



PETER CLIFFORD

COACH

Understanding

hpt
high performance tri

WHO AM I?

My name is **Peter Clifford** and I am a High Performance Coach

My life is dedicated to helping people unlock their true potential and improving their performance

Using a coach to help you build your confidence and set a high performance strategy can be a valuable tool in your quest for success

My experience as a coach working with individuals and teams for more than 15 years allows me take you towards your dreams

As an endurance athlete with 15 years of race experience I am able to form a deep connection with the athlete and establish deep empathy on their individual path



“there’s a new pathway to the top”



Does it feel like you have stagnated? Are you now just ticking boxes but don't have that feeling of actually thriving?

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Sometimes we can feel alone and unsupported when chasing our dreams. Sometimes it feels like no matter how many hours we put in we just don't feel that satisfaction like we should.

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So we start to doubt ourselves and start believing that those that have made it have somehow done it easy. That the successful ones don't have struggles. That they are somehow "gifted" or "talented"

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Let me tell you - nothing could be further from the truth.

"self mastery is the true challenge in life"



HOW DOES COACHING WORK?

- Questions
 - Empathy
 - Understanding
 - Knowledge
 - Experience
 - Strategy
 - Support
- Using the 7 Coaching Pillars we will work together to make sure you can take the next step towards your dream.
- I will work at a deep level to understand your individual needs, goals, strengths and weaknesses. I will establish empathy to know what you are going through
- Using my deep knowledge and experience, I will develop strategies that help you work on a process over outcome mindset
- I will support and guide you by using the coaching process

EXPERIENCE

30 years experience in Endurance Sport

International team of professional
and developing athletes

Co-Founder and Head Coach
"High Performance Tri"

Head Coach of **"Team ASTC"**
Asian Triathlon Development Team

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