL MATCH

'Tennis is a mental game. Everyone is fit. Everyone can hit forehands and backhands' - Novak Djokovic.

Tennis can be a physically demanding sport with set after set of long, physically draining rallies.

However, it can be equally, if not more, mentally challenging.

The psychological battles that players face on the court are intricate and relentless.

There are multiple key factors athletes have to be able to handle and adapt to.

**Focus:** Maintaining concentration point after point, game after game, demands an unwavering focus. The mind can easily wander, but losing focus for even a moment in tennis can result in a lost point.

**Managing emotions:** Tennis is an emotional rollercoaster. Players must handle the frustration of missed shots, the pressure of crucial points, and the exhilaration of winning a game, all within seconds of each other. Emotions, if not controlled, can dictate the course of the game, leading to impulsive decisions and loss of momentum.

**Dealing with pressure:** Whether it's serving for the match or facing a critical breakpoint, the moment's weight can suffocate. The fear of failure, the desire to win, and the expectations of oneself and others create a pressure cooker environment that can test the strongest minds.

**Isolation:** Unlike team sports, where players can share the burden of victory or defeat, in singles tennis, the responsibility is solely on the individual. Handling this isolation and the internal dialogue that comes with it requires mental fortitude. Players must be their motivators, coaches, and cheerleaders, which demands exceptional self-belief and mental resilience.

**Adaptability:** Tennis matches are unpredictable. Opponents might change their game plan, weather conditions vary, or the player's body might not cooperate. Being mentally adaptable, open to change, and able to adjust strategies on the fly is a vital mental skill in tennis.

Tennis players need a blend of focus, emotional control, resilience, self-belief, and adaptability to navigate the mental challenges inherent in the sport.

The ability to master these psychological aspects often distinguishes the good players from the truly great ones.



# EARLY SUCCESS

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## THE COST OF SUCCESSES

'Sometimes I wish I'd never won the US Open' - Emma Raducanu.

Many young athletes dream of reaching the pinnacle of their chosen sport, striving relentlessly to achieve greatness.

However, when they experience rapid and unexpected success, they may be unprepared for the following psychological implications. Suddenly thrust into the spotlight, they face unique challenges that can take a toll on their mental health and overall development.

One of the primary psychological difficulties young athletes face in such situations is the pressure to sustain their exceptional performance.

The weight of expectations can be immense, leading to self-doubt, anxiety, and fear of failure. They may constantly question whether they deserve their success or worry that they won't be able to live up to the lofty standards they have set for themselves.

Furthermore, sudden attention and recognition can also disrupt their personal lives.

These young athletes may find it challenging to maintain a sense of normalcy, as their newfound success can lead to changes in relationships, increased media scrutiny, and heightened external pressures. They may struggle to balance their identity with their public persona, which can be particularly challenging during the formative years of their lives.

To address these challenges, it is crucial for the sports community, including coaches, parents, and supporters, to try offering comprehensive support systems. We need to create a supportive environment around the young athlete.







# PARENTING

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## ADVICE FOR RAISING ATHLETES

While a parent may not directly be their child's coach, they play an integral role in their child's athletic journeys.

It's not just about cheering from the sidelines; it's about providing the right support and guidance to help them thrive on and off the field.

Five key focus points can greatly aid parents in supporting their children to thrive:

**Foster a positive mindset:** Help your child develop a positive attitude towards sport. Firstly, encourage them to focus on effort, improvement, and enjoying the process rather than solely on winning or losing. Also, teach them to embrace challenges as opportunities for growth and remind them that setbacks are a natural part of any journey. By nurturing a positive mindset, you empower them to overcome obstacles with resilience.

**Communicate openly and empathetically:** Effective communication is crucial in supporting your child's athletic endeavours. Create an open and safe space where they can express their thoughts, concerns, and emotions. Listen actively, without judgment, and validate their feelings. Show empathy and understanding, both in their victories and their defeats. This open line of communication builds trust and strengthens the parent-child relationship.

**Manage expectations:** It's essential to have realistic expectations as a parent. Understand that each child has a unique journey and pace of development. Avoid placing undue pressure on your junior athlete to achieve certain outcomes. Instead, focus on their personal growth, well-being, and enjoyment of the sport. Encourage them to set their own goals and support them in pursuing those aspirations at their own pace.

**Encourage a balanced lifestyle:** While sports can be a significant part of your child's life, promoting a well-rounded lifestyle is crucial. Encourage them to engage in other activities and hobbies outside of their sport. This balance helps prevent burnout, supports their overall development, and fosters a healthy perspective on life. Remember, their identity extends beyond being an athlete.

**Be their biggest cheerleader:** Finally, be your child's number one fan! Celebrate their successes, big and small. Attend their games or competitions, and provide a positive and supportive presence. However, remember to balance being involved and giving them space to grow independently. Encourage their autonomy and let them take ownership of their athletic journey.

Focusing on what and how we communicate allows us to become powerful advocates. Let's empower our children to develop as athletes and well-rounded individuals who possess strong character, resilience, and a love for the sport.





# SPORTING COMPETITION

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## THE BALANCING ACT

Sport (as with life) is a constant balancing act.

The balance between attack and defence, Between winning and losing, between stress and relaxation,

In the fast-paced world of athletes, finding the delicate balance between stress and relaxation is paramount.

Stress is an inherent part of an athlete's journey. From rigorous training schedules to intense competition, the relentless pursuit of excellence takes its toll. While stress can catalyse growth and motivation, excessive or unmanaged stress can negatively impact performance and well-being. Finding the right balance is essential.

Relaxation is often undervalued but is vital to an athlete's success. It allows the body and mind to recover, recharge, and adapt to the demands of training and competition. Adequate relaxation enables athletes to optimise their physical and mental capacities, enhancing focus, concentration, and overall performance.

Achieving the optimal balance between stress and relaxation is a continuous and personalised process for athletes. It involves understanding one's individual stress response, setting realistic goals, and implementing effective stress management strategies. By finding the sweet spot, athletes can harness the positive aspects of stress while ensuring they have enough time and space for relaxation and rejuvenation.

Effective stress management techniques empower athletes to channel stress productively, enhancing performance rather than hindering it. Techniques such as mindfulness, deep breathing exercises, visualisation, and goal-setting help athletes maintain focus, regulate emotions, and improve decision-making under pressure. By managing stress, athletes can optimise their performance potential and achieve consistent results.

Rest and recovery are essential components of an athlete's journey. Adequate sleep, active recovery, and intentional downtime are crucial for repairing and rebuilding the body, reducing the risk of injuries, and preventing burnout.

