



# Information Pack

**Mental Performance Coaching**



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# About Flourish & Thrive

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**Flourish & Thrive** is a sport and performance psychology consultancy that seeks to optimise your health and performance by providing you with the mental tools, strategies and skills to strengthen your psychological coping resources so that you can flourish and thrive as a performer and as a person.

We currently offer 3 sport psychology services:

## 1-to-1 consultations

We conduct a psychological assessment and develop bespoke mindset plans specific to your individual needs and goals.

## Performance workshops

We offer practical sessions designed to educate your team about the mental skills required to optimise their health and performance.

## Team support

We provide support, guidance and consultation to enhance coaching practice and athlete development at an interdisciplinary team level.



## Flou·rish

/ˈflʌrɪʃ/

### Verb

A state where an individual experiences positive emotions, positive psychological functioning and positive social functioning



## Thrive

/θrɪv/

### Verb

The joint experience of development and success, which can be realised through effective holistic functioning and observed through the experience of a high-level of well-being and performance



# Who can call themselves a 'Sport Psychologist'?

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## A PROTECTED TITLE

'**Sport and Exercise Psychologist**' is a protected title in the UK, which can only be used by Practitioner Psychologists who are registered with the Health and Care Professions Council (HCPC). Please note, many practitioners specialising in sport choose to drop the 'exercise' part of the title and vice versa, but the same regulation applies.

Psychology is not the only profession regulated by the HCPC. In fact, the HCPC regulate a total of 15 health and care professions at the time of writing including physiotherapists, speech therapists and paramedics. This means that the HCPC sets the standards for professionals' education and practice, approves programmes which practitioners must complete to register with them, and takes action if individuals working within these industries do not meet those standards.

To complete, the HCPC training pathway to registration as a Practitioner Sport and Exercise Psychologist in the UK, it currently takes a minimum of six years of full-time higher education. These six years include an undergraduate degree, a postgraduate degree and a period of formal supervision.

The title '**Trainee Sport and Exercise Psychologist**' is reserved for practitioners enrolled on the British Psychological Society's (BPS) supervised training pathway called the Qualification in Sport and Exercise Psychology (QSEP), whereas the 'Sport and Exercise Psychologists in Training' is reserved for practitioners on the Sport and Exercise Psychology Accreditation Route (SEPAR) run by the British Association of Sport and Exercise Sciences (BASES).

At **Flourish & Thrive**, all of our sport psychology practitioners are registered with either the BPS or BASES as a trainee and/or are fully registered Practitioner Psychologists with the HCPC.



# About the Founder



**Matt McKeen**  
Trainee Sport Psychologist  
Founder of Flourish & Thrive

Having completed an undergraduate degree in Psychology and a master's in Sport and Exercise Psychology, Matt is currently working towards the BPS' QSEP under formal supervision.

Once completed, the QSEP will confer Chartered Psychologist Status with the BPS and registration with the HCPC as a Practitioner Sport and Exercise Psychologist - the highest standard of certification and regulation in the UK.

Matt has also completed his training as a MHFAider with MHFA England.

*Matt McKeen*

## MATT'S TRAINING

- **Qualification in Sport and Exercise Psychology (QSEP) | ongoing**  
Trainee Sport Psychologist under the guidance of Dr Jonathan Katz
- **MSc Sport and Exercise Psychology | Distinction**  
Loughborough University
- **BSc (Hons) Psychology | First Class**  
The Open University



# Our Mission, Vision and Values

## MISSION



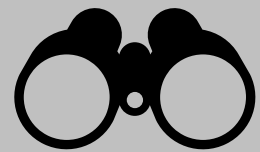
At **Flourish & Thrive**, our mission is to provide world-class sport and performance psychology services that optimise your health and performance.

We aim to equip you with the psychological tools, strategies and skills needed to navigate the daily challenges that characterise your world.

## VISION

At **Flourish & Thrive**, our vision is to empower individuals and teams in the worlds of sport, business and the military in order that they can unlock their full potential.

We believe that true success is not just about winning medals or accolades but also about flourishing and thriving as people.



## VALUES



### Integrity

We maintain the highest ethical standards in all our interactions, ensuring trust, respect and confidentiality in our relationships with clients.



