

**OP
TIME
IZE**

PERFORMANCE

IMPROVING
**PEOPLE
& PLAYERS**
THROUGH **SPORT**

DEVELOPING CULTURE, WELLBEING & PERFORMANCE IS OUR BUSINESS



ABOUT OUR SERVICES:

We facilitate the development of better clubs, better people, and supportive sporting communities by providing an evidence-based approach to performance and wellbeing. We guide clubs and people to promote personal development and social connection through sport. Through enhanced coaching, mentoring and parent standards we help create elite people and elite players through sport. At Optimize, culture, wellbeing and performance is our business. We help you bring this into your club.

OPTION 1 CLUB CULTURE

We work with the executive committee to inform, evaluate and create an action plan to enhance performance and club standards through culture identity.

WORKSHOPS INCLUDE:

- Putting professional people and structures in place to drive success
- Common practice at elite clubs
- Diversity in sport

OPTION 2 PARENT EDUCATION

We discuss the role parents play in the development process of players, teams and clubs. We educate parents on the supportive strategies and methods they can use to facilitate the development process in alignment with club values.

WORKSHOPS INCLUDE:

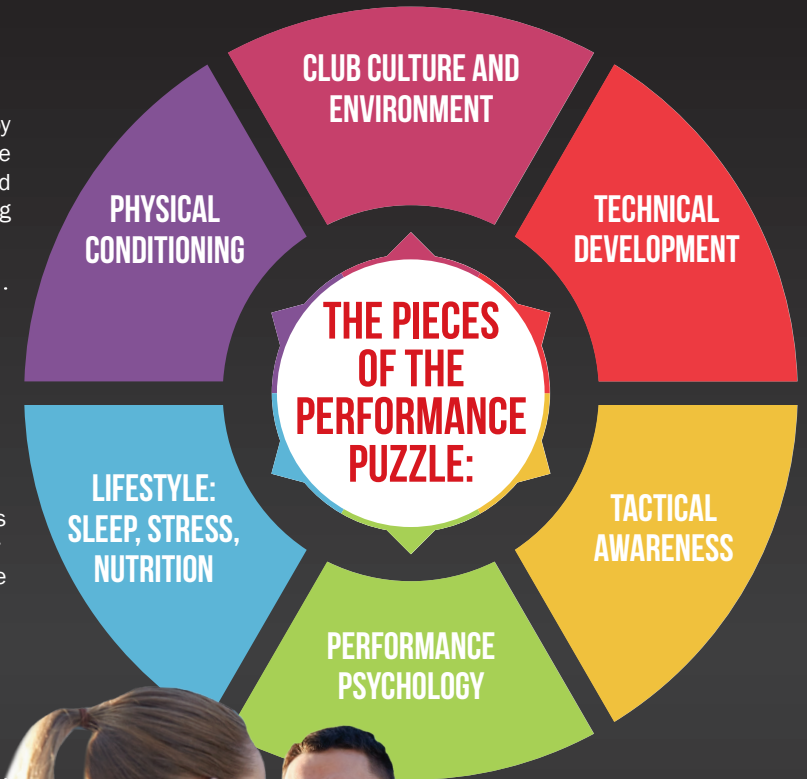
- Balancing sport and education
- What sport gives your kids: the reality
- Teaching your child life values
- Social media and lifestyle
- Managing teen culture

OPTION 3 ELITE PERFORMANCE

We speak to coaches and players about what it takes to reach your sporting potential and live the life of an elite athlete.

WORKSHOPS INCLUDE:

- COACHES:**
- Coach motivation: understanding why you coach
 - What commitment and skills do I need to bring?
- PLAYERS:**
- Living the life of an athlete: what it takes to get to the top.
 - Balancing sport with life.
 - The values sport gives me.



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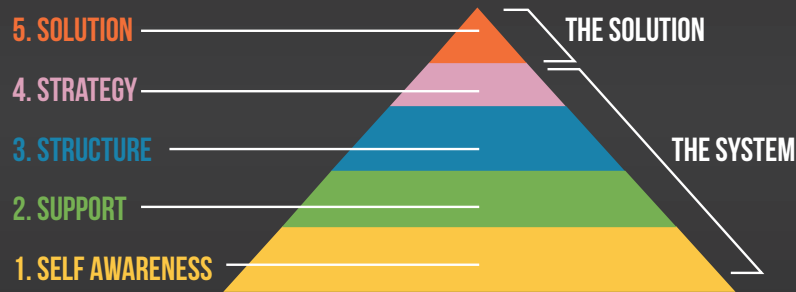
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ABOUT OPTIMIZE:

Optimize aims to develop sporting clubs and communities that operate with a duty of care to the players in its care: evidence-based decision making, wellbeing provision and effective performance strategies are at the forefront of our culture, our vision, our mission and our philosophy.

Optimize functions from a research-based performance model to support people through supportive environments with the purpose of facilitating elite player development and performance within the sporting system.

OUR PERFORMANCE MODEL



1. SELF-AWARENESS: Develop your why. Gain clarity over your identity and what you stand for as a club.

2. SUPPORT: Identify what you need to do to achieve your why, and how to be a value-driven club. The how can be a) mirrored on what other successful clubs are doing or b) personal experience of what works in your club's context.

3. STRUCTURE: Put structures in place to manage time, resources and personnel.

4. STRATEGY: Develop key performance indicators for each key member and identify the approach based on the context of the club's available resources.

5. SOLUTION: The process drives the outcome. Develop, implement, evaluate and remain consistent within the SYSTEM.

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BENEFITS: WE HELP YOU IMPROVE:

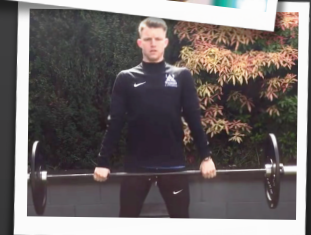
- CLUB & COMMUNITY CULTURE
- PLAYER DEVELOPMENT & PERFORMANCE
- PLAYER WELLBEING
- COACHING STANDARDS
- PARENTAL SUPPORT AND AWARENESS

ABOUT IAN BYRNE:

Using my experience as an athlete, a coach, a teacher, a lecturer and a wellbeing company owner I have formulated a strategy to increase elite athlete development and player performance and adherence to the game. With my international football and futsal experience, along with my elite level coaching experience, PE & science teaching and lecturing background, strength & conditioning coaching and life coach exposure I have worked with over 10,000 players, students and parents and formulated an understanding of all the parties involved in the person development process. I have become fascinated by the performance and wellbeing of people and amalgamated that with my science background of structure, strategy and logic, to develop services that will set people up for becoming elite people and elite players through enhanced club culture.

QUALIFICATIONS

- First class honours degree in Physical Education & Science
- Qualified life coach, personal trainer, strength & conditioning coach
- Underage International football player
- U21 & senior International futsal player
- National award for wellbeing in education in 2017
- University lecturer in health and human performance
- Seven national sporting titles
- Best sports scholar in DCU, 2011
- Best contribution to club development in DCU, 2012



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WE DELIVER RESULTS

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