By embracing rest and recovery, athletes promote longevity in their careers, allowing them to perform at their best for the long haul.

Balancing stress and relaxation requires a holistic approach to athlete development.

Coaches, trainers, and support staff are vital in creating an environment prioritising performance and well-being.

By integrating stress management techniques, recovery protocols and promoting open communication, we can cultivate a culture that values the holistic development of athletes, fostering success in sports and beyond.



# VISION

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## OUR COGNITIVE AID

Our visual sense is a dominant channel through which we process information from our environment.

The brain's ability to interpret visual cues quickly and accurately greatly influences an athlete's success on the field, track or court. This is especially crucial in dynamic sports, where split-second decisions can determine outcomes.

Our vision aids our performance in several ways:

**Peripheral vision:** Athletes rely on their peripheral vision to assess the positions and movements of opponents and teammates, enabling them to react effectively and adjust their strategies in real time.

**Depth perception:** Aids in judging distances and velocities, essential for catching a ball or timing a jump.

**Hand-eye coordination:** Fundamental to many sports, relies heavily on integrating visual information with motor skills.

**Tracking:** An athlete's ability to track a moving object, such as a ball, while planning and executing precise movements enhances accuracy and timing.

**Visual feedback loop:** provides constant information about body posture, alignment, and balance, helping athletes refine their techniques and maintain optimal performance.

Our vision is the primary conduit through which we interpret the sporting world, influencing our decision-making, reactions, and execution of skills. Athletes who understand the cognitive importance of vision and work on enhancing their visual skills through training and practice gain a competitive edge in their respective sports.





# EMOTIONAL TRIGGERS

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## UNDERSTANDING AND MANAGING

Emotional triggers are specific things, events, or situations that evoke intense emotional responses in us.

These can be tied to past experiences, fears, insecurities, or even deeply ingrained emotions.

For athletes, understanding these emotional triggers is essential.

They can profoundly impact performance, mental well-being, and their overall success.

Firstly, recognising emotional triggers allows individuals to manage their emotions effectively.

In the heat of competition, emotions such as anger, frustration, or fear can arise due to various triggers, like a missed opportunity or a challenging opponent.

Without awareness, these emotions can negatively influence decision-making and impair performance.

Athletes who understand their emotional triggers can develop strategies to stay composed under pressure and make more rational choices during crucial moments.

Secondly, comprehending emotional triggers contributes to better our mental health.

Sport can be emotionally demanding, and unresolved emotional issues can lead to anxiety, depression, or burnout.

Athletes can work on emotional resilience and create healthier coping mechanisms by identifying and addressing their triggers.

This, in turn, helps maintain a more balanced mental state, reduces the risk of mental health issues, and promotes long-term athletic well-being.

If we invest time in understanding and managing our emotional triggers, we can be better equipped to navigate the challenges of sport, both on and off the field.



# READING

Engaging with literature offers athletes and coaches a valuable avenue for intellectual and emotional growth in their sporting journey. Books provide a rich source of knowledge, allowing athletes to delve into the intricacies of their sport, explore psychological strategies, and gain insights from the experiences of accomplished athletes. Coaches, too, can benefit immensely, as books on coaching methodologies, leadership, and sports psychology offer a wellspring of techniques and perspectives to refine their approach.



# COACHING

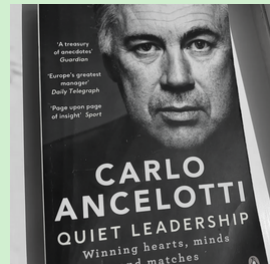
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## BOOKS TO HELP COACHES/MANAGERS LEAD AND INSPIRE



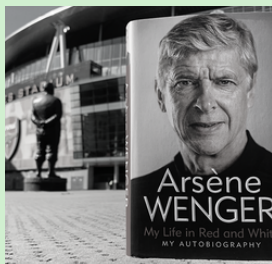
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**EXTREME  
OWNERSHIP -  
JOCKO WILLINK**



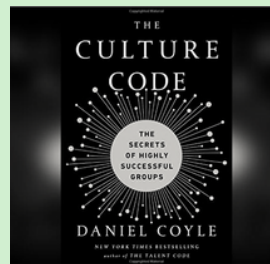
2.

**QUIET LEADERSHIP  
- CARLO  
ANCELOTTI**



3.

**MY LIFE IN RED  
AND WHITE -  
ARSENE WENGER**



4.

**THE CULTURE  
CODE - DANIEL  
COYLE**



5.

**LEADING - SIR  
ALEX FERGUSON**

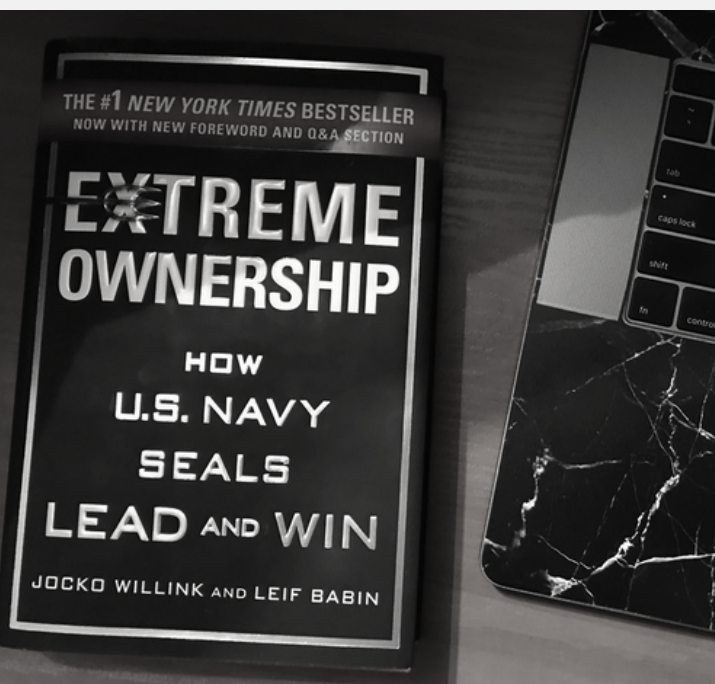


6.

