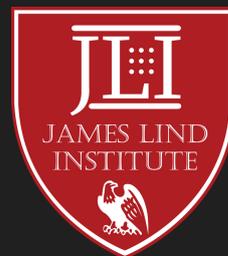


PROFESSIONAL SERIES



MASTERS IN ADVANCED SPORTS PERFORMANCE MSc

Innovative blended Master
Degree in Applied Sports
Performance for Elite
Athletes.

Delivered online



The team
behind the
team are
actively
reinventing
the way an
athlete
moves

Nothing beats
good
preparation

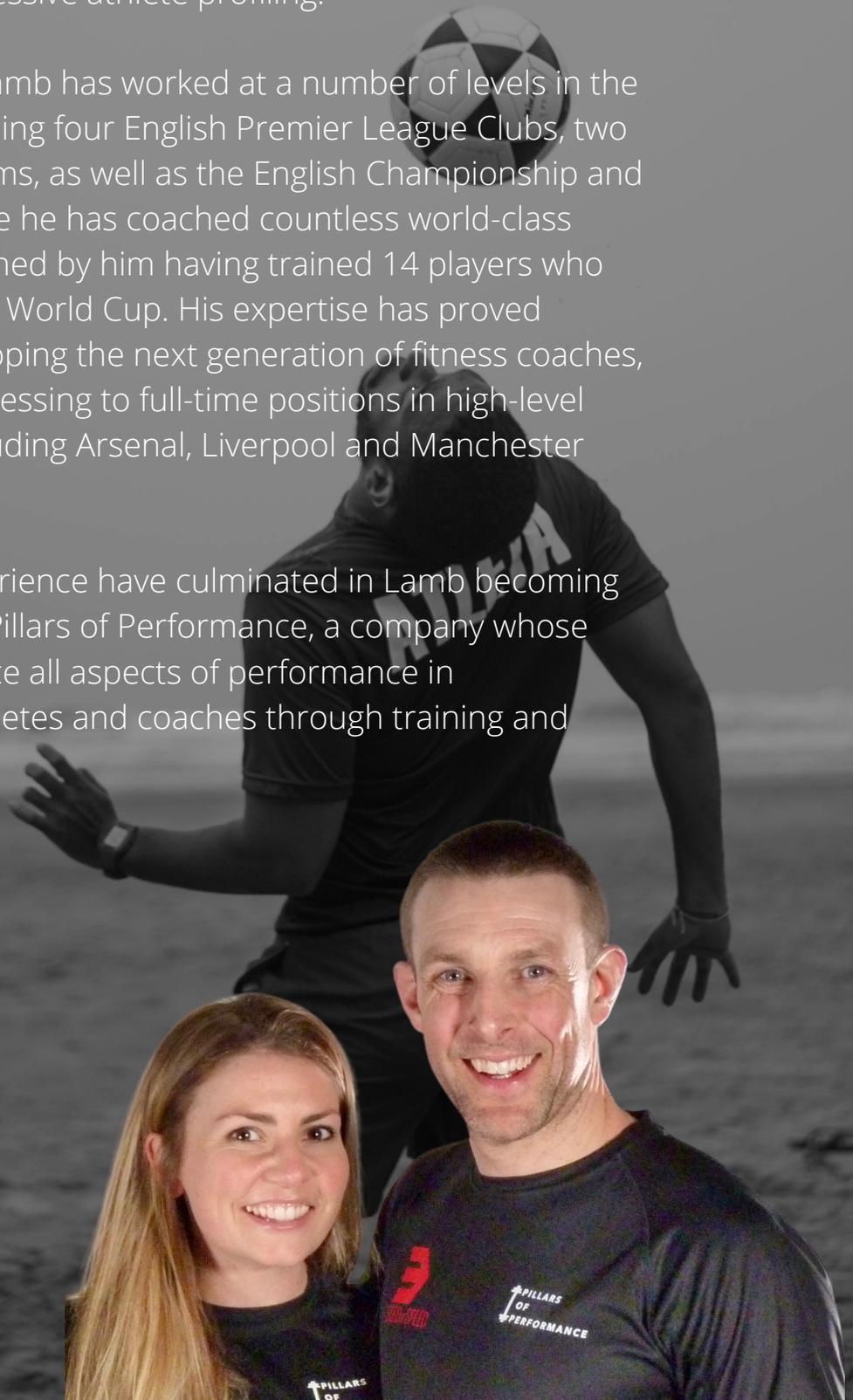


Adrian Lamb

Adrian Lamb is an Elite Performance Coach with 20 years' experience training and developing some of the top footballers in the world. Beginning his career as one of the earliest fitness practitioners in the modern game, Lamb has since established himself as a Premier League Head of Performance and a specialist in innovative training principles, advanced S&C practice, elite recovery modalities, cutting-edge nutrition and progressive athlete profiling.

