



RYAN BLAKE
PERFORMANCE COACHING

Elite Shift

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Testimonials

- **New Found Clarity & Energy**

- *"As a director in a high-pressure sports organisation, I was overwhelmed and running on empty. Working through the Elite Shift program gave me the clarity, energy and focus I didn't know I was missing. I now feel more alive than I have in years, with renewed confidence to lead my team and still make time for myself and my family."*

- *Michael B., Executive Director At A National Sports Development Program*

- **Turning Stress Into Strength**

- *"I came to the program burned out, doubting my ability to keep up with the demands of both my career and personal life. The Elite Shift program didn't just help me manage stress—it showed me how to channel it into strength. My health, mindset and leadership have reached levels I never thought possible."*

- *Ariana P., Founder & CEO Of A Global Athletic Apparel Brand*



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Testimonials

- **Reclaiming Purpose & Performance In Leadership**

- *"After years of feeling stagnant in my role, this program helped me reclaim my drive and sharpen my performance. From refining my daily habits to unlocking a more vibrant, purpose-driven version of myself, this program was a game-changer. I've never felt more capable or fulfilled."*
 - Andre C., COO At A Professional Football Club

- **Overcoming Physical & Mental Barriers For Success**

- *"I was struggling with the physical and mental demands of my role as a business leader in the sports industry. This program addressed everything—my fitness, recovery, and even the mindset blocks I didn't realize were holding me back. I've since achieved milestones I once thought were out of reach."*
 - Lauren D., VP Of Brand Strategy At A Leading International Sports Franchise

Testimonials



- ***The Future I Always Wanted***

- *"The Elite Shift program didn't just help me improve my health—it completely changed how I approach my life and career. I'm finally moving toward the goals and adventures I always dreamed of, with a renewed sense of purpose and vitality. This program is a must for anyone ready to take the next big step."*

- *Nick T., Managing Director at a Top-Tier Sports Equipment Manufacturer*

- ***From Doubt To Dominance***

- *"Before this program, I was stuck—juggling endless responsibilities while feeling like I was losing myself in the process. Elite Shift gave me the tools to overcome those doubts and turn obstacles into opportunities. Today, I lead with confidence, maintain balance, and feel stronger in every aspect of my life."*

- *Brianna L., Director of Academy Operations at a National Sports Institute*

Overview

- Empowering high performers in business
 - To overcome challenges & solve problems
 - Without sacrificing personal priorities
- Helping sports executives & directors
 - Become better leaders
 - Through improved mindset, wellbeing & lifestyle solutions.



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Problem

- “I miss the person I used to be”
- “I lack meaning, purpose, or self-belief”
- “I am frustrated with my current situation”
- “I seem to be in a midlife funk I can’t escape”
- “I feel lost and that something is missing in my life”
- “I wish I had done more to manage an old injury better”
- “I am fed up of feeling sluggish, uncomfortable, fatigued & unproductive”
- “I really want to do that [insert physical challenge here], but I don’t know how



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Solution

- Let go of what's holding you back!
- Unleash & thrive in ways you've only dreamed of!
- Reinvent & reclaim the vibrant person you once were!
- Discover & propel yourself toward a future filled with purpose!
- Move from doubt to dominance turning obstacles into opportunities!
- Transform & advance beyond the frustrations that have previously held you back!
- Reinvigorate your health and fitness above and beyond where it's ever been!
- Step closer towards that goal, challenge or adventure that you've always wanted to achieve!

Results

- Introducing the “Elite Shift” program!
 - Elite
 - *“A select group that is superior in terms of ability of qualities to the rest...”*
 - Shift
 - *“Move or cause to move from one place to another...”*

Outcome

- Feel more alive!
- Perform at a higher level!
- Sacrifice less personal priorities!
- Overcome challenges & solve problems!
- Reach peak performance!



Tool



- A 12 week transformational coaching journey.
- Embark on a challenge & adventure to move from one place to another whilst creating positive change.
- Guaranteed to get results in 90 days or I will continue working with you for free until you do!

Model



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Phases

- Week 1
 - Stage #1
 - Onboarding + Profiling + Assessment + Goal setting
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Dream | The journey & the map
- Week 2
 - Stage #1
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Dream | What's your problem
- Week 3
 - Stage #1
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Dream | A better you
- Week 4
 - Stage #1 | Mindset map + Strength & conditioning program + Nutrition plan
 - Leap | The power of where you are



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Phases

- Week 5
 - Stage #2
 - Reviews + Profiling + Assessment + Goal setting
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Leap | The power of who you are with
- Week 6
 - Stage #2
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Fight | The obstacles to change
- Week 7
 - Stage #2
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Fight | Reframing setbacks
- Week 8
 - Stage #2
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Climb | From actions to systems



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Phases

- Week 9
 - Stage #3
 - Reviews + Profiling + Assessment + Goal setting
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Climb | The final straight
- Week 10
 - Stage #3
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Arrive | Your next adventure
- Week 11
 - Stage #3
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Arrive | Pass it on
- Week 12
 - Stage #3
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Arrive | Again



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Component #1 | Assessment

- **Necessity**

- Essential to understand baseline data and information, ensuring coaching is tailored to unique needs.
- Helps clarify goals, align expectations and identify potential barriers to success which enables program to be designed most effectively.
- Establishes benchmarks for tracking progress ensuring the coaching process is aligned with individual aspirations, resulting in targeted and sustainable outcomes.

