



# The Performance Update

Maddison Coaching  
Stand on our shoulders

Issue 2: October 2019

## Welcome

Hello and welcome to our next issue of The Performance Update, Maddison Coaching's quarterly bulletin. After such a great summer it's good to be back in full routine and picking up the pace of life again. Maddison Coaching has been growing its team and developing its services in response to our clients' needs – check out our refreshed website to see how all that's taken shape.

In this issue, I am pleased to introduce our next event, focussing on communication, and to welcome a new member of the Maddison team. As the nights draw in, our tips are about making it through the autumn in a fit state to actually enjoy your Christmas break, not collapse in a heap when it finally arrives!

Thanks for your interest in Maddison Coaching and happy reading.



Vicky

## Next event: Effective Communication, 10<sup>th</sup> October 2019

It's not just our managers and directors who need to communicate effectively, sometimes we need to encourage our team members to do the same. Whether it is your future business leaders or your team players, this course is designed to give you the skills to coach your staff to communicate more effectively.

Maddison Coaching's one-day introductory course will work with Senior Managers and Directors of HR, giving insights into the best methods of developing effective communication within your teams. It will explore some of the theories and models of good communication whilst providing practical tips on how to develop effective communication in others.

Our five sessions will explore:

- the continued importance of effective communication in modern times.
- what are the barriers to effective communication.
- what skills do we require to communicate effectively.
- understanding how others receive our message and exploring our own communication styles.
- creating opportunities with effective communication.

At £250 for the day we include:

- Professional and knowledgeable presentations
- Practical application of evidence-based techniques
- Copies of the day's materials and notes to take away
- A scenic location, hot buffet lunch and all-day refreshments from 9:30 till 4pm.

Venue: Norman Court School, West Tytherley, Salisbury SP5 1NH

Tickets can be booked from our website via

**Eventbrite.**



## Team Update: Ben Erridge joins us as Sports Performance Director

We are delighted to confirm the appointment of our Sports Performance Director, Ben Erridge. Ben holds first and Masters' degrees in Sport & Exercise Psychology, from the Universities of Chichester and Winchester respectively, and has been working as a disability support professional since graduation. His new role at Maddison Coaching will focus on the sports performance coaching side of the business, working with both professional and amateur sportsmen and women to continuously improve their performance.

“Ben is joining Maddison Coaching at a strategic point in the development of our organisation,” explained owner and lead practitioner, Vicky Maddison. “We have developed some key offers for corporate clients, but I do not want this to be at the expense of the sports and exercise performance side of the business; I truly believe both worlds can learn from the other. Therefore, appointing Ben to spearhead our sports performance portfolio will ensure that we continue to maintain the standard of service – and the learning opportunities – that we have become known for.”

Ben is excited to take up the Maddison challenge. “I met Vicky whilst we were both MSc students at Winchester and admired her belief that human beings always have the potential to improve what they do or how they do it,” he said. “As a keen sportsman who has spent many of my recent years helping those with physical or learning disabilities, I have seen first-hand how even incremental or mindset changes can have a tremendous impact on outcomes. I am excited to be joining the team at Maddison Coaching to see how far I can take this.”

Maddison Coaching specialise in improving human performance through enhanced leadership, team-cohesion, communication, interpersonal and psychological skills, whether in sport or in business. Maddison Coaching's team of experts provide coaching, research, training and events to support individuals or teams to succeed.



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## Latest article: [Obtain a competitive edge by learning how to improve your mind game.](#)

You've got a great technique, the right nutritional plan and the best equipment – is your head in the right place? At Maddison Coaching we can help you to make sure you're mentally ready for your next big competition.

Maddison Coaching are delivering a series of Saturday morning workshops designed for sports people at all levels, including enthusiastic amateurs. These workshops will offer practical advice on implementing psychological skills used to great effect by elite performing athletes.



Topics for each session include:

- Mental preparation for key competitions
- Managing your emotions when under pressure
- The power of imagery to enhance performance
- Maintaining resilience in sport

The workshops will run throughout the Autumn/Winter months. If you'd like to join us, then book your place via our website on Eventbrite.

## Business update: HSSRC Supplier list

We are delighted to confirm that Maddison Coaching is now an approved supplier to the HSSRC framework: Human and Social Science Research Capabilities. This gives us the opportunity to work alongside the Ministry of Defence and their partners, such as BAe Systems and DSTL.

