

Ignite Hockey IQ

THE MEMBERSHIP

by Atherton Hockey

UNDERSTAND PEAK PERFORMANCE HABITS

with best-in-class video breakdowns of the top players of the game

TRANSLATE HABITS INTO PERFORMANCE

using clear, actionable feedback from video analysis and live Q&As

TAKE OWNERSHIP OF YOUR DEVELOPMENT

with strategies to optimize health, mindset, and performance



EMPOWERING PLAYERS

The Atherton Hockey DIY Experience.

\$67/month.
Cancel anytime.

We give you the tools we're using to drive results for our elite full-time clients. You recognize what strategies will work for you specifically on the ice. **You develop your game, and yourself, to find, repeat and increase your peak performance.**

Member Exclusives



- Exclusive new Performance Coaching content in your inbox twice / month.
- Monthly live sessions hosted by Atherton Hockey coaches and expert consultants to breakdown performance coaching content and answer your questions.
- All-access to Atherton Hockey video library of performance coaching breakdowns and recorded sessions.

The Process



01

Optimize Performance: NHL Player Analysis

We breakdown the best players in the game to see exactly what they are doing, how they do it, and why it drives peak performance.

02

Optimize Health: High Performance Habits

We look at creating habits off the ice to optimize your sleep, nutrition, endurance, and training with our team of experts.

03

Optimize Mindset: Mental Strategies

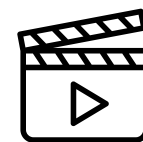
We dive into strategies for building a high performance mindset and creating an adversity plan that will have a huge impact on your game and your life.

The Experience



VIDEO BREAKDOWN ANALYSIS

New videos sent to your inbox twice / month.



NHL BREAKDOWN LIBRARY

Exclusive access to all content in our Member Library via site and app.



HIGH-PERFORMANCE HABITS

Our experts will present video trainings that we'll drop in your inbox and add to our library.



HIGH PERFORMANCE GUIDE

We'll send post and pre-season guides to help you set your vision and optimize your mindset.



LIVE BREAKDOWN AND Q&A

Our team of coaches will walkthrough the breakdown videos and answer your questions live.



LIVE TRAINING AND Q&A

Our expert consultants will hop on our live sessions to answer your questions



POST- AND PRE-SEASON MINDSET SESSIONS

Our high performance mindset coach will attend post and pre-season live sessions to talk you through mindset optimization..



Spring & Summer Sessions 2024

**Session topics subject to change.*

	FORWARDS WED 7:45-8:30P CST	ALL WED 8:15-8:30P CST	DEFENSE WED 8:15-9:00P CST
APRIL 17, 2024	Zone Exits: Advancing Plays	Scheduling Training for Peak Performance	Rushes Against: Aggressive Early
MAY 15, 2024	Transition Offense: Acquiring Passes	Effective Off-Season Gain Strategies	Zone Exits: Controlling Space
JUNE 12, 2024	Zone Entry: Controlling Space	Building an Adversity Plan	Transition Offense: Compressing Defenders
JULY 10, 2024	Zone Entry: Manipulating Defenders	High-Performance Habits: Hydration & Nutrition	Offensive Zone: Movement to Space

Our Team



PJ Atherton

Founder & Owner



Joonas Donskoi

Director of Strategy



Mark Van Guilder

Director of Development



Spencer Humphries

Assoc. Director of Development



Jeremy O'Keefe, DPT

Director of Performance

Expert Consultants

Shaun Goodsell, MA, **High Performance Mindset Coach**
Dayna McCutchin, **Registered & Licensed Dietician Nutritionist**



EMPOWERING PLAYERS

Hungry for more? We'll breakdown your games, identify strategies for YOUR specific development, and give you 1:1 advice from our team of experts in our OFF SEASON OWNERSHIP Program.

Visit <https://www.atherton-hockey.com/join-us>

Take control of
your development.

JOIN US

atherton-hockey.com

612-255-6447

support@athertonhockey.com



EMPOWERING PLAYERS