

THANK YOU  
FOR YOUR  
INVITATION!

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*International  
Centre of  
Excellence*

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**MY TOPIC:  
"MENTAL  
CHALLENGES  
IN HOCKEY"**



# As a Coach You Prepare:

- physically
- tactically
- technically
- **MENTALLY**



# WHAT IS COACHING ALL ABOUT?

## Bird theory



- **Career as a player:**
  - 227 games for Team Finland, 11 WC(A)
  - 2 Olympic games, 2 Canada Cups
- **As a head coach:**
  - 20 years for teams in Finland, Sweden Japan and Switzerland Elite leagues
- **As a National coach:**
  - 4 different national teams: Finland (men & women), Switzerland, France
- **Speciality: International Hockey**
  - played & coached in 7 countries, 3 continents
  - speaks 6 languages





# 12 Different Problems and Solutions

Facing:

1. Traditional Rivalry (Derby)
2. the Future Champion
3. a Team against which You will lose badly
4. a Team You will easily win

Recovering from:

5. a losing streak
6. a close loss
7. a bad loss
8. a close win
9. big win

Facing:

- 10 a Team You have already beaten
11. a Team You have already lost against
12. Facing a new practice session



Problem No. 1:  
Facing Traditional Rivalry (Derby)

Solution:  
REMIND YOUR PLAYERS OF HISTORY  
AND TRADITION,  
IT'S THEIR TURN TO CARRY THE TORCH





Problem No. 2:  
Facing the Future Champion

Solution:

REMIND YOUR PLAYERS THAT THEY  
WILL FACE THE GREATEST CHALLENGE  
OF THE SEASON

- THIS IS WHAT COMPETITION IS ALL  
ABOUT -

CREATE AN INSPIRING ATMOSPHERE



Problem No. 3:

Facing a Team against which  
You will lose badly

Solution:

MAKE IT CLEAR THAT THE RESULT IS  
NOT THE MOST IMPORTANT

SET INDIVIDUAL GOALS AND  
CHALLENGES



Problem No. 4:

Facing a Team You will easily win

Solution:

DISCUSS THE WORST CASE SCENARIO

STRESS INDIVIDUAL RESPONSABILITY  
AND PRIDE

STRESS 95/50 %



Problem No. 5:  
Recovering from a losing streak

Solution:  
STRESS THAT THE TEAM IS THE  
COACH'S RESPONSIBILITY

THE PLAYER'S RESPONSIBILITY IS HIS  
PERFORMANCE



Problem No. 6:  
Recovering from a close loss

Solution:  
**SHOW COMPASSION AND PERSPECTIVE**

**REMINDE THE PLAYERS THAT THESE  
GAMES WILL EVEN OUT DURING THE  
SEASON**



Problem No. 7:  
Recovering from a bad loss

Solution:  
SHOW AREAS WHERE PLAYERS CAN  
IMPROVE

SHOW AREAS WHERE THEY  
SUCCEEDED

FEEL DANGER THAT THEY WILL LOSE  
THEIR CONFIDENCE AND ENTHUSIASM



Problem No. 8:  
Recovering from a close win

Solution:  
STRESS MOMENTUM

KEEP IT GOING

SHOW AREAS WHERE THE PLAYERS  
CAN STILL IMPROVE

”WE ARE ON THE RIGHT PATH”





Problem No. 9:  
Recovering from a big win

Solution:

SHOW AREAS WHERE YOUR PLAYERS  
WERE EXCELLENT

UNDERSTAND THE EXTRA CONFIDENCE  
THEY GOT BY WINNING

BE CAREFUL WITH YOUR WORDS AND  
THE WORD COMPLACENCY



Problem No. 10:

Facing a Team You have already beaten

Solution:

GO THROUGH THE BASICS THE  
VICTORY WAS BASED ON

MAKE IT CLEAR TO YOUR PLAYERS  
WHERE THE OTHER TEAM WILL  
IMPROVE

STRESS YOUR STRENGTH AND  
ELIMINATE THE RIVAL'S IMPROVEMENT



Problem No. 11:

Facing a Team You have already lost  
against

Solution:

**BE CAREFUL THAT YOUR PLAYERS WILL  
NOT GET DEPRESSED AND LOSE THEIR  
CONFIDENCE**

**SHOW SPECIFIC AREAS WHERE YOUR  
PLAYERS WERE BETTER**

**SET INDIVIDUAL GOALS**



Problem No. 12:  
Facing a new Practice Session

Solution:  
CHANGE MOTIVATION TECHNIQUES

KEEP PRACTICES INTERESTING,  
CHALLENGING AND INSPIRING

CHANGE THE LENGTH, QUALITY AND  
INTENSITY OF PRACTICE SESSIONS

KEEP THE PRACTICES GAME-LIKE

HAVE COURAGE TO BE DIFFERENT



## CONCLUSION:

THE LONGER THE SEASON, THE MORE IMPORTANT ARE YOUR MOTIVATING SKILLS

PLEASE REMEMBER 95%  
CONCENTRATION LEADS TO A 50%  
RESULT

CAN YOU WIN WITH 50%?



THANK YOU FOR YOUR  
ATTENTION,  
HAVE A GREAT DAY!

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