

# What is High Performance?

by Wayne Goldsmith

<http://www.sportscoachingbrain.com/high-performance-sportwhat-are-the-non-negotiables/>

I spoke at a conference once and after the formal side of the presentation I invited questions from the 100 or so gathered coaches and sports managers.

The first question from the audience was, “Wayne, you’ve spoken a lot today about **HIGH** performance. Will you be covering Performance at **sea level (i.e. low performance sport)?**”.

Many people think that the world of high performance sport is a bit mystical and magical and that it takes a lot of money, a PhD and a laboratory to do it well.

In reality, creating and sustaining a successful high performance culture is more about **attitude** than altitude, more about **motivation** than money and more about **learning** than a laboratory.

So, to help you understand what **High Performance** is really all about.....

My business card reads “**High Performance Sports Consultant**” - meaning I should know a few things about **High Performance sport** – the “pointy end” of sport.

Yet, when people ask me, “*So what is High Performance Sport*”, it is often difficult to define in a few words or with an overly verbose statement for the sake of having a one line definition.

So let’s try it this way...**what are the ten core features - the “non negotiables” of high performance sport?**

**Number 1:** High performance sport is about **change**: specifically it’s about accelerating your rate of effective change faster than your opposition;

**Number 2:** High performance sport is about **consistency** – it’s about being better in your role – **everyday** -than any of your competitors;

**Number 3:** High performance sport is about **taking risks** – it’s about daring to be different – about being the first to turn your back on the **known** to embrace the **unknown**;

**Number 4:** High performance sport is about **never being complacent** or resting on your results – it is a commitment to **continuous improvement**;

**Number 5:** High performance sport is about **cohesion** – about people working **together under pressure and with urgency** towards a common goal;

**Number 6:** High performance sport is about **innovation and creativity** – about seeing things and doing things that no one else will or can;

**Number 7:** High performance sport is about **alignment** between all areas of the organisation: Board, Executive, Management, Coaches, Athletes, Staff...everyone from the person who signs the cheques to the person who checks the signs - **one team, one vision**;

**Number 8:** High performance sport is about **passion** – it's about drive and enthusiasm and attitude and commitment;

**Number 9:** High performance sport is about **science** – it's about integrating leading practice sports science (and sports medicine) into a **cohesive, problem solving focused, multi disciplinary, dynamic** high performance environment;

**Number 10:** High performance sport is about **living excellence** – on and off the field – in and out of the gym – in public and in private.

Wayne Goldsmith