Throughout his career, Lamb has worked at a number of levels in the professional game, including four English Premier League Clubs, two Major League Soccer teams, as well as the English Championship and League 1. During this time he has coached countless world-class footballers, a fact underlined by him having trained 14 players who featured in the 2018 FIFA World Cup. His expertise has proved equally effective at developing the next generation of fitness coaches, with former interns progressing to full-time positions in high-level sports organisations including Arsenal, Liverpool and Manchester City.

This knowledge and experience have culminated in Lamb becoming Co-Founder and CEO of Pillars of Performance, a company whose principal aim is to enhance all aspects of performance in organisations, teams, athletes and coaches through training and education.



Jamie Shannon Lamb

Jamie Shannon Lamb is the Co-Founder & CMO of Pillars of Performance. Having spent nearly the past decade working for the likes of FOX Sports, NBCUniversal, and Sunderland AFC, Lamb is a skilled negotiator and strategic thinker with expertise in a whole host of areas including sports business, advertising, marketing, strategy, production, branding & creative. She has a distinct understanding and applied knowledge of the way in which effective communication, influence, and the positioning of the Pillars of Performance is essential between the coach and the athlete.

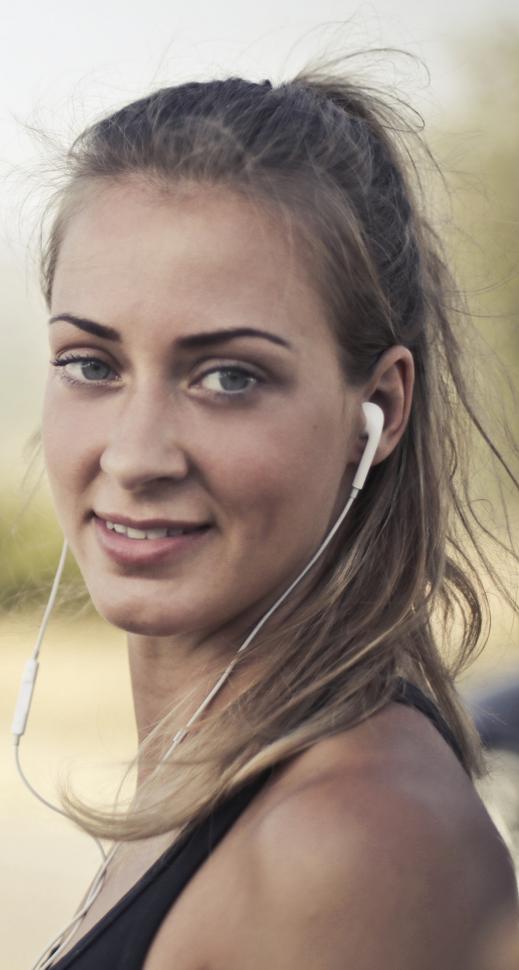


This course is designed for Sports and Exercise Science graduates and/or fitness professionals with a minimum bachelor's degree. It aims to educate students on applied techniques and methods that directly affect results on the pitch, field, track, course, or court by elevating the level at which their athletes perform both physically and mentally.

Taught by elite performance coaches with applied experience in professional sport and experts in the field of performance, students will learn innovative principles and practises utilised by world-class athletes and coaches.

SPORTS SCIENCE
WITHOUT QUESTION
IS THE BIGGEST
AND MOST
IMPORTANT
CHANGE IN MY
LIFETIME.

Sir Alex Ferguson





**Persistence can
change failure
into
extraordinary
achievement.**



Course Introduction

Introduction

Humans are constantly pushing boundaries. Year after year, powered by innovations in sports science, elite athletes are winning medals, lifting trophies and breaking records once thought impossible. The team behind the team are actively reinventing the way an athlete moves, recovers, consumes, and thinks. Dependent upon the sport, athletes must apply high levels of endurance, speed, strength, power, agility, and flexibility, as well as maintain an optimum body composition, to cope with the physical demands of their game and to continue demonstration of individual skill without premature fatigue; this renders a carefully planned, effective physical training programme an absolute necessity.

