

INSTINCT FIELD TRAINING ACADEMY

Certified Sports Performance & Flow State Coach

Professional Training Programme

Performance | Focus | Flow | Recovery | Confidence | Awareness

For Daily Living

www.fordailyliving.com

Because you can.



Programme Overview

Train to become an IFTA Certified Sports Performance & Flow State Coach and learn how to help clients improve focus, confidence, preparation, recovery, situational awareness and access to high-performance states.

This programme combines performance coaching with the Instinct Field approach: observation, behaviour, attention, state regulation, environmental awareness and practical flow-state development.

You will learn to work with:

- Athletes and sports participants preparing for competition or training.
- Clients who experience nerves, overthinking, hesitation or loss of confidence.
- People who want stronger focus, rhythm, consistency and decision-making under pressure.
- Coaches, leaders and performers who want to understand flow states and performance environments.
- Everyday clients who want to transfer high-performance principles into work and personal goals.

The IFTA Performance Philosophy

Performance begins before technique.

The programme teaches coaches to notice what is happening around the performer, within the performer and between the performer and the task. The aim is to create conditions in which useful behaviour can emerge naturally and consistently.

- Observation before intervention.
- Regulation before transformation.
- Behaviour before identity.
- Environment before suggestion.
- Recognition before change.
- Adaptation before automation.
- Practice before mastery.

Flow is treated as a performance state that can be prepared for, recognised, supported and reviewed - rather than as a mysterious moment that simply appears.

Training Modules 1-6

1. Foundations of Performance Coaching

Role of the coach, client goals, boundaries, performance language and session structure.

2. Attention & Focus

Attention control, distraction, concentration, switching focus and maintaining task relevance.

3. Confidence Under Pressure

Preparation, self-belief, hesitation, performance nerves and practical confidence routines.

4. Flow State Foundations

Conditions that support flow, challenge-skill balance, absorption, feedback and loss of unnecessary self-monitoring.

5. State Regulation

Breathing, arousal, settling, activation, recovery and matching state to the performance demand.

6. Performance Environment

How people, space, noise, timing, routines and situational cues influence performance.

Training Modules 7-12

7. Instinct & Situational Awareness

Reading patterns, changes, momentum, risk, opportunity and environmental information.

8. Mental Rehearsal & Performance Imagery

Using structured internal rehearsal to prepare for movement, decisions and competition.

9. Recovery & Reset

Post-performance decompression, emotional reset, sleep preparation and returning to baseline.

10. Communication With Performers

Questioning, feedback, observation, motivation and language that supports autonomy.

11. Performance Routines

Pre-event routines, warm-up psychology, transition points, cueing and repeatable preparation.

12. Review, Adaptation & Progression

Performance review, recognising useful patterns, making adjustments and building consistency.

Practical Coaching Methods

- Flow-state preparation and post-performance review.
- Attention Clock exercises for focus and attentional control.
- Mental rehearsal and future-performance visualisation.
- Breath-led regulation for settling, activation and recovery.
- Instinct Field observation and situational awareness exercises.
- Performance cue development and routine building.
- Confidence rehearsal before competition, presentations or high-pressure events.
- Pattern recognition: identifying what changes when performance improves or drops.
- Environmental adjustment: using place, timing, sensory input and preparation more intelligently.
- Transfer coaching: applying sports-performance principles to leadership, work and personal goals.

The emphasis is practical application: coaches learn how to select and adapt tools around the person, the activity and the situation.

A Structured Coaching Session

- 1 Goal & performance context
- 2 Observation and current-state review
- 3 Identify attention, confidence or regulation demands
- 4 Select the appropriate performance tool
- 5 Guided practice or rehearsal
- 6 Flow and performance cue development
- 7 Real-world application plan
- 8 Review, adapt and repeat

Who This Qualification Is For

- New coaches who want a clear performance specialism.
- Existing life, mindset, fitness or wellness coaches.
- Sports coaches who want stronger psychological and behavioural tools.
- Hypnotherapists or breathwork coaches expanding into performance.
- Leaders, trainers and facilitators working with confidence, focus and pressure.
- People building a flexible online or face-to-face coaching business.

Possible coaching niches

- Sports performance and competition preparation.
- Flow-state coaching.
- Confidence and focus coaching.
- Performance recovery and reset.
- Leadership and high-performance coaching.
- Personal performance and goal execution.

Learning & Certification

The programme is designed as professional applied training. Learners work through structured teaching, practical exercises, reflection and coaching examples before completing the required assessment activities.

Programme components

- Structured course lessons and presentation material.
- Practical exercises and performance-coaching activities.
- Workbook tasks and reflective learning.
- Scenario-based coaching practice.
- Knowledge checks and course assessment.
- IFTA certificate on successful completion of the programme requirements.

The objective is to leave with a usable coaching framework - something you can apply with real clients rather than theory alone.

Part of the 8 Pillars for Daily Living

Sports Performance & Flow State Coaching forms part of the wider For Daily Living professional training ecosystem. The programme can be studied as a specialist route or combined with other pillars to build a broader coaching practice.

- Hypnosis & Self-Hypnosis
- Breathwork
- Mindset & Personal Development
- Emotional Intelligence & Subconscious Navigation
- Instinct & Situational Awareness
- Sports Performance & Flow State
- Communication & Leadership
- Sleep, Recovery & Daily Wellness

Read the books. Take the course. Develop the skill. Build your professional pathway.

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