



My name is Eric Hoffberg. I've always been a coach. Even before I became a coach I was thinking about wanting to be a coach. The truth is I thought about coaching when I was a kid - constantly. I wanted to be a hockey coach starting when I was somewhere around 10 or 11 years old. I achieved that dream. I spent 16 years coaching hockey - college, then pro – and just to give some perspective, when I was a hockey coach I thought I was put on this planet to be a hockey coach. But my journey has resulted in new adventures.

Today I have taken all that I learned about leadership, about coaching and about creating high performing teams and I now coach corporate executives. A good portion of my role in this coaching relationship is to help the corporate leader focus more on the importance of a clearly defined team culture that emphasizes a collective understanding of, and commitment to, High Quality Mind Management. Great teams in any walk of life are committed to being prepared mentally, to being able to think in a High Quality Way when under pressure and to an overall approach to things that connects great thinking to great attitude and great energy. I help corporate leaders build these types of teams.

I also spend a great deal of my time working with athletes. My system for training athlete to be more mentally tough is entirely based on one simple idea: If you want to be good at something you need to work at it. I am the personal trainer for the mind for the athlete the way you might have a personal trainer for the body. I provide the workout that helps the athlete become mentally stronger, mentally more agile and mentally more flexible.

The compliment I like best from an athlete client might sound like this:

“Hoff has helped me build my blueprint for being mentally tough. He has taught me to understand what style of thinking works well for me. He has shown me real mental toughness for an athlete comes from having an overall approach to everything I do in life. I have a great attitude about my life as an athlete because of the thoughts I choose to think. It takes work to be aware of your thoughts and to know how to choose the right thoughts. I have learned to do this work. When I'm under pressure of competition I never feel like I have to figure out how to think or have to fight to remember who I am. Clarity is power. I know how bring on my clarity in any given situation.”

I have written a book on strength training for the mind called **THINK STRONG for Athletes. THINK STRONG Reminders**, another book of mine brings focus to an entire approach to life that centers on how to manage thought choice in a High Quality Way.

I work with college athletes, prep, professional, every level from 15-16 years old and above. I have worked with athletes that have been Olympians, with National Champions and with many that deserve star recognition just for the way they achieved their own personal dreams. I have spent time in a coaching role working on Leadership Training, Culture Building and High Quality Mind Management with leaders and



executives at Bank of America, Wells Fargo, Union Bank, Marriott Hotels, ADP, Canada Post, the F.D.A., and with Special and Elite Forces in both the military and in law enforcement, just to name a few.

I have known Cathy Andrade since the summer of 1993. That summer, I was a lead on-ice instructor at a summer hockey camp and Cathy was the Power Skating Coach for the two weeks of the camp. From the moment we connected on many topics but if there was one main topic that we dove into right away and have all these years later continued to focus on every time we talk it would be described in this way:

How do you get the athlete (hockey players) to get the most out of their on-ice training sessions?

We all know how important training is to performance excellence in competitive moments. How does a coach create a training session that draws the players full attention to what can be learned, that inspires them to do the skill work correctly and the repetitions in a high quality way?

How do we as coaches create a disciplined environment where the player can focus on the work being done, see its importance and have fun at the same time?

I admire Cathy for her real commitment to the culture she tries to create within all the training she does. She believes there is a way of doing things that calls for respect for the sport of hockey itself. Her commitment is to overall excellence, not just skating excellence. She trains people to pay attention to what they're doing.

I enjoy thinking about the first few summers we worked together and the way we would find time at the end of the day of camp to talk about coaching. I was always so energized by Cathy's questions and the conversations that would spring forth because of her intensity around doing great work.

What are the keys to a great start of a practice session?

How much should be said at the beginning of the practice session about what the focus points will be?

How important is it to hold people to a high standard right away?

Because ice time is so precious how much should we slow down and talk about what is happening, what is good, what isn't?

What is the balance between good verbal instruction and keeping the player active?



What does a great coach do to help the player see clearly how the training going on relates directly to in-game success?

You get the point. I'm sure.

These conversations I'm remembering were the conversations that passionate, dedicated, creative, purposeful coaches have. Those were great times. And the cool thing is that the conversations haven't stopped. I'm not a coach that goes on the ice any more. I have taken my passion for coaching and am applying it in new a different ways. But don't think for a moment that every time Cathy and I have a chance to connect that we don't dive right into our fascination for how to make the training we're doing in our coaching roles that much better, that much more dynamic, that more effective and efficient, that much more interesting, that much more fun.

It is a great thing to be a coach – to help people develop themselves within a realm that matters to them. Great coaches coach for this reason. Their main driver is to find a way to help people become better on their way to becoming their best. Cathy is this coach. She always has been.

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Link to order "**THINK STRONG For Athletes**"
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