The application of advanced training principles coupled with technological, nutritional and medical innovations, has resulted in the creation of Performance Departments, whose role it is to ensure all components of performance are optimised. It is vital that these departments are staffed by practitioners who have an understanding of the effectiveness of modern training methods, recovery modalities, nutritional aspects, athlete profiling and analysis, awareness of life demands, and the importance of psychology.

Course Overview

The Masters in Applied Sports Performance course will lead students into a sound working knowledge of the factors affecting contemporary sport performance, how these factors interact with and influence each other, and assist in the development of their understanding of the modalities used to enhance physical outputs in the modern sporting arena. Students will learn these through six key performance principles.

This course aims to educate fitness professionals on applied techniques and methods that directly affect results on the pitch, field, track, course, or court by elevating the level at which their athletes perform both physically and mentally.



Course Contents

Six key principles have been identified as vital to creating the ideal environment in which the athlete can perform at his or her optimal level. Each will be expanded upon module by module throughout the duration of this course.

Module 1: Athlete Profiling & Analysis

Identifying the factors of individual performance which inform training decisions.

Module 2: On-Field Training

Innovative principles of on-field training which enhance all aspects of sport specific performance.

Module 3: Off-Field Training

Advanced strength & conditioning practice and the application of resistance training.

Module 4: Recovery & Regeneration

The latest regenerative modalities designed to maximise training adaptations.

Module 5: Nutrition for Performance

Effective nutritional strategies which underpin each stage of the performance process.

Module 6: Life Demands & Psychology

Understanding the significant impact behaviour and lifestyle away from training and the creation of a positive environment can have on performance.



MODULE 1 – ATHLETE PROFILING & ANALYSIS

The profiling of athletes and regular assessment of the various systems which support their performance are crucial components of the physical development process. A systematic approach to performance analysis ensures that all aspects of preparation become highly specific to the needs of the individual athlete, increasing the effectiveness of training and ensuring efficiency of the process as a whole.

During this module students will learn:

Principles of Performance Test Selection

Identifying and understanding the processes involved for selecting appropriate performance tests.

Principles of Performance Test Application

Understanding the factors involved in correctly administering performance tests and identifying optimal testing procedures.

Performance Testing Protocols

Understanding and being able to administer performance tests according to established protocols.

Integration of Performance Test Data into Training

Understanding how performance test data translates into meaningful training interventions and identifying the systems and procedures to integrate data into the training process.

Establishing the Functional State of the Athlete

Identifying effective methods of pre-training assessment and develop an understanding of athlete tolerance to prescribed training load and the probability of positive training adaptations.

Monitoring Physical Outputs in Training & Competition

Identifying systems designed to accurately monitor specific physical performance parameters during training, how measuring training outputs ensures optimal training response, and how to develop a specific loading profile based on performance evaluation systems in the competitive environment.

Benchmarking Recovery

Identify systems and procedures designed to identify athletes at risk of excessive fatigue, overreaching or overtraining and understand how to apply them to the screening and assessment process.

MODULE 1



MODULE 2 – ON FIELD TRAINING

A variety of sports incorporate differing levels of endurance, sprint and multidirectional components in their physical demands. The ability of the athlete to produce high levels of speed, agility and work capacity are valuable physical attributes which can often determine sporting success, and which can be modified through training. Exercise methods designed to enhance performance in these fitness qualities requires a clear understanding of the purpose, structure and content of training to prepare the athlete for the actions, movement patterns and intensities that they will encounter during competition.

Module 2 will address field-based training methods, including warm-up, speed, agility & change of direction, endurance and rehabilitation from injury.

During this module students will learn:

Principles & Application of Pre-Training & Pre-Competition Warm-ups

Identifying the multiple stages in the process of increasing athlete readiness, and understanding the underlying concepts in the structuring of warm-ups. Understanding the factors involved in warm-up delivery, and identifying modifications to warm-up procedures for different performance outcomes.

Principles & Application of Speed Training

Understanding how mechanisms acting at various levels in the nervous system may be modified by training to optimise the development of speed and power, and identifying the different training regimes involved in the development of sprint ability. Identifying specific drills and exercises designed to enhance different aspects of speed performance, including acceleration, maximum speed or maintenance of maximum speed.

