



## **Tennis Talents – professional approach to competitive program**

**M.E.S.E.** is proud to announce a newly formed partnership with **'Tennis Talents'**, bringing an internationally proven and innovative approach of coaching to Hungary. We reserve exclusive rights to methodology and consulting in the region and are very happy to introduce our partners Luca Appino and Davor Grgic; both internationally acclaimed professionals, as mentors and guests for coach development.

**'Tennis talents'** offers very accurate profiling of talented youngsters, encompassing all circumstances of the player (coordination, physical abilities, mental states, family, finances, culture etc.). This is a holistic approach to coaching which allows the players and parents to actively participate in their development. The more responsibility a player takes into his/her development the more self-esteem, confidence and motivation they will have. Parents are guided in the psychology of sports and a support system is built between all parties, where each party understands their purpose and place within the system.

Competition coaches are trained in the following areas:

- *Encouragement and motivation.* Learning to keep a player in high level of motivation – use their objective.
- *Removal of barriers.* Understand what it as stake for the player.
- *Working for the player.* Understand that the player's demands exceed the coaches/parents.
- *Manage pressure.* Help players to handle situations where the stakes are high.
- *Learn from victories.* Build a model with strategies employed to achieve victory.
- *Learn from losses.* Capitalise from the mistakes and failures and find methods to use them in order to progress.
- *Play down (remove the drama) and motivate.* Managing the moments of low energy to maintain high performance.
- *Confront (expose the player to his/her mistakes) and make them face consequences.* Knowing how to deal with the athlete's weaknesses to help adjust their behaviour, placing clear limits/rules and enforcing them.

Developmental coaches are given the TT methodology for player assessment, allowing for detailed analysis of string zones, coordination, physical potential and the ability to build a “fantasy” of the players potential. The advantage of this method is that both parents and players are presented with a realistic assessment and, according to results, a progressive plan to achieve the players' objectives/maximum potential.

There will be an official presentation to the methodology in the near future and we shall inform all parents and/or interested coaches to attend a seminar by Luca Appino, Davor Grgic and Daniel Dobrenov.