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“A Player’s success is limited by two things
mental strength and technical ability.”

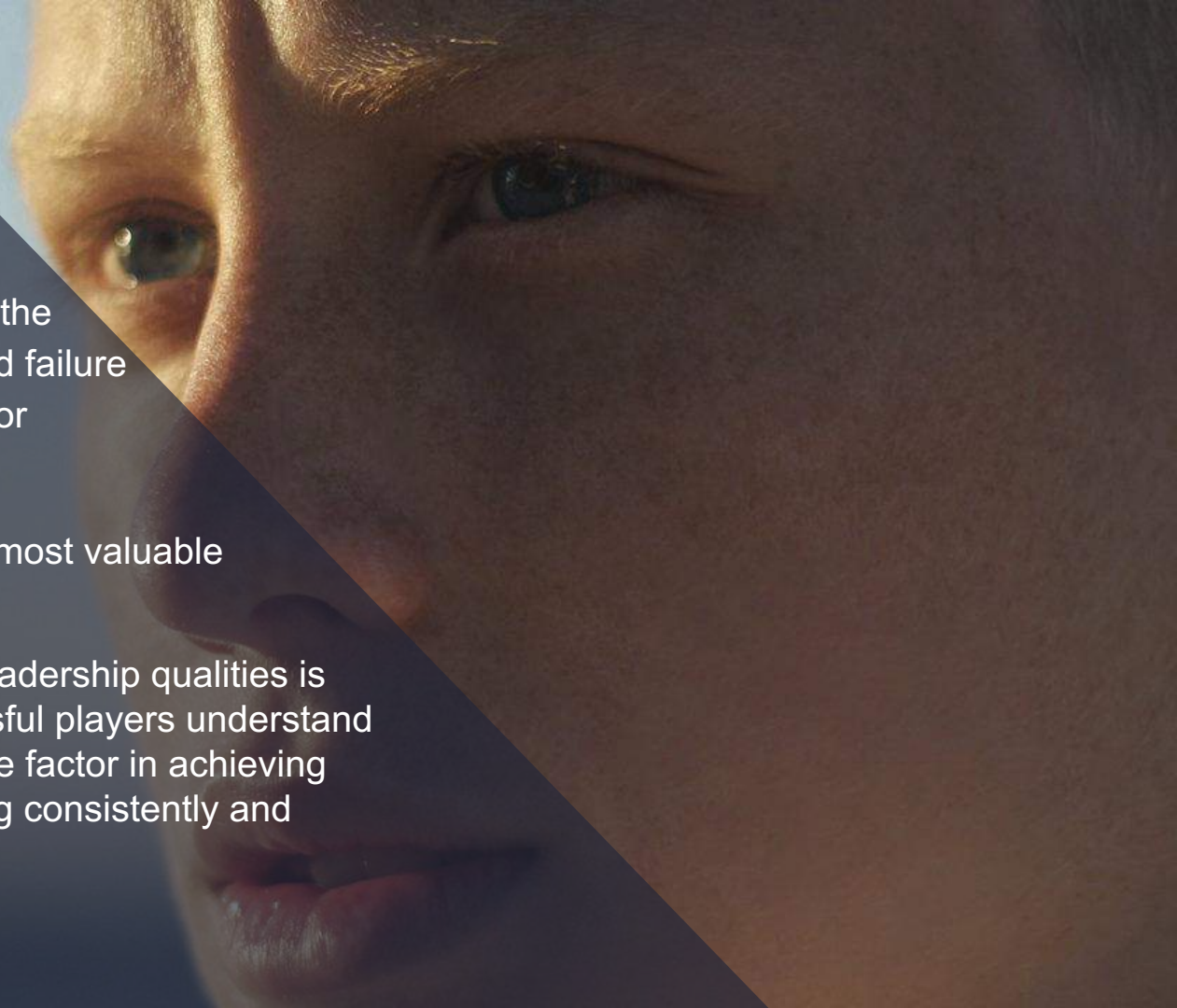
~ Lit Within

Simplicity

Professional sport is changing, the difference between success and failure is determined in a split second or defining moment.

Top-level athletes realise their most valuable asset is their mind.

Building mental strength and leadership qualities is widely misunderstood. Successful players understand that their mindset is the decisive factor in achieving maximum performance, winning consistently and enjoying the game.



