



RYAN BLAKE
PERFORMANCE COACHING

Elite Potential

Contents

- Testimonials
- Overview
- Problem
- Solution
- Results
- Outcome
- Tool
- Model
- Phases
- Components
- Tech
- Time
- Why
- Opportunity





RYAN BLAKE
PERFORMANCE COACHING

Testimonials

- **A Game Changer**

- *"I had reached a plateau in both my career and personal performance. Elite Potential provided the structure, mindset shifts and tailored strategies that helped me break through barriers. My energy levels have skyrocketed, my decision-making is sharper and I feel more in control than ever before."*

- *Jonathan K., Managing Director At An International Athletic Federation*

- **From Stagnation To Peak Performance**

- *"I felt stuck—lacking direction and struggling with low energy. This program helped me rebuild the habits, mindset, and physical health needed to operate at my best. My productivity has increased and I'm making a real impact in my organisation while maintaining a much healthier work-life balance."*

- *Elena R., Head Of Strategic Planning At A Global Sports Network*



RYAN BLAKE
PERFORMANCE COACHING

Testimonials

- **Reclaiming Energy & Confidence As A Leader**
 - *"After retiring from professional sports, I struggled to find the same level of motivation and performance in business. Elite Potential gave me the blueprint to build a powerful routine, regain my physical and mental edge and thrive in my new career. The transformation has been incredible."*
 - *Ben L., Former Professional Soccer Player & Performance Consultant*
- **Transforming Mindset & Leadership Approach**
 - *"Elite Potential is more than just a coaching program—it's a complete shift in how you think, perform, and lead. The mindset mapping and strategic frameworks helped me refine my approach to coaching and leading others, making me more effective in both my business and personal life."*
 - *Vanessa T., Elite Athlete Development Specialist*



RYAN BLAKE
PERFORMANCE COACHING

Testimonials

- **A Secret To Sustained High Performance**

- *"I always thought working harder was the key to success, but Elite Potential showed me that working smarter is what truly elevates performance. By optimising my recovery, nutrition and mental focus, I've been able to sustain high performance without burnout. I wish I had done this sooner!*

- *Liam S., Senior Advisor In The Sports & Entertainment Industry*

- **From Overworked & Burned Out To Thriving**

- *"I was exhausted, running on empty and felt like I was constantly playing catch-up. This program helped me restructure my daily habits, prioritise my health, and regain the mental clarity I needed. Now, I feel in control of my time, energy, and future like never before.*

- *"Jessica W., Consultant For Olympic-Level Sports Organisations*

Overview

- Strong mind + Healthy body + Balanced lifestyle
 - Helping busy executives succeed without burnout
- Applying proven methods from the highest level of sport & business
 - Minimising stress & maximising fulfillment to support personal & professional performance

Problem



- Resistance to change & staying stagnant limits progress.
- Maintaining limiting beliefs causes struggles in your field.
- Ignoring strategies & staying uninformed prevents growth.
- Neglecting communication skills hinders connection & influence.
- Blending in & remaining unnoticed leads to being overlooked.
- Weak communication, poor habits and fixed mindset impair success.
- Increased risk of injury & illness.
- Decreased energy levels, causing fatigue & reduced stamina.
- Impaired cognitive function, reducing focus & decision-making ability.
- Exacerbated stress, negatively affecting mental well-being.
- Limited performance in both professional & athletic settings.
- Depleted energy, causing crashes & reduced high performance.
- Slow recovery, leading to prolonged downtime.
- Worsened overall health, contributing to weight gain & weakened immunity.



RYAN BLAKE
PERFORMANCE COACHING

Solution

- Embrace change & adopt empowering beliefs to foster a growth mindset!
- Use effective strategies to improve communication & gain recognition to build positive habits!
- Reduce injury/illness risk while prioritising overall health & boost energy levels to manage stress for peak performance!
- Improve cognitive function for better focused decision-making & optimise performance by speeding up recovery!
- Enhance health to improve resilience!



RYAN BLAKE
PERFORMANCE COACHING

Results

- Introducing the “Elite Potential” program!
 - Elite
 - *“A select group that is superior in terms of ability of qualities to the rest...”*
 - Potential
 - *“Having or showing the capacity to develop into something in the future...”*

Outcome

- Feel more capable!
- 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 increase capacity & possibility.
- Guaranteed to get results in 90 days or I will continue working with you for free until you do!

Model



RYAN BLAKE
PERFORMANCE COACHING



RYAN BLAKE
PERFORMANCE COACHING

Phases

- Week 1
 - Stage #1
 - Onboarding + Profiling + Assessment + Goal setting
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Brain function
- Week 2
 - Stage #1
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Growth mindset
- Week 3
 - Stage #1
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Strategy
- Week 4
 - Stage #1
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Habit formation



RYAN BLAKE
PERFORMANCE COACHING

Phases

- Week 5
 - Stage #2
 - Reviews + Profiling + Assessment + Goal setting
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Influencing behaviour
- Week 6
 - Stage #2
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Communication
- Week 7
 - Stage #2
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Pitching
- Week 8
 - Stage #2
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Buy in



RYAN BLAKE
PERFORMANCE COACHING

Phases

- Week 9
 - Stage #3
 - Reviews + Profiling + Assessment + Goal setting
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Negotiation
- Week 10
 - Stage #3
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Prioritisation
- Week 11
 - Stage #3
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Specificity
- Week 12
 - Stage #3
 - Mindset map + Strength & conditioning program + Nutrition plan
 - Potential



RYAN BLAKE
PERFORMANCE COACHING

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



RYAN BLAKE
PERFORMANCE COACHING

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.



RYAN BLAKE
PERFORMANCE COACHING

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.



RYAN BLAKE
PERFORMANCE COACHING

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



RYAN BLAKE
PERFORMANCE COACHING



“Muhdo”



“Bridge”



“Hexis”



“Zoom”



“Systeme”

Time



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



RYAN BLAKE
PERFORMANCE COACHING

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!



RYAN BLAKE
PERFORMANCE COACHING

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!



RYAN BLAKE
PERFORMANCE COACHING

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!



RYAN BLAKE
PERFORMANCE COACHING

Why

- This program
 - Will help you: embrace change, adopt empowering beliefs to foster a growth mindset, use effective strategies to improve communication, gain recognition to build positive habits, reduce injury/illness risk while prioritising overall health, boost energy levels to manage stress for peak performance, improve cognitive function for better focused decision-making, optimise performance by speeding up recovery & enhance health to improve resilience!
- 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!



RYAN BLAKE
PERFORMANCE COACHING

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**
 - info@ryanblakeperformancecoaching.com