**LEGACY - JAMES  
KERR**

# COACHING BOOKS

## BOOKS TO HELP COACHES/MANAGERS LEAD AND INSPIRE



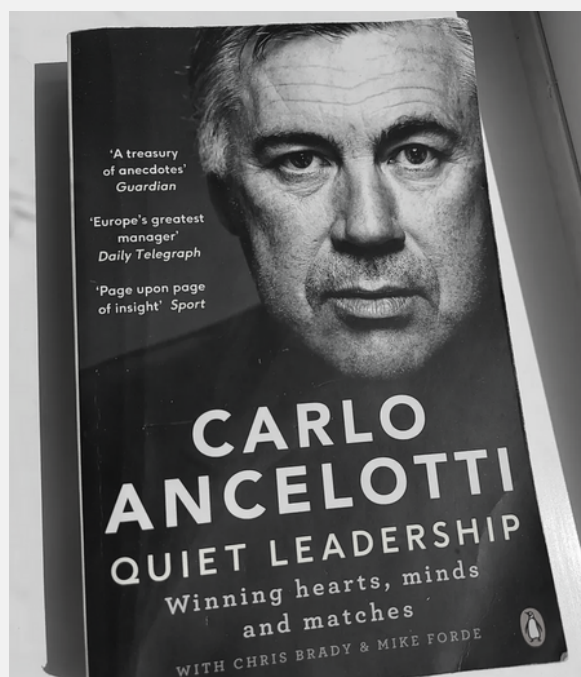
"Extreme Ownership: How U.S. Navy SEALs Lead and Win" by Jocko Willink is an exceptionally relevant and impactful read for the world of sport, transcending its military origins to provide profound insights into leadership, teamwork, and personal accountability. Willink's principle of extreme ownership, where leaders take full responsibility for both success and failure, resonates strongly in the context of sports coaching and team dynamics. The book challenges coaches to adopt a mindset of absolute accountability, emphasizing that leaders set the tone for the entire team and must take ownership of every outcome.

In the sporting arena, the principles of Extreme Ownership find applications in various facets, from strategic planning and decision-making to fostering a culture of discipline and resilience. The book encourages coaches to lead by example, instilling in athletes a sense of personal responsibility for their performance and development. Moreover, the emphasis on decentralized command—empowering individuals within the team to make decisions—aligns with the collaborative nature of sports, promoting effective communication and adaptability on the field.

"Quiet Leadership: Winning Hearts, Minds, and Matches" by Carlo Ancelotti offers readers a profound glimpse into the leadership philosophy of one of football's most successful and revered managers.

Ancelotti, known for his calm demeanour and measured approach, shares his insights on how to lead with effectiveness and authenticity.

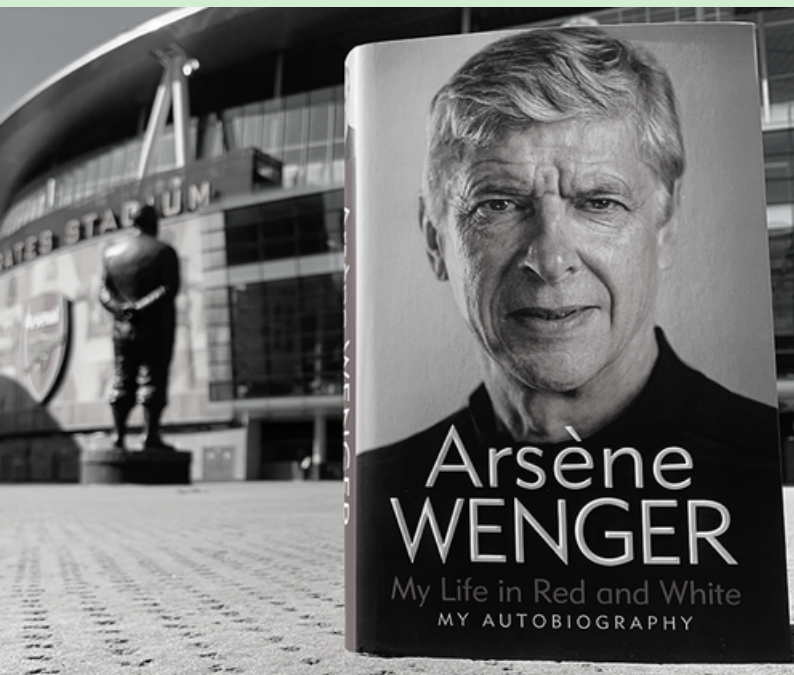
The book emphasizes the power of understanding individuals, fostering strong relationships, and creating a positive team culture. Ancelotti advocates for an understated yet impactful leadership style, focusing on building trust and empowering players to reach their full potential.





# COACHING BOOKS

## BOOKS TO HELP COACHES/MANAGERS LEAD AND INSPIRE



"My Life in Red and White" by Arsène Wenger offers a compelling autobiographical journey of one of football's most iconic figures. Wenger, renowned for his tenure as the manager of Arsenal, shares insights into his life, philosophy, and the transformative impact he had on English football.

The book is an invaluable resource for current sports coaches, providing a deep dive into Wenger's managerial approach, leadership style, and the evolution of his footballing philosophy. Coaches can learn lessons on player development, team management, and the importance of visionary leadership in achieving sustained success.

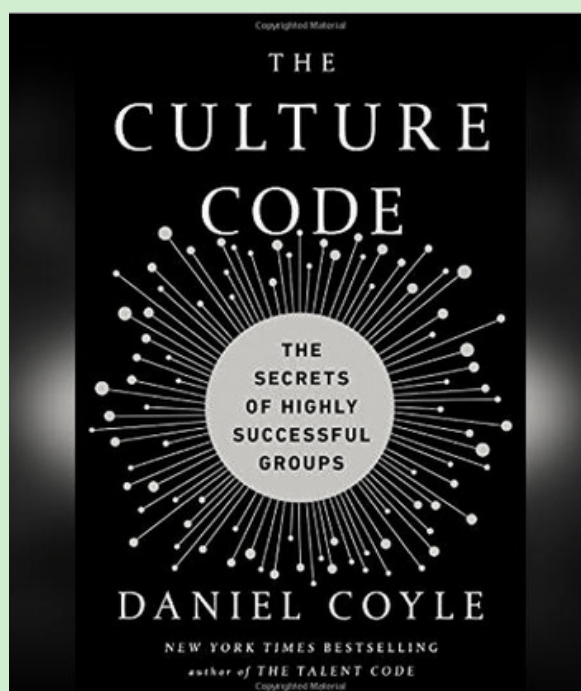
Wenger's experiences, from his early days to the challenges and triumphs at Arsenal, offer a rich tapestry of wisdom that resonates beyond football, making it a must-read for those aspiring to elevate their understanding of coaching and leave a lasting legacy in sport.

