



With Your Host
Tom Floyd

SHOW HOST

Tom Floyd, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

GUEST BIOS

Fred Abbott is a University of Florida Football Hall of Famer who went on to play in the NFL for teams including the Philadelphia Eagles, Miami Dolphins and Minnesota Vikings. Fred has since gone on to become a renowned civil trial attorney in Jacksonville, Florida where he owns Abbott Law Firm, a highly successful personal injury practice.

Dr. Pam Brill is a licensed psychologist, organizational development and motivational expert, and is president of In The Zone, Inc. Pam recently authored **The Winner's Way: A Proven Method For Achieving Your Personal Best in Any Situation**. Her client roster includes Fortune 500 companies, international not-for-profit agencies, and athletes and sports teams.

Alan Fine is the president and founder of InsideOut Development, and has consulted with some of the world's top athletes, executives, and most demanding organizations. Since 1980 he has coached professionals in both sport and business communities, and he has also authored two books: **Play to Win Golf**, and **InsideOut Golf**.

Mary Wise is the head coach of the University of Florida volleyball team, leading her team to 17 consecutive SEC Championships. She is the first coach in NCAA history to win 100 straight games and has the highest winning percentage in the history of NCAA Division I athletic coaches with at least ten seasons of coaching. She was recently voted by USA Volleyball as the "All Time Great Coach."

Coaching Across the Playing Field

MONDAY DECEMBER 17TH, 2007

11AM PT (2 PM ET)

What lessons and best practices can be taken from athletic coaching and applied to coaching business professionals?

Guests include executive and professional coaches, sports coaches, and professionals who have been coached by both.

HIGHLIGHTS

According to the September 5th 2005 issue of **Financial Management**, "just as sports coaches push athletes to achieve their optimum performance and motivate them whenever the going gets tough, business coaches can help company owners overcome the problems they face in running their firms and encourage them to stay focused and realize their ambitions."

The **International Coach Federation** estimates conservatively that there may be as many as 30,000 coaches working worldwide, generating revenues of about \$1.5 billion.

Whether it's on the playing field or in the halls of Corporate America, coaches bring valuable insight, perspective, and development for players on the field and in the board room.

What are the similarities and differences between athletic coaching and business coaching?

And what are some best practices and lessons that can be applied in both arenas?

Our panel of guests address these questions and more. Highlights of the show include:

- How a successful NFL player made the journey from athletics to practicing law.
- The role coaching has played in the success of the University of Florida's volleyball team.
- The "brain science" of coaching in sports and business.
- How coaches are able to improve overall individual and team performance.
- Approaches coaches use working with "prima donnas" both on the playing field and in the office.
- How coaching when times are good can differ from coaching during times of stress.

For more information on **Insight on Coaching**, feel free to contact Tom directly at tfloyd@ieconsulting.biz

"I PLAYED UNDER TWO GREAT NFL COACHES, DON SHULA AND BUD GRANT, AND I HAD THE GOOD FORTUNE OF BEING THERE WHEN THEY WERE COMPETING FOR THE SUPER BOWLS. BUT THE SAME THING TRANSFERS OVER ONCE YOU GET OUT OF ATHLETICS. YOU'VE GOT TO HAVE A ROUTINE. YOU'VE GOT TO HAVE A PLAN. YOU'VE GOT TO HAVE A SYSTEM. AND THE BENEFIT OF HAVING BEEN IN IT ATHLETICALLY MADE IT A NATURAL TRANSFER."

FRED ABBOTT

"WHAT I DO AS A COACH DO IS VERY SIMILAR TO WHAT FRED DID WHEN HE RAN OUT ON THE FIELD AND WHAT MARY DOES AS A COACH WITH HER ATHLETES - IT'S TO ENGAGE SUCCESSFUL CLIENTS IN BUSINESS AND IN SPORTS AND TEACH THEM HOW TO RESPOND UNDER PRESSURE AND STRESS. WHEN STRESS CAUSES YOU TO LOSE THAT GRIP, YOU HAVE TO GET BACK INTO A STATE WHERE YOU CAN PLAY TO WIN, WHERE YOU CAN THINK CLEARLY AND DO YOUR BEST."

DR. PAM BRILL

"ONE OF THE DIFFERENCES BETWEEN SPORTS AND THE CORPORATE ARENA IS IN SPORTS THE FEEDBACK YOU RECEIVE IS IMMEDIATE AND PUBLIC. THERE'S NOWHERE TO HIDE. IN SOME SPORTS, YOU'RE ONLY PAID ACCORDING TO HOW MUCH BETTER YOU ARE THAN YOUR DIRECT COMPETITORS AND YOU'RE MEASURED ON IT FREQUENTLY. HOWEVER IN THE CORPORATE WORLD IT'S MUCH EASIER TO HIDE, AND THE FEEDBACK YOU RECEIVE IS NOT NEARLY AS IMMEDIATE."

ALAN FINE

"THE FUNDAMENTAL LESSON IS THAT YOU LEARN MORE FROM A LOSS THAN YOU DO FROM A WIN. MY JOB AS A COACH IS TO GET THE PLAYERS TO BE COMFORTABLE BEING UNCOMFORTABLE, PUSHING THEM OUT OF THEIR COMFORT ZONE ON A DAILY BASIS AS WE'RE TRAINING. WITH THE MOTIVATION, WITH THE PRACTICE PLANNING, EVERYTHING'S DESIGNED WITH HAVING THEM LEARN THIS LESSON. THAT'S THE ONLY WAY WE CAN WIN."

MARY WISE

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