



# TEAM COACH PROFILE

## Simon Crampton

Simon has spent over 15 years working in elite sport and more recently in business, working across a variety of professional sports programmes and with senior leadership teams helping to create high performing individuals, teams and thriving cultures.

As a Senior Performance Psychologist at the UK Sports Institute Simon has been supporting Team GB to strive for medal success spanning five Olympic cycles, across both summer and winter Olympic sports since London 2012. From judo, to hockey, to skeleton, to sailing, his experience of high performance, of delivering under pressure and when it matters most is vast and wide.

Simon has also worked with the England & Wales Cricket Board for 8 years, supporting Academy and Senior International teams across both men's and women's programmes whilst also completing his doctorate in the psychology of elite performance.

Simon is passionate about people and performance and has a proven track record of supporting some of the UK's top high-performance programmes to identify its future talent, to help individuals achieve success on the World stage, to thrive when the hunters become the hunted and supporting leaders to create the conditions that enable individuals and teams to thrive.

## Impact

Success Measures from recent programmes with national and global clients

- Supported at Director and senior leadership level to drive an organisational change programme, helping to foster engagement and buy-in
- Supported senior leadership teams to embed ways of working with unambiguous standards to drive performance forwards and improve collaboration
- Facilitated the development of a highly effective leadership team, helping them establish a clear vision and purpose, which drove greater team member engagement and mutual accountability

## Proud to work with senior teams in

- UK Sports Institute
- England & Wales Cricket Board
- British Sailing Team
- GB & England Hockey
- British Skeleton
- Team GB & Paralympics GB

## Qualifications

- HCPC Registered Practitioner - Sport & Exercise Psychologist
- PhD in Performance Psychology
- Spotlight Accredited Practitioner
- Insights Discovery Accredited Practitioner
- MBTi Accredited Practitioner