- **Specifics**

- DNA health insights test using saliva
- Brain function assessment
- Personality profiling
- Mindset mapping
- Movement screening
- Fitness tests
- Nutrition analysis



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Component #2 | Mindset Map

- A strategic tool that outlines the mental frameworks necessary for achieving high performance. It offers several key benefits:
 - **Enhances Focus** - Helps maintain clarity & concentration on key objectives, avoiding distractions.
 - **Builds Resilience** - Encourages a growth mindset, enabling better handling of setbacks & challenges.
 - **Boosts Decision Making** - Strengthens mental agility, improving the quality of decisions made under pressure.
 - **Promotes Self Awareness** - Identifies personal strengths & areas for improvement, leading to continuous self-development.
 - **Sustains Motivation** - Keeps the individual motivated by aligning mental attitudes with long-term goals.



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Component #3 | S&C Program

- A personalised fitness regimen designed to optimize physical performance. Key benefits include:
 - **Improves Physical Health** - Enhances overall fitness, reducing the risk of injury & illness.
 - **Increases Energy Levels** - Boosts stamina, enabling sustained high performance throughout the day.
 - **Enhances Mental Sharpness** - Regular physical activity improves cognitive function, leading to better focus & decision-making.
 - **Supports Stress Management** - Physical exercise helps in managing stress, promoting mental well-being.
 - **Optimises Performance** - Tailors physical conditioning to meet specific demands, whether in the boardroom or on the playing field.



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Component #4 | Nutrition Plan

- A customised dietary strategy that supports optimal performance. Its key benefits are:
 - **Sustains Energy** - Provides the necessary nutrients to maintain energy levels throughout demanding days.
 - **Enhances Cognitive Function** - Fuels the brain, improving focus, memory, & decision-making capabilities.
 - **Promotes Recovery** - Supports quicker recovery from physical & mental exertion, reducing need for downtime.
 - **Improves Overall Health** - Helps in maintaining a healthy weight, preventing chronic conditions & boosting immunity.
 - **Aligns With Performance Goals** - Customises food intake to meet the specific energy & nutrient needs of high-performance individuals.

Tech



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“Muhdo”



“Bridge”



“Hexis”



“Zoom”

Time



- All dependent on individual circumstances & goals
- Minimum commitment required over a 12 week period
 - 3-6 hours per week



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Why

- Change
 - If you have read this far then something about this is intriguing you. Ultimately if you want something to be different in your life then you have to do something different in your life to make it happen!
- Now
 - Why not now! Now will allow you to get from where you are to where you want to be in the quickest time frame possible. Waiting for the “right time” will just delay the process, causing more frustration!



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Why

- You
 - You are the one that has to do the work, nobody else is going to do it for you. You will also be the one who gets the results and outcome you are after, nobody else will be able to take that away from you!
- Health
 - The challenges we face today are daunting: cancer, heart disease, obesity, diabetes, depression, anxiety, and insomnia are all on the rise globally. While we work to prevent physical illness, are we doing enough to protect our minds? Prioritising self-care and managing stress is just as important for mental well-being as it is for physical health. Take steps today to nurture both!



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Why

- COVID & lockdown
 - Was an ideal time to embark on something like this but many did not make the most of the opportunity & therefore achieved very little. Don't let something that could improve your life pass you by again!
- Science
 - Coaching programs provide a wide range of scientifically supported benefits such as; enhanced performance, improved physical health & mental well-being, better communication & leadership skills, behavioural change & habit formation, greater productivity & efficiency, higher employability chances and more life satisfaction. These things rarely happen by luck!

Why



- This program
 - Will help you: overcome challenges that are holding you back, thrive in ways you've only dreamed of, reclaim the vibrant person you once were, propel yourself toward a future filled with purpose, move from doubt to dominance turning obstacles into opportunities, advance beyond the frustrations that have previously held you back, reinvigorate your wellbeing above where it's ever been & step closer towards that goal/challenge/adventure that you've always wanted to achieve!
- Me
 - I am a performance coach with over 20 years experience working with elite business leaders, global sports brands, world champion athletes, olympic medalists, international sports teams, national sports governing bodies, professional sports clubs, specific sports academies, public universities, private schools & multiple education providers. I am a very active & energetic individual with a lifelong passion towards a relentless pursuit of betterment & freedom. Ultimately though, I flourish when it comes to helping people enhance performance & solve problems!



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Opportunity

- This is something I am incredibly passionate about & would love to help you with.
- You will not need to travel to do this, it is all delivered via online video call & mobile app.
- Flexible payment options available.
- Please feel free to get in touch with no obligation:
 - **Book a free discovery call on zoom**
 - <https://calendly.com/ryanblakeperformancecoaching>
 - **Give me a ring or drop me a text**
 - [+447736048701](tel:+447736048701)
 - **Send me an email**
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