People are a critical component of all organisations but none more so than to the UK's Defence and Security capability. A committed professional workforce is required to deliver success in an increasingly complex and connected environment, where the effectiveness and efficiency of the human element is key. It is also recognised that the future environment will present different physical and psychological demands which will need to be understood and managed. Analysis of human behaviour and communications, including across social networks will be increasingly important to support understanding of the information space.

The HSSRC framework was therefore launched in March 2019 in order to deliver human, behavioural and social sciences research. It aims to deliver timely and effective human science research to help shape defence and security policy, underpin procurement decisions and improve operational capability.

There are six key themes to the research being undertaken:

- Personnel
- Training and Education
- Humans in Systems
- Human Performance
- Understanding and Influencing Human Behaviour
- Health, Wellbeing and Enhancing Medical Systems and Capabilities



The HSSRC framework is building an open network of suppliers from small and medium-sized enterprises (SMEs), Universities and Industry. Members of the HSSRC supplier network will get to see the research tasks required and be eligible to submit competitive proposals in order to take part in them.

Here at Maddison, we are delighted to be part of this exciting initiative and particularly keen to learn from the results of the research, both our own and our partners.

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## 3 Top Tips: How to survive autumn and the run-up to Christmas

Yes, we just used the 'C-word' and it's still only October! Whether you have just weathered your kids going back to school or you are just getting yourself back in 'work mode' after a summer holiday, Christmas will be here soon enough. It's never too early to start preparing so here are just three of our favourite tips to get you through to a Christmas break that you can relax and enjoy.

### 1. Plan, plan, plan.

Think ahead and make a list of as much of what you need to tackle in the next three months as you can, be that Christmas shopping or organising Halloween parties.

But be savvy with your list: prioritise jobs, delegate or share jobs, and put off until the New Year things that you don't actually need to do now. (Go on – we give you permission not to beat yourself up about it!) Santa has already started making his list – you can too.

### 2. Start shopping and making early

Now you have got your list, start to steadily work through it. Remember, your freezer is your friend, not to mention that large drawer under the spare bed that nobody ever looks in. Yes, women's lifestyle magazines have traded on such sayings for years but they are actually pretty sound advice. Any task that can be done in advance and shelved until needed is a godsend. (We know someone who makes all her own Christmas cards but does it

on a sunny day in the summer and pops them safely in the cupboard until she is ready to write them; she's not 'Superwoman', just organised!).

### 3. Get active.

As the days get shorter, our inner Homo Sapiens starts to feel like it's time to hibernate. Whilst the odd cosy evening on the sofa with takeaway/chocolate/wine doesn't do any harm, most of us simply don't have the time to actually withdraw completely.

Sometimes you might feel that your mood changes in the autumn, too; even if you don't have Seasonal Adjustment Disorder (SAD), this is a quite natural human response. And, if you have kids, you may notice that they become more hyperactive as the season draws on, often a direct result of having less daylight hours (and decent weather) to be out and about, burning off some energy.

The good news is that the answer to all three of these issues is the same – get out more! Take advantage of a lunch break or sunny day to actually get outside in daylight. Even just a brisk ten minutes around the block from the office will boost your vitamin D, get some oxygen into your blood stream and generally clear your head.

Whether it's ten minutes every day or an hour once or twice a week, whatever you can make fit into your routine will all help.

We've talked before about the many benefits of doing any form of exercise, but it becomes particularly important this time of year. Heading into the busy Christmas period, it will help you be at the top of your game both mentally and physically.

We know you all understand the theory here and that it's putting all this into practice that can sometimes be the challenge but start with just one thing – your list – and the rest should follow. We hope you get to Christmas feeling calm and organised!



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## Future events: **Workshops calendar**

5<sup>th</sup> December 2019 – **The power of Imagery to enhance performance**

12<sup>th</sup> February 2020 – **Mindful Leadership**

Our quarterly events are always advertised on our website and you can book online at Eventbrite. Please use the contact details below if you need more information.



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*Maddison Coaching is a team of experts who are absolutely passionate about improving human performance. Our aim is to enable clients to perform to the best of their ability by delivering tailor made services that enhance individual and team success whether in sport or in business.*

Do get in touch...

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