"The Culture Code" by Daniel Coyle is highly relevant to coaches and managers, offering profound insights into building successful and cohesive teams. Coyle explores the key components contributing to high-performing cultures, drawing on examples from various industries, including sports.

The book delves into the importance of creating a sense of belonging, fostering open communication, and establishing a shared purpose within a team.

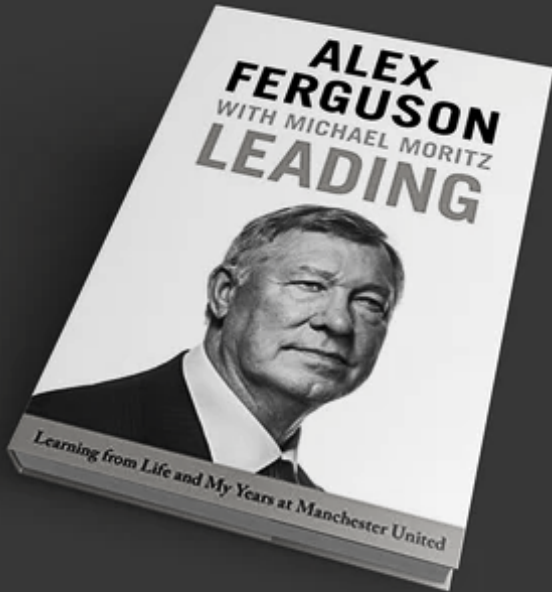
For sports coaches and managers, these principles are crucial for building team dynamics, enhancing player collaboration, and ultimately achieving success on and off the field.

Coyle's research-backed approach provides practical strategies for cultivating a positive team culture, making "The Culture Code" an essential read for those seeking to elevate their leadership in sport.



# COACHING BOOKS

## BOOKS TO HELP COACHES/MANAGERS LEAD AND INSPIRE



Sir Alex Ferguson's book "Leading" provides a wealth of leadership lessons from his illustrious managerial career, particularly during his time with Manchester United.

One key lesson is the emphasis on building strong relationships and fostering a sense of unity within the team. Ferguson underscores the importance of adaptability, demonstrating how he evolved his management style to navigate the changing football landscape.

The book also delves into the significance of discipline, accountability, and the relentless pursuit of excellence. Ferguson's insights on handling adversity, managing egos, and instilling a winning mentality offer valuable takeaways for leaders in any field. "Leading" is a compelling guide for those aspiring to lead with authority, resilience, and a commitment to sustained success.

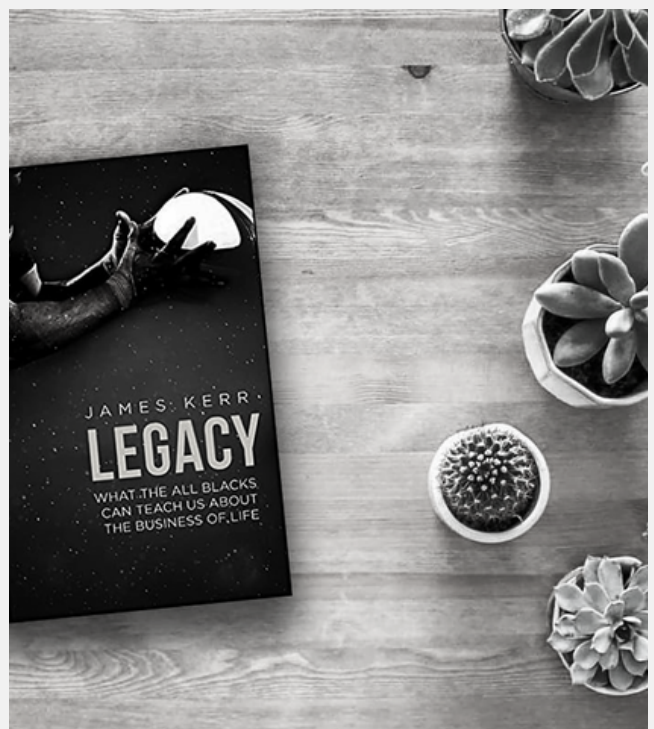
"Legacy" by James Kerr distils powerful leadership lessons from the culture of the New Zealand All Blacks, one of the most successful rugby teams in history.

The book emphasises the importance of character, humility, and a collective sense of purpose in fostering a winning culture.

Key lessons include the concept of leaving the jersey in a better place, signifying a commitment to a legacy that extends beyond individual success.

The All Blacks' emphasis on continual improvement, resilience in the face of challenges, and integrating diverse talents into a cohesive unit are pivotal takeaways.

"Legacy" transcends rugby, offering universal principles for leadership, teamwork and creating a culture of excellence applicable across various domains.

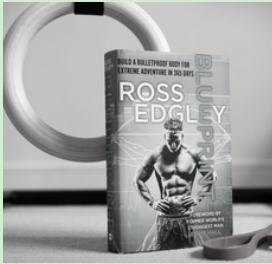




# SPORT

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*BOOKS FOR THOSE PASSIONATE  
ABOUT SPORT AND PERFORMANCE*



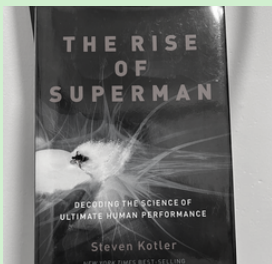
1.

**BLUEPRINT - ROSS  
EDGLE**



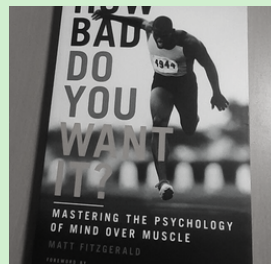
2.

**THE DIRTIEST  
RACE IN HISTORY -  
RICHARD MOORE**



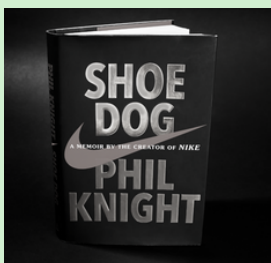
3.

**THE RIDE OF  
SUPERMAN -  
STEVEN KOTLER**



4.

**HOW BAD DO YOU  
WANT IT? - MATT  
FITZGERALD**



5.

