



**RYAN BLAKE**  
PERFORMANCE COACHING

# ***Elite Influence***

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# Testimonials

- ***Elevating Leadership Through Precision & Influence***
  - *"Before joining the Elite Influence Program, I struggled to command respect in high-pressure environments. This program gave me the tools to refine my leadership presence, master persuasive communication and make decisive calls with confidence. Now, I lead with certainty, inspire my team effortlessly, and have positioned myself as a key decision-maker in my industry."*
    - *Ethan M., Senior Sports Executive At A Premier Athletic League*
- ***Gaining Authority & Control In Complex Environments***
  - *"I often felt like I was reacting instead of leading—overwhelmed by competing priorities and high expectations. The Elite Influence Program provided a structured approach to strategic thinking, emotional resilience and executive influence. Today, I navigate complex challenges with clarity, assert my expertise with confidence, and drive high-impact results without second-guessing myself."*
    - *Sophie T., Director of High-Performance Programs At A Leading US University*



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# Testimonials

- **Transitioning From Athlete To High-Impact Leader**
  - *"The shift from elite sports to business leadership felt like stepping into an entirely new game. The Elite Influence Program helped me translate my competitive edge into strategic decision-making, persuasive communication and leadership under pressure. Now, I've built a thriving business, influence my industry, and apply the same championship mindset to every challenge I face."*
    - *Jake B., Entrepreneur & Former Olympian*
- **Mastering Influence & Leadership Presence**
  - *"I knew leadership was more than just expertise, but I struggled to project confidence and inspire action. Through the Elite Influence Program, I refined my ability to connect, communicate and command attention in critical moments. The transformation has been undeniable—I now influence top athletes and executives with conviction and credibility."*
    - *Maya R., Mental Performance Coach for Elite Athletes*



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# Testimonials

- ***Becoming A Recognised Authority In My Field***
  - *"I used to hesitate in high-stakes discussions, worried my insights wouldn't carry weight. This program taught me the frameworks for persuasive leadership, advanced negotiation and presence under pressure. Now, I step into every meeting knowing my voice matters—securing partnerships, driving strategy and positioning myself as a key player in my industry."*
    - *Tyler D., Corporate Strategist In The Sports & Media Industry*
- ***Optimising Strategy For Scalable Success***
  - *"I had the experience and expertise, but I needed a system to elevate my leadership and scale my impact. The Elite Influence Program gave me that—blending high-performance coaching, strategic influence and decision-making mastery. Since completing the program, I've expanded my business, strengthened my leadership and gained the confidence to take on larger, more ambitious projects."*
    - *Natalie F., Business Consultant For Professional Sports Organisations*

# Overview

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



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# Problem

- Struggle to express thoughts clearly, making it difficult to interpret and connect with colleagues and competitors.
- Adopt unhelpful thought patterns and a mindset that limits achievement.
- Fail to recognize the impact of emotions, leading to ineffective interactions and poor performance.
- Have difficulty understanding and managing diverse personalities and emotional dynamics within teams.
- Crumble under pressure and find it hard to cope with competitive challenges.
- Let setbacks, disappointment, and failure define you without finding ways to move forward.
- Encourage an environment of negativity, blame, and stagnation.
- Lack the inner strength and resilience needed to face upcoming difficulties.
- Overlook the potential of the mind, missing opportunities for growth and self-improvement.
- Disregard the psychological aspects of performance, losing a crucial advantage over others.



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# Solution

- Enhance communication skills to better read & understand others
- Learn mental habits & attitude essential for success!
- Gain information on how to effectively use emotional states to get the best out of people & performances!
- Manage different personalities & emotions in individuals & teams
- Deal with pressure situations & competitive stress!
- Overcome loss, upset & feelings of failure!
- Build a culture of responsibility, positivity & success!
- Have resilience & mental strength for what lies ahead!
- Utilise the opportunities the mind offers us all to live up to your full potential!





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# Results

- Introducing the “Elite Potential” program!
  - Elite
    - *“A select group that is superior in terms of ability of qualities to the rest...”*
  - Influence
    - *“The capacity to have an effect on the character, development, or behaviour of someone or something, or the effect itself...”*

# Outcome

- Feel more affective!
- 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 have meaningful effect on behaviour, character & development.
- 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
        - Understanding current mindset
- Week 2
  - Stage #1
    - Mindset map + Strength & conditioning program + Nutrition plan
      - Emotional & state control
- Week 3
  - Stage #1
    - Mindset map + Strength & conditioning program + Nutrition plan
      - Reframing limiting beliefs
- Week 4
  - Stage #1 | Mindset map + Strength & conditioning program + Nutrition plan
    - Mastering language patterns



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# Phases

- Week 5
  - Stage #2
    - Reviews + Profiling + Assessment + Goal setting
    - Mindset map + Strength & conditioning program + Nutrition plan
      - Goal setting
- Week 6
  - Stage #2
    - Mindset map + Strength & conditioning program + Nutrition plan
      - Leadership in uncertainty
- Week 7
  - Stage #2
    - Mindset map + Strength & conditioning program + Nutrition plan
      - Enhancing wellbeing & work-life integration
- Week 8
  - Stage #2
    - Mindset map + Strength & conditioning program + Nutrition plan
      - Peak performance habits



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# Phases

- Week 9
  - Stage #3
    - Reviews + Profiling + Assessment + Goal setting
    - Mindset map + Strength & conditioning program + Nutrition plan
      - Building high performance teams
- Week 10
  - Stage #3
    - Mindset map + Strength & conditioning program + Nutrition plan
      - Overcoming burnout, stress & mental blocks
- Week 11
  - Stage #3
    - Mindset map + Strength & conditioning program + Nutrition plan
      - Strategic problem solving & decision making
- Week 12
  - Stage #3
    - Mindset map + Strength & conditioning program + Nutrition plan
      - Integrating lifelong NLP



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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
- 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.

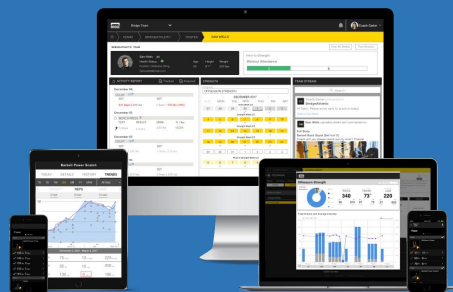
# Tech



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“Muhdo”



“Bridge”



“Hexis”



“Zoom”

# Time



- All dependent on individual circumstances & goals
- Minimum commitment required over a 12 week period
  - 4-8 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? Prioritizing 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: enhance communication skills to better read/understand others, learn mental habits/attitude essential for success, gain information on how to effectively use emotional states to get the best out of people/performances, manage different personalities/emotions in individuals/teams, deal with pressure situations/competitive stress, overcome loss/upset/feelings of failure, build a culture of responsibility/positivity/success, have resilience/mental strength for what lies ahead & utilise the opportunities the mind offers us all to live up to your full potential!
- 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)
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