

Ambitious Self-starters

Achievers / Proactive /
On the go

Why Ambitious Self-starters take part

↑ More important

To improve performance

To have fun

To compete

↓ Less important

To improve appearance

To lose weight

What stops Ambitious Self-starters taking part

*I'd have to stop doing
something else to fit it in.*

Encourage them to compete and progress –
against themselves or others

This group are driven – they love seeing progress whether it comes from **direct competition** or **pushing themselves** to beat their own previous performance.

- ✓ When setting the goal point out how the participant can identify success.
- ✓ Encourage them to record achievements on social media or an app so they can see progression.
- ✓ Have competition against others or to beat previous achievement that focuses on skill acquisition not just final scores.
- ✓ Match skill levels when pairing or groupings.

When I am part of anything, my first goal is can I better whoever did it before me? Then I can better myself. James, 20

What they do in their spare time



Build a rapport with this group by learning about what interests them in their down time. This builds trust and will help them talk to you about their busier times.

Keep it flexible

Ambitious self-starters keep a **busy schedule** so they're likely to have other activities going on. Remove as many practical barriers as possible.

- ✓ Let them know when things get busy that it's ok to take a break and keep in touch with them.

Because I do quite a lot of things, it's important that I can juggle stuff. I wouldn't want to have to commit to being somewhere every week if I'd let people down by missing a session. Danni, 21

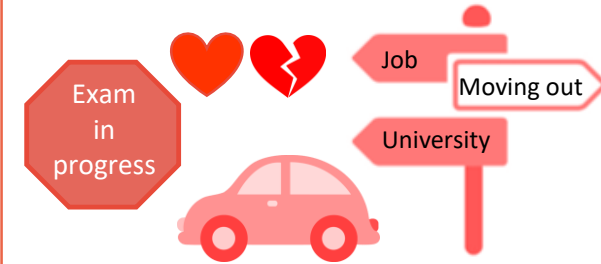
- ✓ Give them ideas on how to keep practising even if they miss a session.
- ✓ Let them know if they need to leave early or arrive late they can.

Continue to challenge them.

Ambitious self-starters believe in **working hard to become experts** in whatever they do.

- ✓ Demonstrate what successful use of a skill looks like in a real situation.
- ✓ Be open with the stages of skill acquisition.
- ✓ When they achieve a goal celebrate and then give them a harder goal.

Help them stay committed when life changes



Ambitious self-starters are busy, they find it difficult to juggle new and existing commitments especially during major life changes.

- ✓ Stay in touch e.g. send a text wishing them good luck during exams.
- ✓ Give them other experiences at your sessions e.g. experience coaching or volunteering by leading a warm-up or being the welcoming buddy to new people.
- ✓ If they're leaving your sessions because they're moving away help them find a replacement in their new environment.

[Get more information on life changes using this short video from Sports Coach UK](#)