

Jeff has a unique ability to connect with and motivate student-athletes. His program helped my players manage their thinking and their emotions so they can clear away distractions and develop focus and confidence. His curriculum also did wonders in creating a sense of "brotherhood" amongst the boys and the coaches with the goal of always putting team goals ahead of individual ones. Jeff is very passionate and interested in the team and the success of the boys both on and off the field. He is very flexible and generous with his time and his impact with my team was powerful.

—Ron VanBelle, Brunswick Hockey



Having Jeff Levin spend the day with my football team was one of the most meaningful things I have ever done as a coach. My players opened up to each other and our coaches about both obstacles they were facing and goals they had for themselves and our team in ways that I hadn't seen before. Jeff's insight about players and coaches based on small group and individual conversations was invaluable to me as the leader of the program as well. It was amazing how much more cohesive our entire team was after one day of the conversations and activities Jeff integrated seamlessly into a busy preseason practice day. Aside from being more of a team than before, the boys in our program left the day with a couple more tools to help with self-reflection, goal setting, and conflict resolution. I would recommend Jeff to any team or organization looking to strengthen itself from within.

—Chris Adamson, Viewpoint School, formerly of Salisbury School, Dartmouth

## Team-Building Program

Everywhere I've been—and I mean everywhere, from middle school to Division I—young people are lacking in two areas: the ability to really bond and create old-school camaraderie and to generate and enjoy even basic confidence. Coaches are at a loss how to connect—or even just communicate—with these "Digital Age" kids. Even high-functioning student-athletes today need confidence training that literally gives them the skills and habits of mind to have that ability to shed stress, connect, and behave with true, organic confidence on game day and in life. My program teaches athletes how to develop these skills and works with coaches so they can better motivate their players:

- First, I work with the coaching staff to boost team chemistry by increasing the connection and accountability among players as a group, shooting for an old-school, family atmosphere on and off the field.
- Second, I work with individual players to understand their emotional mechanics in order to improve individual and team performance as well as teach the hard skills of confidence, focus, mental steadiness, and drive.
- Finally, because lasting change never happens after one meeting, shorter follow-up meetings, either in-person or by Skype, phone, etc., with coaches and players are scheduled throughout the season.



### About Jeff Levin

Born and raised in Newton, Massachusetts, and a graduate of Dartmouth College, Boston College School of Education and the Smith College School for Social Work, Jeff has devoted his professional life (35 years and counting) to supporting young people and their families. He began his professional career as a middle-school English teacher in Carlisle, Massachusetts, and since then has worked as a psychotherapist and life coach with individuals and groups in a wide variety of settings helping families, teams, individual athletes, young people, and corporations all over the country.

# JEFF LEVIN COACHING

## Team-Building Program



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Find what you love –  
live what you find.

**M**y program goes beyond sports psychology. In the group work, my focus is to help the entire team become more connected, because, although connection has always led to toughness, we need to use new techniques these days to teach modern athletes how to connect with each other and the coaching staff. By teaching players to develop a deeper understanding of what makes one another tick, they can commit to team goals and holding each other accountable.

In the individual work, I explore why a player might not be performing to his or her potential, and, using the forward-thinking methodology of life coaching, work with players and coaches to develop a Personalized Performance Plan to get past the emotional obstacles that might be impeding their play, both as individuals and as part of the team. Depending on what the player's strengths and obstacles are, I then teach them hard skills to manage their emotions on the field. These skills include:

- Develop intentional confidence and drive that becomes automatic in game situations.
- Improve teamwork and coachability; trusting self, teammates, and coaches.
- Manage adversity and negative thinking; let go of mistakes/bad shifts/nights.
- Remain mentally steady and resilient: not too high with success nor too low with failure.
- Compartmentalize emotional, personal, and family challenges so they don't interfere with performance but instead fuel high-caliber play.
- Learn to focus on the task at hand: be present.
- Enjoy the journey!

*After two hours with Jeff not a single boy in the room had checked the time. It was a transformative experience for us. Jeff has a gift in reading people and fundamentally wants to improve our outlook on our seasons, our relationships, and our lives. Between the group and individual connections, all emotions were in play, and he created a powerfully trusting and positive environment. He is a healer, a motivator, an entertainer, and always an ally.*

—Chip Davis, Deerfield Academy Athletic Director and Boys' Lacrosse coach

## What the process looks like:

### Initial Session:

- Meet with the coaching staff to zero in on goals and learn more about team dynamics and individual personalities.
- Initial team meeting to truly learn about each other, to enrich chemistry and connect.
- Individual 45-minute meetings with each player to evaluate mental/emotional functioning and outline a Personalized Performance Plan that includes specific tasks to improve individual and team play on the field.
- “Off-field hours” with individual players and coaching staff to help them develop their Plans within the team framework before second team meeting.
- Second team meeting to share individual commitments and put in place an accountability system so gains are real and will continue. People are inspired, connected, and armed with new plans to maximize performance.

### Over the course of the season:

This kind of change is a process, so the more structured we can make it over time, the more successful it will be. To get lasting change on game days:

1. I return or we meet via video conference at set intervals to review the team and individual plans and to keep everyone moving forward.
2. I stay in touch by phone, Skype, and so forth with staff and captains regularly to ensure that commitments are being met and people are holding one another accountable. I am also available for quick consults with any player or coach at any time.



*You helped us as a team tremendously. We had lost a few games in a row, and were struggling with our team chemistry. Once you joined our team we won nine games in a row and I know this wasn't a coincidence. I believe you made unique connections with the guys on our team, and helped them think big picture, and really made them believe that we were capable of anything—which we were. You also helped me as an athlete because you instilled in me that it was a game that I had been doing my entire life, and to go out and have fun. When I didn't let the pressure of the game interfere with the pleasure of the game I became a much better basketball player. You taught the team that if someone were to call them out for not doing the right thing, it was because they wanted to win, and were doing it for the benefit of the team in the long run. This gave me confidence and I was a lot less afraid at getting on a player for not doing the right thing. I could now lead by example and vocally because our team believed that I was doing it because I wanted to win. Our team had been all about the time being, and you made us think big picture instead and realize what we could accomplish if we were focused on one another and becoming better every single day.*

—Ryan Martin, Keene State Basketball