



ENGLISH
INSTITUTE
OF SPORT

PERFORMANCE
LIFESTYLE

MORE ZONE

THE EIS'S MISSION 2025

TO DELIVER
OUTSTANDING SUPPORT
THAT ENABLES SPORTS
AND ATHLETES **TO EXCEL.**

OUR PHILOSOPHY

PEOPLE
AT THE HEART OF
EXTRAORDINARY
PERFORMANCE.

PERFORMANCE LIFESTYLE DELIVERY FRAMEWORK

PERFORMANCE LIFESTYLE
DRIVES AND DELIVERS **WORLD**
LEADING HOLISTIC ATHLETE
SUPPORT AND DEVELOPMENT
FOR THE BENEFIT OF BOTH THE
PERSON AND THE PERFORMER,
AS ATHLETES MOVE ON TO,
THROUGH AND BEYOND
WORLD CLASS PROGRAMMES.

DELIVERED THROUGH
PROFESSIONAL CARING
PRACTITIONERS WHO UPHOLD
HIGH STANDARDS OF COACHING
AND MENTORING PRACTICE.

WHY MORE2ME

**ATHLETES ARE MORE THAN
THEIR PERFORMANCES.**

By supporting and developing the whole person there can be positive impact both now and in the future for the person and the performer.

#More2Me sits at the heart of PL delivery and enables athletes to better understand and develop themselves.

Broadening identities beyond the athletic and establishing a strong sense of self helps to protect athletes from the inherent risks associated with elite sport.

In sharing their #More2Me stories, athletes showcase their positive experiences of self-discovery and the importance of being supported to develop holistically.

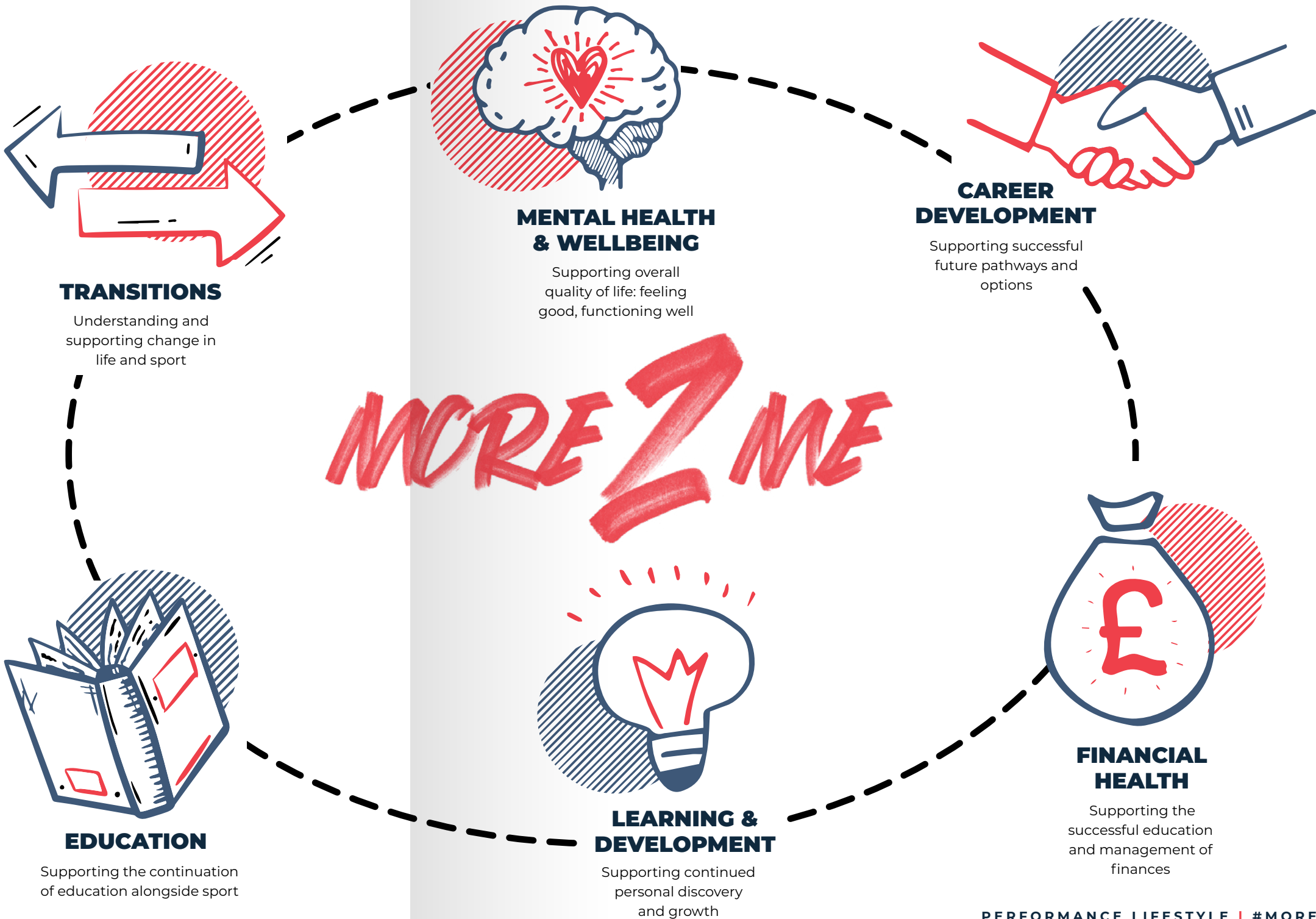
**CLICK TO WATCH
#MORE2ME STORIES**



PERFORMANCE LIFESTYLE DELIVERY FRAMEWORK

In addition to the central concept of #More2Me, there are six areas that are critical to the holistic support and development of athletes – these areas form the fundamental framework of Performance Lifestyle delivery.