**SHOE DOG - PHIL  
KNIGHT**



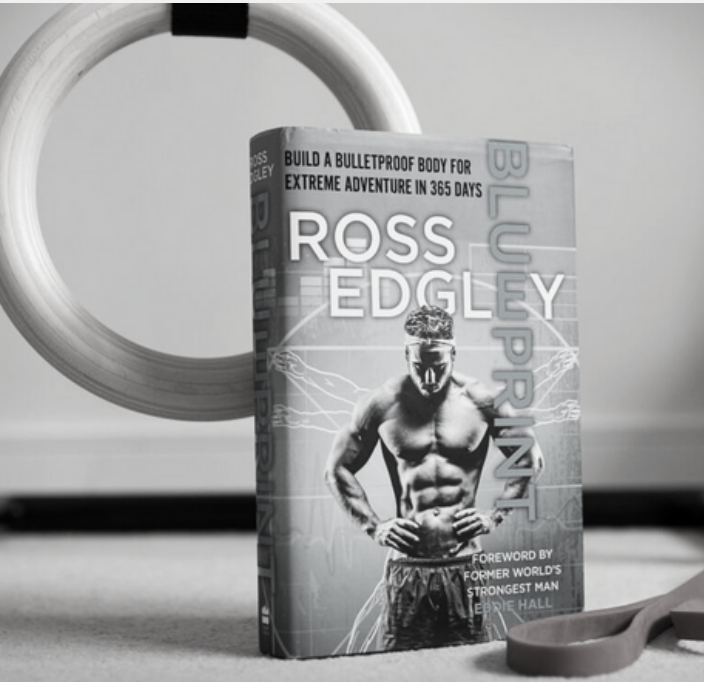
6.

**THE DOLLAR  
REBELLION - BILLIE  
JEAN KING**

# SPORT BOOKS

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## *BOOKS FOR THOSE PASSIONATE ABOUT SPORT AND PERFORMANCE*



In "The Blueprint," athletes can find a wealth of knowledge on pushing physical and mental boundaries. Edgley, known for his extraordinary feats in swimming, imparts invaluable lessons on resilience, mental toughness, and the importance of a holistic approach to training.

The Blueprint specifically delves into the science-backed strategies for optimizing performance and achieving peak fitness. Athletes can learn about periodisation, nutrition, recovery, and the significance of mindset in overcoming challenges. Edgley's emphasis on embracing discomfort, adapting to adversity, and cultivating a relentless work ethic can inspire athletes to redefine their limits and approach training with a comprehensive and strategic mindset.

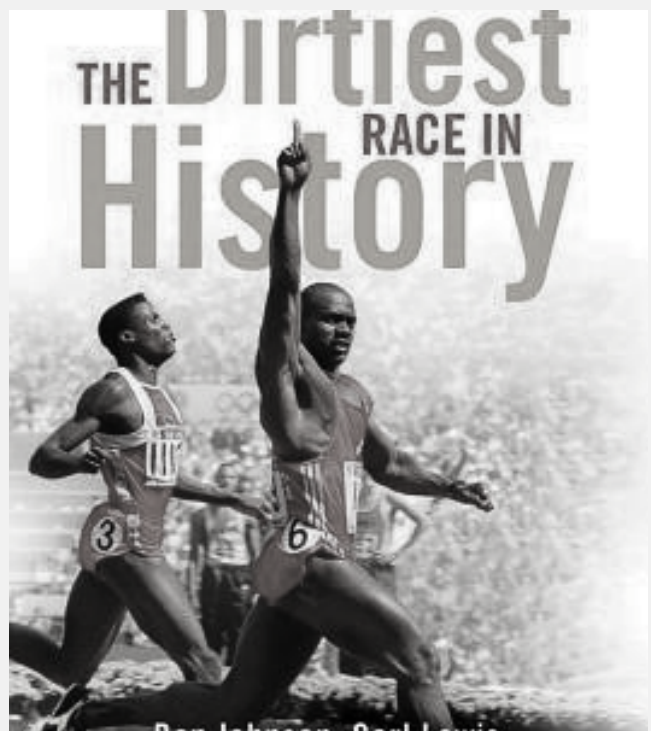
The book serves as a practical guide for athletes seeking not only physical prowess but also a deeper understanding of the interconnected elements that contribute to overall athletic excellence.

"The Dirtiest Race in History" by Richard Moore delves into the infamous 1988 Seoul Olympics 100-meter final, featuring Ben Johnson and Carl Lewis.

The book provides a riveting account of the race and its aftermath, uncovering the pervasive use of performance-enhancing drugs in sprinting during that era. The cultural impact extends beyond the immediate world of athletics, shedding light on the ethical dilemmas, the quest for glory, and the toll of doping on the integrity of sports.

Moore's narrative not only dissects the details of the race but also explores the broader implications of the scandal, prompting a global reevaluation of fair play, anti-doping measures, and the ethical responsibilities of athletes.

The book serves as a cautionary tale, prompting reflection on the enduring impact of doping scandals and their far-reaching consequences within the wider world of sport.

