

AGT COACHING



Actively Growing Together

High-Performance Mental & Emotional Coaching Program

A 12-week journey to unlock your
mental and emotional strength



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www.agtcoaching.com



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What Our Athletes Are Saying

I highly recommend AGT Coaching and would encourage you to consider coaching in order to reach your fuller potential." **Simon Morton, Tri-Athlete**

Introduction

Hi, I'm Emile Neethling, a professional life and performance coach dedicated to helping athletes master their mental and emotional game. As someone who has worked closely with high-performance athletes, I've seen firsthand how mental resilience can distinguish between a personal best and a missed opportunity. This program is designed to help you push beyond physical performance to develop the mental resilience, focus, and emotional control needed to perform at your best.

Over 12 weeks, we'll work together to unlock your mental potential, enabling you to overcome challenges, manage race-day stress, and build the confidence to thrive in any competition.

Program Overview

- ☀️ Build mental resilience and emotional regulation.
- ☀️ Enhance focus and concentration during training and races.
- ☀️ Develop confidence and manage race-day pressure.
- ☀️ Recover quickly from setbacks and improve emotional recovery.



What Our Athletes Are Saying

Emile has been an exceptional performance coach." **William Morton, Tri-Athlete**

In today's high-performance environment, physical training alone isn't enough. What separates top athletes is their ability to **stay mentally sharp and emotionally balanced under pressure**. This 12-week program is designed to give you a **psychological edge** over your competition, enabling you to:

- Outperform competitors by maintaining focus in the most challenging moments.
- Stay emotionally resilient when others crack under pressure.
- Push beyond mental barriers, unlocking your full potential when it matters most.

Program Structure

This 12-week program is divided into three key phases, each designed to build upon the last, ensuring steady mental and emotional growth. The goal is to equip you with the tools and techniques necessary to perform at your peak, no matter your challenges.



Phase 1: Mental Foundation (Weeks 1-4)

Establishing a solid mental and emotional foundation to enhance focus, resilience, and emotional balance.

- **Week 1:** Initial mental performance assessment and goal setting.
- **Week 2:** Visualization and mental rehearsal techniques.
- **Week 3:** Building resilience and overcoming negative thoughts.
- **Week 4:** Developing focus and concentration.



Phase 2: Mental Optimization (Weeks 5-8)

Strengthening mental endurance, emotional control, and stress management for optimal performance.

- **Week 5:** Emotional regulation and managing stress.
- **Week 6:** Mental toughness for endurance.
- **Week 7:** Building confidence and handling pressure.
- **Week 8:** Stress recovery and emotional recovery.



Phase 3: Peak Mental Performance (Weeks 9-12)

Fine-tuning mental strategies for peak competition performance and long-term emotional balance.

- **Week 9:** Race-day mental preparation.
- **Week 10:** In-race mental adaptability.
- **Week 11:** Peak confidence and focus.
- **Week 12:** Post-race mental debrief and emotional reflection.

Unique Program Features

Our program offers exclusive tools and resources to support your mental and emotional performance journey. Here's what sets us apart:



Weekly One-on-One Check-ins

Every week, you will have a personalized coaching session where we review your mental progress, refine your strategies, and address any challenges. This ensures you stay on track with your mental performance goals and receive consistent, tailored support. These personalized coaching sessions are vital for tracking your mental progress, ensuring that you consistently improve and adjust your strategies in real time. This ongoing feedback will keep you ahead of your competition.



Personalized Tools and Resources

You'll receive access to custom mental training exercises, worksheets, and emotional regulation tools created specifically for endurance athletes. These resources will help you reinforce and apply what you learn to your daily training. These tools are designed to complement your physical training, giving you a comprehensive mental edge that you can apply daily. By integrating these resources into your routine, you'll experience a sharper focus, stronger resilience, and a mental toughness that will distinguish you from your competitors.



Exclusive Athlete Portal

Our program includes an easy-to-use online portal to access your mental exercises, track your weekly progress, and review your personalized plans. This allows you to stay organized and focused on achieving your goals. The portal offers an easy and accessible way to track your mental and emotional development. Whether you're at home or on the road, you'll always have the tools and plans you need to stay organized, motivated, and on course for success.



Customized Race-Day Mental Playbook

You will receive a tailored mental strategy for race day to help you stay focused, manage your nerves, and maintain resilience under pressure. This playbook is personalized to your sport and competitive schedule, ensuring you perform at your peak when it matters most. Your Race-Day Mental Playbook is designed to prepare you for the unique pressures of competition. Using these tailored strategies, you'll enter every race with a clear mental plan that helps you stay calm, focused, and ready to respond to any challenge. This personalized guide will give you the confidence to excel in high-stakes environments.



Benefits of Mental and Emotional Coaching

This 12-week program is designed to give you a competitive edge, not just in your physical training, but in mastering high-performance's mental and emotional aspects.



✓ Enhanced Focus and Concentration

Gain a mental edge over your competition by mastering focus and eliminating distractions during long endurance events. Achieve the mental clarity that allows you to push beyond limits when others give up.

✓ Increased Mental Toughness

Outlast your competitors by building mental toughness that helps you push through when others hit the wall. With these strategies, you'll become unstoppable, whether in the final stretch of a race or grinding through intense training.

✓ Better Stress and Anxiety Management

Gain tools to manage race-day nerves and reduce performance anxiety, helping you approach competitions with calmness and confidence.

✓ Faster Emotional Recovery

Learn how to emotionally recover from challenging races or setbacks, ensuring you can bounce back quickly and maintain consistent performance over time.

✓ Sustained Confidence Under Pressure

Build unshakeable confidence, no matter the competitive stakes or obstacles you face. You will leave this program knowing you have the mental strength to succeed in any situation.

Long-Term Impact:

The mental strategies you develop in this program won't just help you for your next race; they will form the foundation for long-term competitive success. These tools will empower you to continue excelling in future competitions and maintain a high-performance mindset long after the 12-week program concludes.

Ready to Unlock Your Mental and Emotional Performance?

If you're ready to take your performance to the next level by mastering the mental and emotional side of endurance sports, this is your opportunity.



Here's How to Get Started:

● Book a Free Discovery Call

Let's discuss your goals and how this program can help you achieve them. We'll discuss where you are now, where you want to be, and how we can work together to get you there.

www.agtcoaching.com/bookings

SUCCESS STARTS HERE!

● Choose Your Start Date

After our discovery call, we'll select a start date that fits your training and competition schedule, ensuring you get the most out of each program phase.

● Begin Your 12-Week Mental & Emotional Performance Journey

Once we begin, you'll start working on mental strategies supporting your training and competition. You'll have access to personalized tools, weekly check-ins, and tailored guidance to ensure you see real progress.

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