

# Be World Class

## “Judge me by my results”

**I allow people & teams to achieve their optimal performance consistently by helping them to...**

- Manage their head-space.  
“You either control your head-space or it controls you”.
- Dissolve the barriers that stop them from realising their potential.  
“Most of the time my job is not to add anything, it is to take away the things which stop people from being the best they can be”.
- Create simplicity & focus.  
“My job is to strip away the complexity, and allow people to get on and perform”
- Release their mental hand-break.  
“It’s true that most of us go through life with the hand-break on. Letting go is an art!”
- Crack under-performance cycles, performance anxiety, lack of confidence or poor form.  
“I spend a lot of time helping people to turn their performance around and break the negative spiral – mistakes = lack of confidence = thinking too much = mistakes”
- Bust performance plateaus.  
“If we do the same things we’ve always done, we get the same results we’ve always got. I get people to live in and love their discomfort zones”
- Boost motivation.  
“It’s tough to be motivated at times, especially when you get set-backs. I’ve helped a lot of people re-discover their motivation & focus on their dreams”.
- Create rock-solid confidence.  
“For a lot of people, confidence is a little hit & miss. If they’re doing well it’s there. If they have a rough patch, it’s gone. I’ve helped a lot of athletes take control of their confidence so that it’s not hit and miss, it’s a given”.
- Develop *true* mental strength.  
“For me *true* mental strength is the ability to keep playing your game in the face of adversity. So many athletes start forcing it and making mistakes when they’re under pressure, or they allow external influences to knock them off course”.
- Engineer peak performance states.  
“Very few athletes actually know how to ensure that they perform at their best when they need to. For most it’s more like flipping a coin. Most go into a performance hoping that it’ll come good, not knowing it will”
- Unlock their creativity.  
“Most athletes perform best when they ‘just do it’. Thinking less, not more, works for most but a lot of athletes find it hard to stop thinking”.
- Build consistent optimal performance.  
“It’s the \$64 million question for most performers. When you understand the basic ingredients, it’s actually not that hard to do”.
- Understand themselves  
“It’s one of the greatest keys to long term success in my book!”
- **BE THEMSELVES!**  
“The ultimate route to success and a happy life. It’s a gift I’d bottle and give to every human being if I could”.

What do I do?

Simon Hartley

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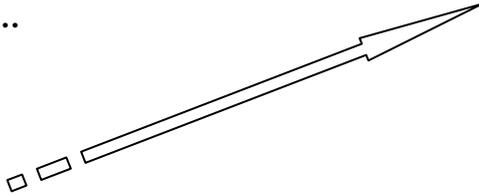
### What's Simon's Real Expertise?

"I really specialise in helping people achieve their best performances consistently. I help people perform - no matter what happens, whatever the situation or environment, no matter what the papers or TV says, no matter what the competition does, whether it's raining, windy, sunny or snowing, earthquakes, disasters or sabotage – I help people to thrive and perform".

**From...**



**To...**



### Market Leading Insurance Company.

The brief was simple - enhance the performance of the sales team.

The team had been given a 150% increase in their sales target from the previous year. Daunted by the prospect, the sales manager asked me to work with the team to increase their performance. The program spanned a 12 week period (1<sup>st</sup> Quarter), after which the team exceeded its target adding £2.5 million to the top line.

### Market Leading Financial Services Company.

I have delivered a number of sessions to an elite management team within the company, during the last 3 years. Each of the sessions focussed on a slightly different element of performance enhancement, such as 'raising the bar', 'motivation and change' etc.

At the moment, we are constructing a programme of work to address the following issues;

- o Enhancing the effectiveness of an elite sales team.
  - Realising the sum of the parts & unlocking the knowledge, experience and skills within each individual.
  - Ensuring that an engine made up of great components runs with perfect timing and produces optimal performance.
  - Increasing efficiency and productivity of individuals and the team.
  - Creating an effective performance culture.

### UK's Fastest Growing Training Provider

I was challenged to help the sales team achieve consistent results and to hit their targets month on month. Before my involvement, the team's results were patchy at best. Their attrition rate was high and they struggled to convert opportunities.

Over the course of 3 months, I worked closely with the sales team, sales director and managing director. In addition to boosting individual performance, we also undertook some major changes in the structure of the team and the organisation. We refined practices and the internal workings of the organisation. These changes knocked down some of the barriers to performance, and allowed individuals to start delivering their potential.

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### **Global Consumer Product Manufacturer**

I was commissioned to develop and deliver a series of workshops which challenged their teams to raise the bar and become truly World Class in their field. The programme, which includes workshop sessions and a performance management structure, is in its early stages but has been received very well to date. There are now plans to increase the scope of the project to encompass the entire company.

### **World Leader in Financial Services**

My remit was to help the senior sales managers to get more from themselves and their teams. As the recession started to bite, my role was to help make the teams more focussed, more effective and achieve more sales. Our simple programme of work provided the senior management team with a structure and a set of strategies that they could implement easily within their teams for maximum effect.

### **Major UK Charity**

The charity's main challenge is to unify a very diverse organisation with a workforce of over 3000 people. My remit was to provide a means of helping the board and executive senior managers to find the clarity that they required in order to focus the organisation. My work included a range of individual sessions and workshops over a 3-4 week period, which resulted in a clear focus for the senior management team.

### **First Class County Cricket Club**

The club had been under-achieving with a relatively high number of international players. We worked for a year to build a World Class culture within the squad, build a performance management program, develop leadership, communication & coaching structures and increase individual performance. Following this work, the club won the County Championship two seasons running.

### **International Rowing Crew.**

A GB Rowing Crew was heading for the World Championships as massive underdogs. They were physically smaller and less experienced than every other crew in the competition. Even their own management didn't give them a chance of coming home with a result. Following an 8 weeks program of work with the crew and coaching staff, they returned with a bronze medal.

### **International Football Association**

I have been asked to consult to a Football Association that wishes to raise the standard of their senior National team. Their aim is to consistently qualify for World Cup finals and significantly improve their FIFA ranking. The project will ultimately enhance the standard of football across the entire country. The scope of the work covers their entire development programme, from the youth players to senior Internationals and the implementation of high performance structures at all levels.