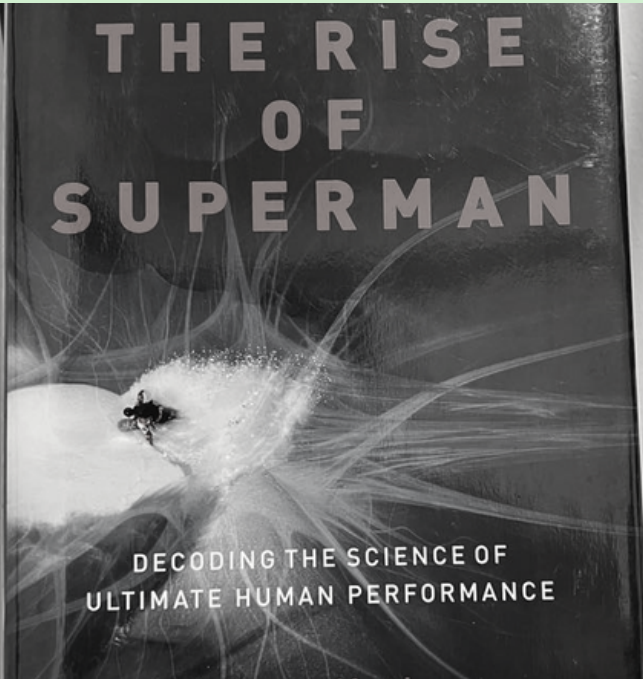




# SPORT BOOKS

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*BOOKS FOR THOSE PASSIONATE  
ABOUT SPORT AND PERFORMANCE*



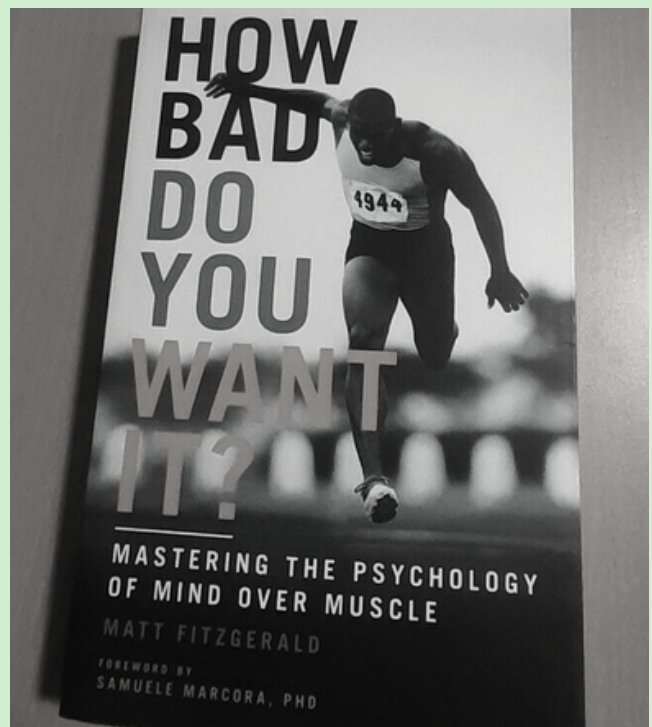
The Rise of Superman by Steven Kotler takes readers on an exhilarating journey into the world of extreme sports, exploring the concept of "flow" and how it drives us to achieve peak performance. Kotler delves into the psychology and neuroscience behind the state of flow (a mental state characterized by complete immersion and focus), often referred to as being "in the zone."

Through a captivating narrative, Kotler introduces readers to a diverse cast of extreme athletes, from surfers and snowboarders to rock climbers and BASE jumpers, showcasing their extraordinary feats and the transformative power of flow.

"How Bad Do You Want It" by Matt Fitzgerald is a compelling exploration of the psychological factors that influence athletic performance. Through gripping narratives and case studies featuring elite athletes, Fitzgerald delves into the intricacies of mental toughness, resilience, and the pursuit of excellence in sports.

The book highlights that success often hinges not just on physical fitness but on an athlete's ability to master their mind and overcome mental barriers.

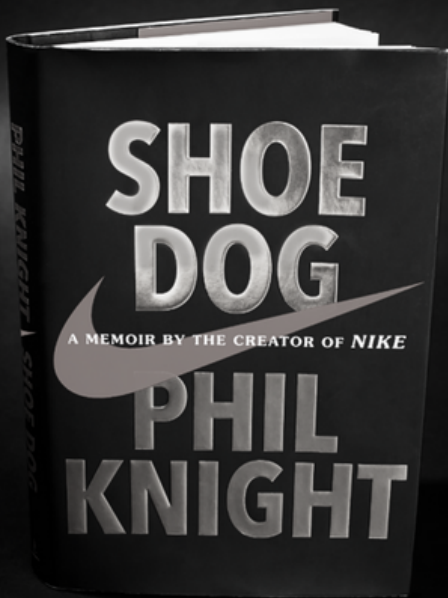
Drawing on the latest research in sports psychology, Fitzgerald provides practical insights and strategies to help athletes cultivate the mental strength required to push through pain, setbacks, and self-doubt. "How Bad Do You Want It" is a motivational guide for athletes across various disciplines, emphasising the critical role of mental tenacity in achieving peak performance.



# SPORT BOOKS

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## *BOOKS FOR THOSE PASSIONATE ABOUT SPORT AND PERFORMANCE*



Phil Knight's book, "Shoe Dog," chronicles the captivating journey of the co-founder of Nike, providing a compelling narrative that transcends the typical corporate memoir.

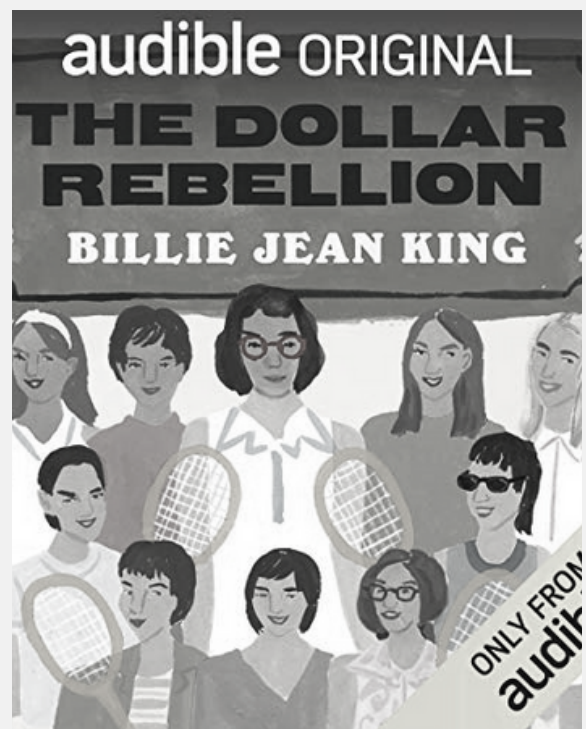
For those interested in sport (particularly the world of athletics and sports business), the book offers a fascinating insider's perspective on the evolution of one of the most iconic and influential sportswear companies.

Knight's storytelling captures the highs and lows of building a global brand, from the early challenges of startup life to the pivotal moments that shaped the sports industry.

The Dollar Rebellion covers the crucial sporting story of Billie Jean King's push for gender equality in professional sports.

Billie Jean King stands as a trailblazer and a transformative figure who has left an indelible mark on women's professional tennis. Her impact on the sport extends far beyond her numerous Grand Slam titles. Billie Jean King was a pioneering advocate for gender equality and played a pivotal role in shaping the landscape of women's professional tennis. In 1970, she co-founded the Virginia Slims Circuit, the first professional women's tennis tour, which laid the foundation for the establishment of the Women's Tennis Association (WTA) in 1973.

King's unwavering commitment to equal prize money, increased visibility for women athletes, and the acknowledgement of their professional status was instrumental in dismantling gender barriers in tennis and beyond. Her iconic "Battle of the Sexes" match against Bobby Riggs in 1973, which she won decisively, became a symbol of the broader struggle for gender equality.