Principles & Application of Agility & Change of Direction Training

Understanding how the various elements of agility may be modified by training, and identifying different training regimes to improve multidirectional performance. Identifying specific drills and exercises designed to enhance different aspects of agility performance, including acceleration, deceleration and movement skills.

Principles & Application of Endurance Training

Understanding the importance of energy system conditioning to physical performance and identifying effective training modalities designed to enhance various aspects of endurance in sport.

Components of Fitness & Integrated Training for Field Sports

Understanding the contribution of various components of fitness to field sports and identifying training methods designed to enhance those components in a way which is transferable to the sport. Understanding the relationship between tactical and technical aspects of field sports to physical outputs and identifying how to manipulate training drills to integrate physical objectives into field sports training.

Periodization of Training

Understanding the different systems of training organisation in sport and identifying the optimal training calendar under various conditions.

Rehabilitation of Injured Players

Understanding the process of criteria based rehabilitation and functional recovery from injury, identifying the key stages involved in return to competition decisions.

MODULE 2



MODULE 3 – OFF FIELD TRAINING

Athletes must be competent in a number of strength related factors in order to cope with the specific physical demands of a sport. These factors may include differing levels of sport specific endurance, speed, strength, power, agility, and flexibility, as well as optimal body composition. This highlights the need for a carefully planned, effective strength training process, designed to ensure the integrated development of all of these physical abilities. The underlying principle in designing the training programme is to achieve the optimal balance between training stress and restoration. The training must stress the body sufficiently to cause adaptation without inducing excessive fatigue and potential overtraining and result in an overall increased level of performance.

Module 3 will address gym based training methods, including activation, injury prevention, strength, power and core.

During this module students will learn:

Principles & Application of Pre-Training & Pre-Competition Activation

Understanding the key stages involved in raising the functional potential of the athlete specific to the physical demands of the sport or event, and establishing the relationship between neural activities and those demands. Identifying specific activation drills and exercises designed to enhance the functional potential of the athlete.

Principles & Application of Injury Prevention Training

Identifying the mechanisms and risk factors associated with specific injuries, and understanding the key stages in the injury prevention process for athletes. Identifying specific drills and exercises designed to reduce injury occurrence in the athlete.

Principles & Application of Strength Training

Understanding the process of increasing the ability of the athlete to generate force through strength exercise selection, prescription of training frequency, intensity and volume, and the assignment of appropriate training loads and thresholds, in accordance with the performance profile of the athlete and the needs of the sport. Identifying specific lifts and strength training exercises designed to enhance force production in the athlete in a way which is transferable to sport performance.

Principles & Application of Power Training & Plyometrics

Understanding the process of enhancing the ability of the athlete to produce force explosively through appropriate selection of exercise, prescription of training frequency, intensity and volume, and the assignment of appropriate training loads and thresholds, in accordance with the performance profile of the athlete and the needs of the sport. Identifying specific training exercises and modalities designed to increase the rate at which the athlete can produce explosive force in a way which is transferable to sport performance.

Principles & Application of Core Training

Understanding importance of the core to athletic performance, and identifying the key stages involved in developing and maintaining functional core strength and stability. Identifying specific core training exercises which facilitate stability and appropriate muscular recruitment under functional loading conditions in a way which is transferable to sport performance..

MODULE 3



MODULE 4 – RECOVERY & REGENERATION

The physical demands of training and competition result in a large amount of physical stress which, if not addressed and managed correctly, can result in athletes becoming excessively fatigued. Incomplete recovery can result in underperformance and injury, therefore effective recovery strategies are required to alleviate fatigue, regain performance levels, promote adaptation and reduce the risk of injury or burnout.

During this module students will learn:

Principles of Athlete Stress & Fatigue

Understanding of the varied nature of physical stress responses in athletes, the cause of these stress responses and the effect they have on physical performance.
Identifying models of stress response – GAS, Fitness-Fatigue.

Benchmarking Recovery

Understanding systems and procedures designed to identify athletes at risk of excessive fatigue, overreaching or overtraining, and identifying the relevant recovery modalities to apply to those athletes.

Principles & Application of Post-Competition Recovery

Understanding the timeframe associated with post-competition recovery and identifying regeneration protocols designed to minimise the stress response and enhance the recovery process.

