

Off-Season Ownership

by Atherton Hockey



EMPOWERING PLAYERS

A SYSTEMATIC PLAN OF ATTACK

crafted with intention to point

YOUR MAXIMUM EFFORT

with focus and efficiency towards

KEY AREAS OF YOUR GAME

you know will make a difference on the ice.

Your Solution



Our mission is to empower players to take ownership of performance and development.

Is your off-season development based on hope?

Without focus, off-season becomes mostly about maintenance and “hoping” to improve.



CLEAR OBJECTIVES

We’ll find the **unique areas** of your game that matter most for **your development**.

Will your training make you a better player?

Without strategy, you may be working in a way or on things that hurt on-ice performance.



FOCUSED PATHWAYS

We’ll provide you with an actionable **roadmap** of how to develop **your game**.

Are you using limited resources effectively?

Without a cohesive schedule, you might be doing more and getting less from your training.



OPTIMIZED STRATEGY

We will help you **balance** training efforts with effective **recovery**.

The Process



01

Discovery Consult

We collaborate with you to set transformational development targets.

02

Opportunity Analysis

With feedback from our collaborative session, we'll produce a final video breakdown with clear, actionable feedback.

03

Development Blueprint

We'll create a personalized development blueprint a tangible, visual strategy.

04

Training Optimization

We'll produce an off-season training plan that will minimize injury, promote recovery, and optimize gains.

05

NHL Comparable Session

We'll watch a comparable NHL player implement the strategic components of your blueprint.

06

High Performance Mindset Call

We'll work together to identify your peak mental state and build a plan for adversity.

DELIVERABLES



DEVELOPMENT VISION

PDF visual file



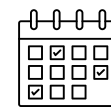
DEVELOPMENT BREAKDOWN

Downloadable video file



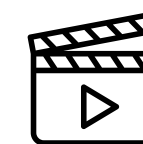
DEVELOPMENT BLUEPRINT

PDF visual file



TRAINING SCHEDULE

PDF calendar file



NHL ANALYSIS

Downloadable video file



HIGH PERFORMANCE MINDSET

PDF visual file

SESSIONS



1:1 COACHING

Atherton Hockey Coach



1:1 COACHING

Atherton Hockey Coach



1:1 COACHING

Atherton Hockey PT



1:1 COACHING

Atherton Hockey Coach



GROUP COACHING

Mental Skills Coach

Our Team



PJ Atherton
Founder & Owner



Joonas Donskoi
Director of Strategy



Mark Van Guilder
Director of Development



Jeremy O'Keefe, DPT
Director of Performance



Shaun Goodsell, MA
High Performance Coach



EMPOWERING PLAYERS

Own your off-
season.

CONTACT

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EMPOWERING PLAYERS