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MINUTES WITH...

## LIZ HANSON FROM ATHLETE ASSESSMENTS

Business Matters Magazine would like to congratulate Maroochydore local Liz Hanson, who has the distinguished honour of being invited to be one of the speakers at the World Conference on Women and Sport to be held in Sydney in May.

### What is the conference?

It is the 5th IWG World Conference on Women and Sport and it aims to be a catalyst for the advancement and empowerment of women and sport globally. IWG Conferences are landmark events for women in sport attracting a range of key international decision-makers in sport including members of the International Olympic Committee, International Sport Federations, the United Nations, as well as leading academics, government officials and athletes. Her Excellency Ms Quentin Bryce AC, Governor-General of the Commonwealth of Australia is Patron in Chief of the event and the Conference Ambassador is Cathy Freeman.

### Why did the World Conference on Women and Sport choose you to speak at their conference?

Since my role is to make my coach-clients successful, we have had to develop specific techniques and tools for engaging and inspiring Gen Y athletes. I work with coaches who train predominantly Gen Y athletes, and with team after team, we see the same issues.

### What will you speak about?

I will be presenting on coaching Gen Y athletes, the challenges of the modern coach and improving the coach-athlete relationship. The most recent research in sport has shown the single biggest contributor to athletic success, whether that is measured by medals won or personal best performances, is the quality of the coach athlete relationship.

### What does Athlete Assessments actually do?

#### How can they help a Coach or Sports person?

While we're located on the Sunshine Coast, Athlete Assessments ([www.athleteassessments.com](http://www.athleteassessments.com)) is an international sports consultancy supporting coaches, athletes and teams. We are most well known for our personality profiling products specifically for sport as we were the first global business providing this online. For our long-term clients, our services also include coach education and development, end-of-season reviews, pre-season programs, team and one-on-one consultations.

### How long have you been with Athlete Assessments?

We've just had our third birthday and I've been with Athlete Assessments since its inception. We've come an enormous way in such a short time and I'm excited about the future.

### What exactly do you do?

My title is client director and I am responsible for our key client relationships, predominantly the US college clients and professional or elite teams we work with. I drive our marketing strategy, both online and more traditional marketing, and also look after the consultants and sport psychologists who use our products with their clients.

### What did you do before?

Prior to moving to the Sunshine Coast, I sold my ownership in Xplore, the company I established with my business partner and built into a national consulting firm which specialises in developing women in the workplace.

### How do the two compare?

It couldn't be more different. With Athlete Assessments we have embraced technology to a whole new level. A big proportion of our clients are overseas and we work with them via the internet, video conferencing and by phone and try to limit our physical trips overseas to only a couple a year. We have also outsourced much of our operations, to allow us to do what we do based here on the coast.

### Do you think that the coaching that you do with coaches and sports people could also be used on business, in what way?

A quote I often refer to is "Athletes don't care how much you know, until they know how much you care." And really, this is true in any aspect of our lives. You can change 'athletes' to customers, students, employees and it still holds true. People may not remember what you say, or what you do, but they do remember how you make them feel. You can create enormous commitment by helping someone feel valued. The easiest way to show you value someone is to show interest in them and learning what is important to them. Spend some time really getting to know the people you work with or for, show genuine interest in them, and find out how you can help them success to be their best. Your success can only follow.

### Something else about Liz we found out.

Liz is a member at the Maroochydore Surf Club, has a black belt in Taekwondo and has set her 2010 goal of completing the New York Marathon in November. **B**