An aerial, wide-angle shot of a large football stadium filled with spectators. The green pitch is visible in the center, with players scattered across it. The stands are packed with fans, and the stadium's architecture is visible in the background. The text "Performance Analysis" is overlaid in the center in a large, blue, sans-serif font.

Performance Analysis

Performance Analysis

The background of the slide is a photograph of a soccer team training on a green field. The players are wearing dark blue or black training kits with white accents. They are in various stages of movement, some jogging and others standing. The field has white boundary lines, and there are orange cones visible in the distance. A diagonal dark grey line runs from the top left towards the bottom right, separating the title area from the text area.

The First Step - Initial Consultation

The initial conversation is designed to establish a baseline of current performance levels. An honest and mutual recognition of the current performance position and the gap to the desired goals.

A refreshingly common sense approach to what can seem a complex subject. Beginning with listening to player's or team's current performance problem. Together we are then able to establish clearly defined outcomes and an associated timeframe.

This initial phase results in a comprehensive diagnostic of the challenges that a player faces, both on and off the pitch. This determines which of the eleven performance categories require growth, as outlined on the next slide.



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LIT PERFORMANCE ATTRIBUTES





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WINNING MENTALITY

Strong desire and determination to win. A hunger for success and silverware. Comfortable in possession, Bouncing back from short term setbacks.



CONFIDENCE

A strong ability to perform in every situation. Preventing a single loss, becoming a pattern. A leadership mindset that you can rely on.



CAREER PROGRESSION

Adapting to new clubs, settling in quickly, building productive relationships with teammates, coaches and staff. Continuously improving technical and physical attributes.



CONSISTENCY

Reliable play with limited errors and dependable high workrate. Resulting in greater enjoyment of the game and regular maximum performances over the course of a season.



TEAM SPIRIT

Creating a shared resilience, high levels of mutual respect and a shared vision. A unity where criticism remains constructive not personal.



TRANSFERS & CONTRACTS

Putting in performances that draw inevitable attention and create desirable moves. Relentless drive and progression towards the fulfilment of potential.



LIFE AFTER SPORT

Transitioning to a life after professional sport. Building a new, fulfilling career. Capacity to learn and embrace new opportunities.



FEAR

The ability to see it as a strength, unphased by the fear of failure.
Effectively overcoming the strong feeling that fear produces.



PRESSURE

Maintaining performance and composure in must win games.
Rising to the occasion and decisive moments. Able to switch off, away from the game.



INJURY REHAB & PREVENTION

Recovering effectively, decisive on match fitness. Progression inspite of fear of reoccurrence.
Managing persistent injuries without overwhelm.



PERSONAL & FAMILY SUPPORT

Navigating the various challenges of relocation. Parenting, adapting to new cultures. General family welfare and wellbeing.



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A high-angle, wide shot of a massive crowd of people filling a stadium at night. The crowd is dense and colorful, with many people wearing blue and white. The stadium's tiered seating is visible, and the crowd extends to the very edges of the frame. In the center, the text "Performance Diagnostic" is overlaid in a large, blue, sans-serif font. Along the top edge of the crowd, there are banners for "nikefootball.com" and "vodafone".

Performance Diagnostic

Performance Diagnostic



Step Two - Problem to Solution

Following the detailed analysis report, we complete a performance diagnostic profile that highlights the key performance attributes that require development.

A detailed plan is designed that inspires the player or team to be fully committed towards their goals, igniting the attitude and mentality required to obtain successful results.

This bespoke plan varies in frequency of engagement and duration to meet the specific player or team requirements.

Lit Within enables the leader to emerge both on and off the pitch. Our mission is to provide every player with a leadership mindset essential for enjoying a successful career in professional sport.



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“Football is played with the head...

the feet are just the tools.”