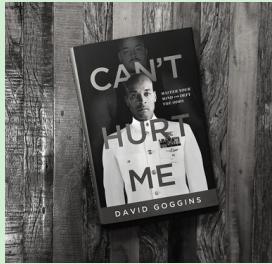




# ATHLETE

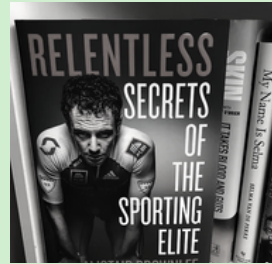
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## BOOKS TO HELP ATHLETES GROW AND DEVELOP



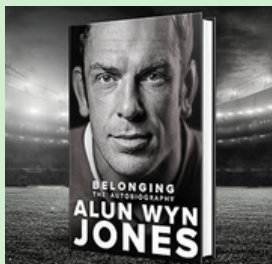
1.

**CANT HURT ME -  
DAVID GOGGINS**



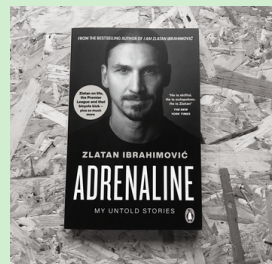
2.

**RELENTLESS -  
ALISTAIR  
BROWNLEE**



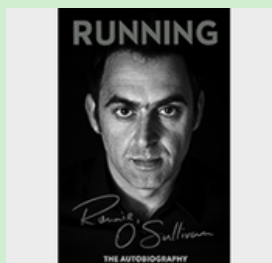
3.

**BELONGING - ALUN  
WYN JONES**



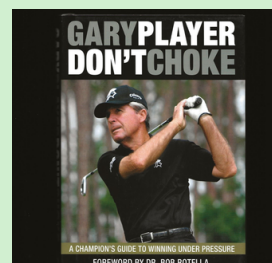
4.

**ADRENALINE -  
ZLATAN**



5.

**RUNNING - RONNIE  
O'SULLIVAN**



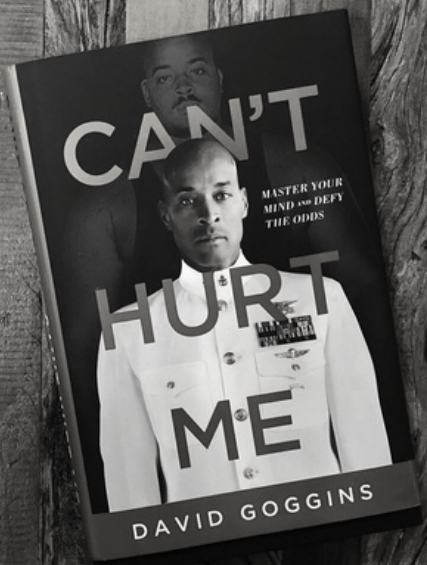
6.

**DONT CHOKe -  
GARY PLAYER**

# ATHLETE BOOKS

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## BOOKS TO HELP ATHLETES GROW AND DEVELOP



Many autobiographies related to sports highlight individuals at the top of their game and give insight into the rare air of world-class competition. This book is a powerful exploration of resilience, mental toughness, and the relentless pursuit of self-mastery.

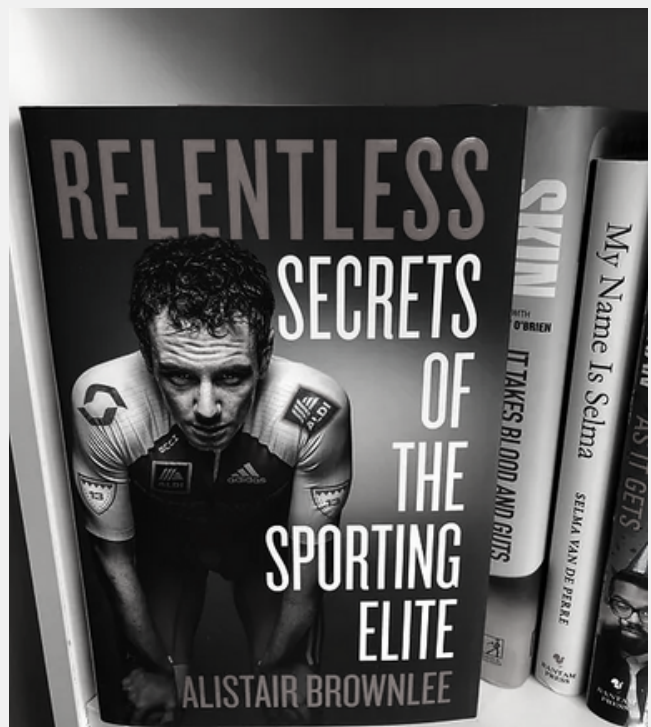
Goggins, a former Navy SEAL and ultramarathon runner, shares his extraordinary life story, from facing childhood adversity to overcoming physical and mental limitations.

The book serves as a motivational guide, blending Goggins's personal anecdotes with practical insights on how to push beyond perceived limits and achieve one's fullest potential.

Over a span of four years, Olympic champion Alistair Brownlee engaged in conversations with elite high-performance individuals across various sports and consulted leading scientists and experts.

His objective was to comprehend the factors that propelled these performers to the pinnacle of their fields and enabled them to stretch the boundaries of human capability in their unwavering pursuit of perfection.

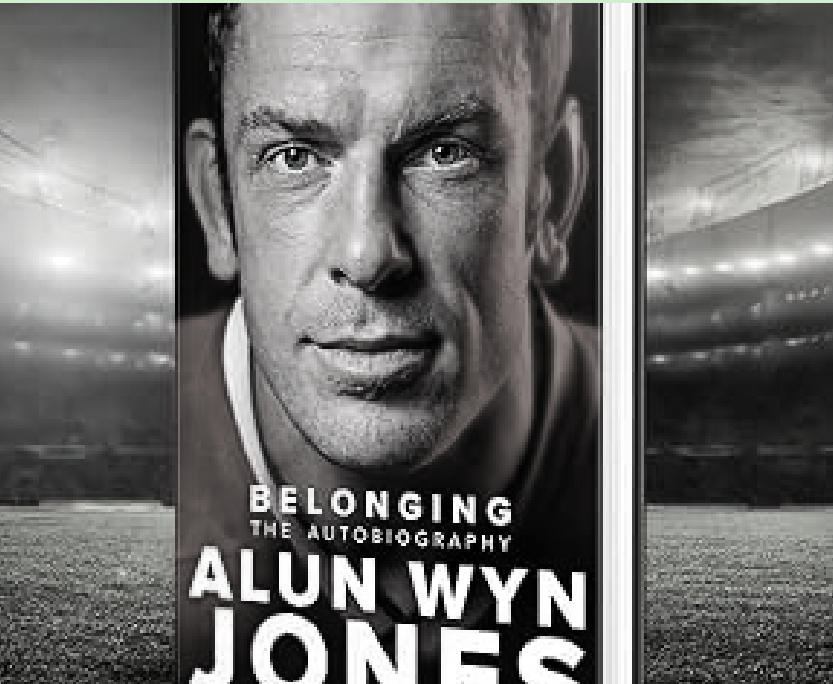
Alistair distils intriguing insights from these interviews, complemented by extensive research spanning diverse sports such as athletics, cycling, football, rugby, horseracing, hockey, cricket, golf, motor racing, snooker, swimming, and ultra-running.





