

Confident Intellectuals

Driven / Educated / Focused

Why Confident Intellectuals take part

↑ More important

To improve appearance

↓ Less important

To feel good

To improve performance

To achieve goals

What stops Confident Intellectuals taking part

I felt intimidated

I wouldn't be fit enough

Recognise and reward improvement and perseverance

This group happily commits and dedicates themselves to activities, they enjoy getting better, so while setting specific goals is less important a sense of improvement is key.

'...because I like to see progress and realising that I am slowly getting better at something makes me feel motivated and happy.' Kerry, 20

- ✓ Explain where to use a skill, what successful use of the skill looks like.
- ✓ Break down the mechanics of a technical skill so they understand the progress over time.
- ✓ Reward and recognise **dedication** as well as incremental improvements.

Avoid competition and judgement

Confident Intellectuals find competition or judgement of an individual's performance highly off-putting.

- ✓ If you play a game adapt the rules to make the focus about putting a skill into practice.

'An invitation to get involved in team sports would cause me to recoil and aggressively decline. However, I enjoy things I can take part in at my own leisure or with a friend.'
Ajay, 20.

What they do in their free time



'I like to invest time and dedication into things; it makes them seem worthwhile.' Hannah, 24



Highlight how they can enhance their CV

This group are forward thinking and career minded; potential CV benefits can really motivate them to keep going with something they enjoy.

- ✓ Learn what they like to do outside of sport and physical activity and look at ways to incorporate it e.g. if they use social media could they take on the sessions profile?
- ✓ Highlight mental skills like tactical awareness or development of technical expertise and give them opportunity to use it.

Create a familiar structured environment to help them feel supported

New activities can push confident intellectuals outside their comfort zone. Put them at ease by making the rest of the experience feel supportive and familiar.

- ✓ Let them control their own appearance (within safe practice).
- ✓ When doing group or pair work let them pick their own group/pair.
- ✓ If the group is small use part of the space you have for an activity to create a more manageable and cosy environment.

This group are concerned about falling behind because a group will progress at the pace of the best players. They will happily work at getting better, but need time and space to do so.

- ✓ Coaches to demonstrate skills instead of best players.
- ✓ Clear direction on activities and ample time to practice.
- ✓ Build in time for the participants to pick their own skill to develop, or go back and spend more time on something of their own choice.