~Andrea Pirlo

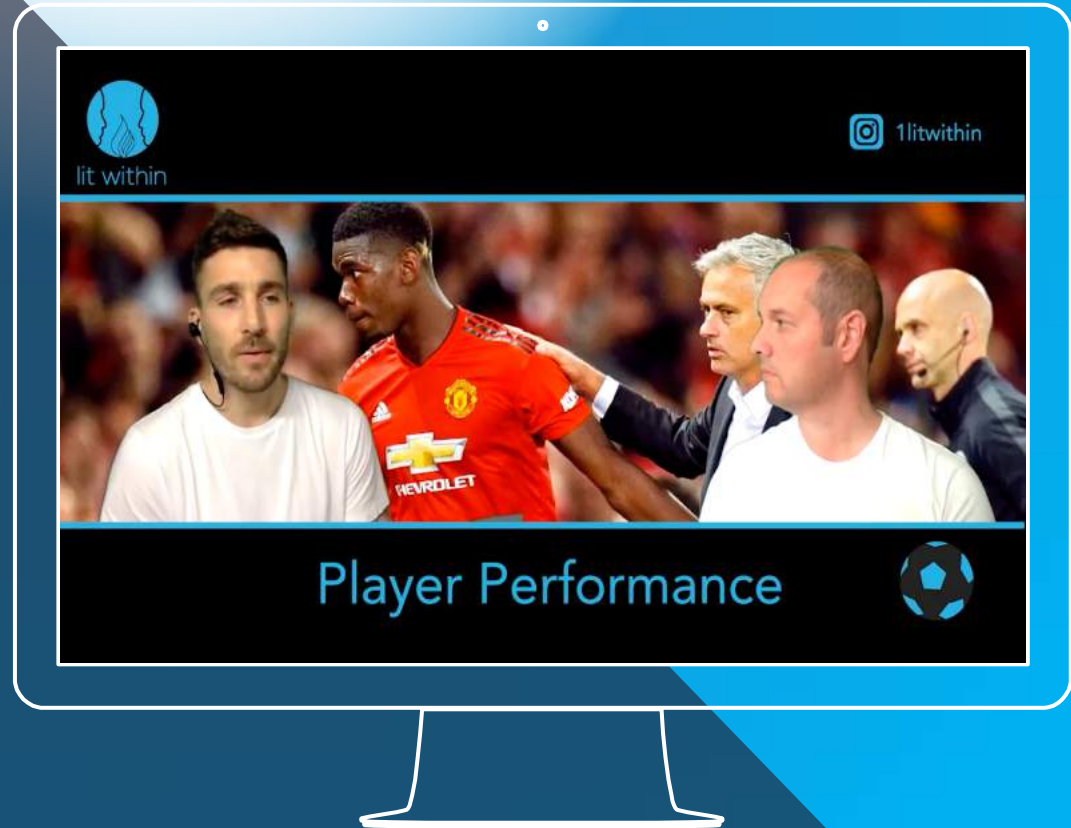
Team Spirit Defined

In a recent video the problem a player was having with his form was analysed.

The ideal team spirit and progressive environment is not always there for a player.

We focus on attitude and perception. This allows players to achieve the optimum mindset to enjoy their game and perform in every situation.

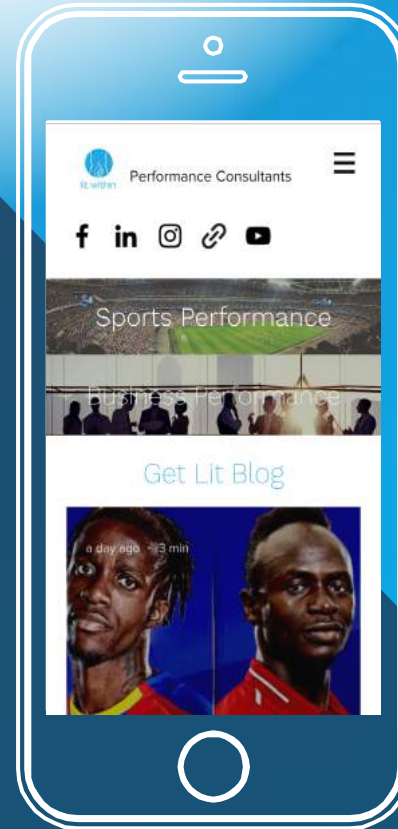
By understanding mental strength, performances become consistent, time and time again.



Lit Within Website

Updated regularly with audio, video and written content that assists players and coaches to develop the mental strength required for success.

Focusing on building a strong mentality that maximises career success and a players enjoyment of the game.



About Us



Lewis Buxton

A Professional Footballer for 16 years. His career at Championship level would have been elevated to a career in the Premiership had he only understood how to build a winning mentality earlier. Passionately assisting players and coaches to perform and progress consistently.

After enjoying a 20 year career within high performance vehicle design and development. His interest in consistent human performance led him to understand common misconceptions that restrict results. He is now a leader in this growing international field.



Michael Gilmore



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Lit Within

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