# ATHLETE BOOKS

## BOOKS TO HELP ATHLETES GROW AND DEVELOP



Alun Wyn Jones' retirement this year marked the end of a truly legendary rugby career. As a natural introvert, Alun Wyn avoided the spotlight, meaning many are unfamiliar with his rise to fame.

Belonging uncovers the story of a career spanning multiple decades. From the local junior leagues in Swansea to the grandest stages in rugby, this book shows the route that many can only dream of following.

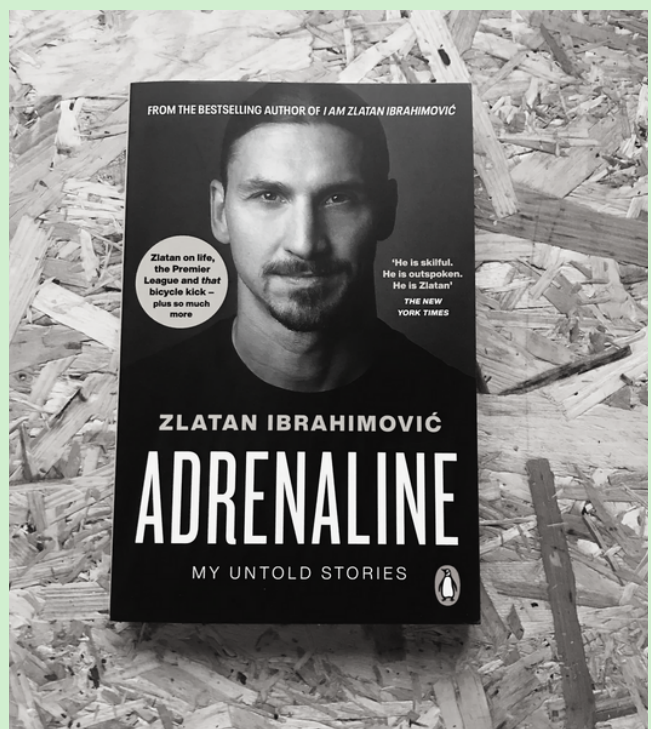
This book emphasises the importance of hard work and focus, as well as the key elements to leading others into the battle on the field.

Zlatan Ibrahimovic is one of the most iconic footballers of the last two decades. Having won major honours in Italy, Spain, England, France and Holland, his career is one many hold in high admiration.

In his biography Adrenaline, Zlatan uses stories and insight into his career to highlight key messages of importance.

One element he focuses a large amount of attention on is the book's namesake - adrenaline.

Zlatan discusses how he maintained motivation in his career, which spanned 20 years at the top level.



# ATHLETE BOOKS

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## BOOKS TO HELP ATHLETES GROW AND DEVELOP



Ronnie O'Sullivan is a true icon of snooker. However, while his talent and ability are well known, his struggles have also been well documented. In 'Running', O'Sullivan discusses his struggles and comebacks openly. Particularly, he discusses his relationship with sports psychology.

His collaboration with Dr. Steve Peters marked a transformative period in the snooker legend's career, both on and off the table.

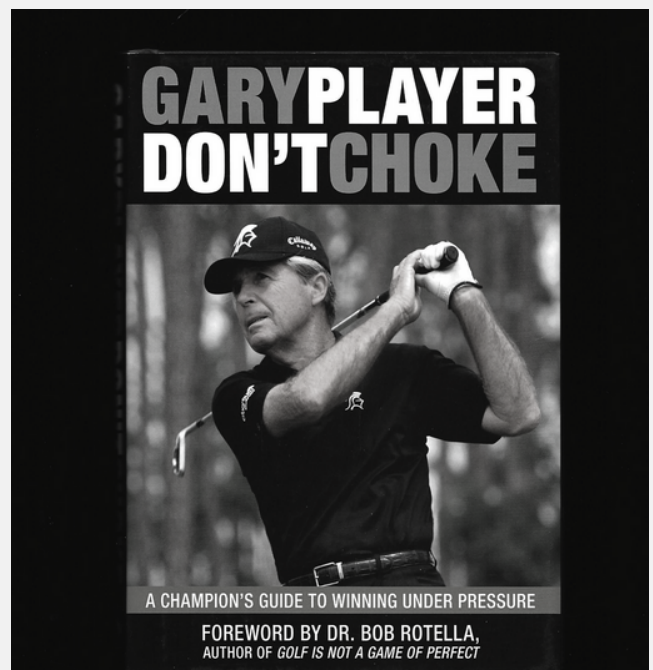
The book details how Dr. Peters (a renowned sports psychiatrist) worked with O'Sullivan to unlock the mental barriers that had sometimes hindered his performance.

Dont Choke is a compelling exploration of the psychological aspects of sports performance, drawing on Player's wealth of experience as one of golf's greatest champions. In this insightful work, Player delves into the mental fortitude required to navigate the pressures of competitive sports.

The title serves as a poignant reminder for athletes to maintain composure in high-stakes situations and not succumb to the mental hurdles that can hinder peak performance.

Throughout the book, Player shares personal anecdotes and lessons learned from his illustrious career, providing readers with valuable insights into the mindset of a champion.

By emphasising the psychological components of success, Player underscores the notion that one's mental game is as vital as technical skills in achieving excellence in any sport.







# FINAL THOUGHTS

2023 marked the first year of Seabury Performance. This magazine provides a highlight of the years just gone. The topics covered in this magazine raised some fascinating conversation on all platforms. To join these conversation in the coming year follow Seabury Performance and Dr Tom Seabury on most major platforms.

Seabury Performance is looking to increase our volume of content and insight in 2024.

To avoid missing future content follow our social media pages and subscribe to our blog.



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