PL practitioners work collaboratively and strategically to drive development and delivery of these areas for the benefit of the athletes and sports we work with, emphasising the importance of early intervention and continued development throughout an athlete's time on the world class programme.



PL DELIVERY PRINCIPLES

Performance Lifestyle is based upon a consistent delivery framework that is underpinned by a set of delivery principles (below). All Performance Lifestyle delivery is contextualised to each sport, aligning to the needs, nuances and strategic aims of each world class programme and their athletes.

ALL PERFORMANCE LIFESTYLE PRACTITIONERS:

1

Work in partnership with athletes, sports and high-performance system stakeholders to champion, develop and support sustainable cultures that deliver performance and responsibly cares for its people

2

Provide a safe, impartial, and where necessary, confidential space to support athletes – sign posting and referring onwards as appropriate to safeguard the welfare, mental health and well-being of the athlete

3

Promote the importance and impact of athletes creating and developing broader identities and interests beyond their sport (More2Me) to enable effective life balance that supports performance and fosters positive mental health and well-being both now and for the future

4

Support athletes through change as they transition on to, through and beyond the world class programme

5

Proactively engage athletes in future life planning and career development, with the emphasis on early intervention and continued personal and professional development throughout their time on the WCP

6

Provide support around finding and managing the optimal personal lifestyle balance for multiple demands e.g., from education, employment, family, finances etc. to protect and enhance performance potential and personal well-being

7

Proactively develop athletes' portfolio of personal, professional and life skills through workshops, opportunities and 1to1 coaching

8

Provide proactive transition support for athletes leaving the world class programme for a minimum of 6 months post funding cessation, handing over where necessary to the PL Futures team for the continuation of transition support for up to 2yrs

WHAT WE LOOK FOR AND VALUE IN OUR PERFORMANCE LIFESTYLE PRACTITIONERS

Through our experience, over the last 20yrs, we have learnt that Performance Lifestyle practitioners thrive in their roles when they are driven by and display particular behaviours – showing how important not just WHAT they do is, but HOW they do it. We describe these behaviours as...

- Delivering support to athletes and sports through living the values of the EIS and the Performance Lifestyle team and by taking a coaching and mentoring approach
 - Contributing positively and proactively, taking every opportunity to share ideas, build knowledge and collectively problem solve to drive PL practice forward
 - Upholding high standards of practice by engaging with and adhering to all aspects of Safe2Practice standards and guidance
- Investing in their relationships with staff/colleagues (EIS & NGB) and athletes to positively and effectively facilitate connection, collaboration and the development of high-quality support interventions and outcomes
 - Behaving consistently and professionally in ways that are highly valued across the EIS, the Performance Lifestyle team and the high-performance system, including:
 - Being “coachable” yourself (as well as being able to coach others)
 - Driving forward and taking responsibility for your own learning - seeking out and welcoming feedback, being curious and open to challenge and support, then committing to action change/development
 - Role modelling what PL promotes to athletes
 - Always developing and deepening your own self-awareness and the ability to express and draw upon that awareness for your practice
 - Engaging regularly and purposefully in reflective practice – individually and amongst peers
 - Being intentional about the practice of ongoing self-care

EIS ORGANISATIONAL VALUES

WE CARE
WE COLLABORATE
WE INNOVATE
WE EXCEL

PERFORMANCE LIFESTYLE VALUES

TRUST
INTEGRITY
CARE
ADAPTABILITY
COURAGE

SAFE2PRACTICE

ESSENTIAL REQUIREMENT

All Performance Lifestyle practitioners, as with any other EIS practitioners, are expected to work within the HCSI Professional Code to ensure the highest standards of practice are met at all times.

In addition, Performance Lifestyle has internal professional standards known as SAFE2PRACTICE and every member of the team is expected and supported to uphold our responsibilities for the benefit of the athletes and sports we serve, our professional community, our organisation and the GB high performance system.

As part of this and to maintain our high standards, there is an absolute expectation that any new Performance Lifestyle practitioner will wholeheartedly engage with our professional studies agreement and training programme which includes undertaking the Institute of Leadership & Management's Level 7 Certificate in Executive Coaching & Leadership Mentoring and will work towards completion of this within a strict 18month period, the dates of which would be clearly agreed as part of commencing employment. Failure to engage as expected or to complete the programme within the agreed timescale may lead to a recoupment of the costs of the programme and a review of continued employment.

Exceptions to this are only where a PL Practitioner is employed on a fixed term contract (i.e. maternity cover) or where the full time equivalent is 0.2 (7.5 hours per week) or lower. In these circumstances the EIS cannot invest fully into the ILM Level 7 qualification. However, every effort will be made to ensure that PL practitioners in these circumstances receive practical coaching skills training and other development related CPD.



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