



EA

ELITE ATHLETES

HOW WE BUILT OUR CULTURE



ELITE ACADEMY



THE PLAYERS ARE THE HEROES

What we do, we do for the kids. The intention in our coaching and growing our academy is in building a support base for kids to develop themselves through the sport of basketball. Sports have this capacity to do that and develop important life skills such as resilience, communication, intuition and determination. We don't do it for self-aggrandisement - if anything the kids support our own growth as adults because they are such clear mirrors. Coaching, in our point of view, should be one of the least ego-driven occupations.

ONE



SHOW OUR WORK

If you know you'll always be refining and improving what you do, then there's no fear in sharing our day-to-day work. It opens conversation and gives players and coaches insight in what you do. Transparency of our "process" has been a great connector-strategy for us.

TWO



RELATIONSHIPS ARE MORE IMPORTANT THAN KNOWLEDGE

Players open up when they feel that you see them for who they are in themselves, beyond skills or physical appearance. That's the ground we feel we can build a culture of hard individual and team work on. Therefore we want coaches that are CNP's or "Certified Nice People" with the right soft skills to work with kids. Skills and knowledge can be learnt more easily.

WE HIRE CNP'S

THREE



HOW YOU SEE LIFE AND MOVE ON WITH CHALLENGES IS THE MASTER SKILL

More important than the training you deliver as a coach is the way you see life and move on with challenges. Keeping yourself accountable in being present when teaching, embodying behavioural flexibility and growth mindset in yourself is the best communication you can use to inspire kids.



THE 10-MINUTE CONSISTENCY RULE FOR SELF-DEVELOPMENT

Kaizen means continuous improvement. We try to improve every day. We have this 10-minute rule for the coaches in our Academy: you try to improve something for at least 10 minutes a day that can make you a better person, trainer, business guy. We cannot expect this from our kids if we do not do it ourselves.

FIVE



THE KIDS DECIDE THEIR INVESTMENT IN THE PROCESS

Players get out of the process the energy and attention they invest in the process. We are not going to push our players. We will build the Facility, set up the environment and bring the best resources into our training. The effort, however, has to be coming from the kids themselves. Not from us, not from parents. We believe in motivation that has an internal location. For every kid it's different. If you want it, we're going to give all the tools we have. But we won't force it on you. We've got some of our kids who are 15 years old who read books from Roman Emperors because they're in our library.

SIX



COACH AND TEACH WHAT YOU LOVE

We believe that everyone has a talent and unique interest he or she wants to cultivate. Therefore every coach in our academy only teaches his expertise. Instead of having one coach for 12 players who teaches everything we have developed a rotational system where players meet different coaches throughout the week who teach their passion.

SEVEN



WE DON'T PROMISE PARENTS TO MAKE THEIR CHILD A 'TOPPER'

We don't say this because we as coaches, parents and the kid will judge on performance. We will not make anyone's child into anything. Instead we tell our parents: Your child already is a 'topper'.

What we will do is provide emphatic support and well-researched guidance to develop them in a basketball learning climate. This climate is what we call "The Process" and we are continuously striving to improve it. Each child is already a 'topper', all we do is offer an environment where we try to give each young person an essential nourishment to develop as a person, athlete and basketball player.

The direction each player takes with or after that experience – whether it is within basketball or outside of it – is his and only his to find out and decide on. We hope to contribute to your child's ability to confidently orientate himself in his life.



**THE PROCESS IS NOT
FINISHED.**

**IT'S A PROCESS
ITSELF.**

Our process is a systems that is open for change. The process will therefore never be finished. It will always be in progress. After 10 years we are still experimenting every day and refining what we do. There's no perfect way to teach. There's only the drive to do a little bit better the next day and simplify what has become overcomplicated.

NINE



OUR PROCESS IS A PROCESS

When something is perfect, it's dead.

On top of that communicating a sign of perfection to kids builds fear: fear of failure, fear of never being good enough and judgmental internal dialogue. We try to do the best we can today as coaches, players and as an academy. Tomorrow we'll try to implement the feedback of yesterday.

On a long enough time scale that dynamic process starts to take a unique -though imperfect - form.

TEN

GOOD LUCK BUILDING YOUR OWN CULTURE

We hope this has given you a small insight into the elite brand.
We encourage you to follow up on social media and reach out if we can ever be of service.

Get access to so much more on our online platform

ONLINE PLATFORM

YOUTUBE

www.eliteathletesonline.com
contact.info@eliteathletes.be

We travel all over the world working with players and coaches.
Check us out at the following channels



@eliteathletesbe