### Connection

We recognise that genuine relationships are essential for effective support and growth.



### Empowerment

We provide you with the tools and guidance needed to flourish and thrive independently.



# How can sport psychology help you?

At **Flourish & Thrive**, we aim to optimise your health and performance by helping you to develop the mental tools, strategies and techniques needed to strengthen your psychological coping resources.

Some examples of areas on which we can work together are outlined below.

## Mental skills training

Improve psychological tools like goal setting, imagery, arousal control and self-talk to enhance your performance



## Performance anxiety

Reduce overthinking, deal with negative thoughts and cope with the pressure to perform at your best

## Resilience

Train your ability to bounce back from setbacks, adapt to challenges and withstand pressure



## Injury rehabilitation

Address the psychological aspects of recovery such as fear of re-injury and maintaining motivation

## Pre-performance routines

Develop personal routines that help you to prepare mentally and physically in the moments before competition



# How it works

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At **Flourish & Thrive**, we make it quick and easy to start receiving mental performance coaching.

Just follow our 5-step process to develop invaluable mental skills that can help you flourish and thrive as a performer and as a person.

1

## Get in touch

- Either via the contact form on our website, messaging us on our social media pages or by emailing [enquiries@flourishandthrive.co.uk](mailto:enquiries@flourishandthrive.co.uk)

2

## Arrange a free 15-min discovery call

- Introduce yourself
- Ask any questions you might have
- Establish whether we are a good fit

3

## Initial 50-minute consultation

- Your practitioner will conduct a thorough 'needs analysis' to ensure that we get to the heart of the problem
- We will also take time to understand your strengths, weaknesses and goals

4

## Engage in regular mental performance coaching

- Purchase the performance package most suited to your needs
- Meet regularly with your practitioner and work towards your targets
- Engage in mental conditioning exercises

5

## Flourish & Thrive as a performer and as a person





# FAQs

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## **Do I have to be an athlete to benefit from sport psychology?**

No. At **Flourish & Thrive**, we believe that developing attributes such as increased confidence, anxiety control, effective leadership, enhanced communication skills, goal setting and more can be beneficial no matter what industry you work in.

## **How many sessions will I need?**

Optimising your health and performance is a long-term process that requires consistent, on-going support. The exact number of sessions you need will vary depending on your performance goals and the challenges that you are currently facing – there is no magic number.

## **How often will we meet?**

Whilst it's possible to schedule a session for the same time every week, we've found that meeting every 2 weeks gives you a little bit more time to put into practice some of the mental tools you will explore in your sessions.

We can provide you with further guidance that is unique to your individual needs and goals following your initial consultation.

## **Where do 1-to-1 sessions take place?**

At **Flourish & Thrive**, we typically practise online via Zoom and Microsoft Teams.

However, if you wish to meet face-to-face, it is possible to arrange in-person sessions, but this typically incurs an additional charge.

## **Is our work confidential?**

Yes. At **Flourish & Thrive**, we ensure that the information discussed in your sessions is held in the strictest confidence.

However, there are some exceptions to this confidentiality. For instance, if we think you're going to cause harm to yourself or someone else, we are obligated to share this information with other people for your own safety and security.



# Contact Information

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## Flourish & Thrive

If you would like to talk about working together to optimise your health and performance, please see our contact information included below.



[www.flourishandthrive.co.uk](http://www.flourishandthrive.co.uk)



[enquiries@flourishandthrive.co.uk](mailto:enquiries@flourishandthrive.co.uk)



+44 7413393964



<https://www.linkedin.com/company/flourish-and-thrive/>



[@flourish\\_and\\_thrive\\_psych](https://www.instagram.com/flourish_and_thrive_psych)

At **Flourish & Thrive**, all of our sport psychology practitioners are registered with either the BPS or BASES as a trainee and/or are fully registered Practitioner Psychologists with the HCPC.

All conversations, communications and associated work are, therefore, informed by the BPS Code of Ethics and Conduct, the BASES Code of Conduct and the HCPC Standards of Conduct, Performance and Ethics.



The British  
Psychological Society



The British Association of  
Sport and Exercise Sciences

hcpc health & care  
professions  
council