Principles & Application of Post-Training Recovery

Identifying recovery modalities designed to maximise specific training induced adaptations in the athlete and identifying any modalities which may inhibit the adaptation response.

Sleep & Performance

Understanding the role sleep plays in recovery and the impact sleep deprivation has on physical performance, identifying the cycles of sleep and strategies the athlete may adopt to improve sleep.

MODULE 4



MODULE 5 – NUTRITION FOR PERFORMANCE

High quality nutrition underpins the entire physical performance process, and supports the athlete in all aspects of training, competition and recovery. By optimizing nutritional intake, the athlete will ensure that the energy demands of the sport or competition are met. Nutrition is crucial to a positive outcome in the recovery and regeneration process encompassing both competition and training, and ensures that the athlete maintains a body composition suitable for the sport. In addition, diet can affect the mood, concentration and mental drive of the athlete, therefore is fundamental to physical performance.

During this module students will learn:

Principles of Performance Nutrition

Understanding the fundamental principles underpinning nutrition and how they relate to athletic performance.

Energy Demands in Sport

Identifying the various energy demands in sport and understanding how they are affected by nutritional strategies. Identifying specific nutritional strategies to optimise physical performance.

Principles of Meal Composition

Understanding the relevance of meal composition to performance and identifying the optimal composition of meals at different times of the day and at various stages of the competition calendar.

Principles of Recovery Nutrition

Understanding the role nutrition plays in the regeneration of the athlete and identifying specific nutritional strategies at key stages of the recovery process.

Role of Body Composition in Performance

Understanding the importance of optimal body composition to physical performance in fundamentally differing sports and identifying specific dietary interventions to adjust body composition whilst maintaining physical output.

Optimised Hormonal & Neurotransmitter Profile of the Athlete

Identifying the hormones and neurotransmitters fundamental to athletic performance and how they relate to nutrition, understanding how modifications in diet and supplementation can optimise the hormonal profile of the athlete and enhance training.

Utilisation of Nutritional Supplements

Understanding the role of supplementation in sport, and identifying which supplements are necessary to support performance.

GET FUEL FOR YOUR MOOD



MODULE 6 – NUTRITION FOR PERFORMANCE

The athlete normally spends significantly more time away from the sporting environment than they do engaged in training or competition. The choices athletes make in their personal lives can have a major impact on their ability to train optimally, which will have obvious consequences for performance in competition. An understanding of the life demands facing an athlete can allow behaviours to be modified in order to minimise the negative effects these demands could potentially have.

During this module students will learn:

Influence of the Non-Sporting Environment on Performance Identifying factors in the personal life of athletes which can have a positive or a negative effect on performance.

Power of Culture & Performance

Understanding and managing the impact cultural factors can have on athletic performance

Impact of Negative Behaviours & Performance

Identifying negative behaviour choices which may influence athletic performance

Impact of Motivation, Drive & Focus

Identifying the mental skills necessary to support athletic performance and understanding the techniques required to maximise cognitive function

Mental Health Awareness & The Athlete

Understanding the impact of stress in the sporting environment and identifying strategies to enhance mental health and wellbeing

6 SEMESTER MODULE



Performance Principles

Six key principles have been identified as vital to creating the ideal environment in which the athlete can perform at his or her optimal level. Each of the following will be expanded upon throughout the duration of this course.



GAIN YOUR QUALIFICATION YOUR WAY

Post Graduate
Certificate
20 ECTS Credits



Complete Modules 1 and 2
ATHLETE PROFILING & ANALYSIS &
ON-FIELD TRAINING

Post Graduate
Diploma
20 ECTS Credits



Complete Modules 3 and 4
OFF-FIELD TRAINING &
RECOVERY & REGENERATION



Masters Degree
20 ECTS Credits

Complete Modules 5 and 6
NUTRITION FOR PERFORMANCE &
LIFE DEMANDS & PSYCHOLOGY



Complete Project
COMPLETE PROJECT ON S&C OF YOUR CHOICE

YOUR DEGREE





Testimonials

"I WAS INCREDIBLY LUCKY TO HAVE WORKED WITH LAMBY DURING MY TIME AT BLACKBURN ROVERS AND WITHOUT A SHADOW OF A DOUBT, I WOULDN'T HAVE RETURNED TO TOP-LEVEL FOOTBALL WITHOUT HIS EXPERT HELP AND A FANTASTIC MEDICAL DEPARTMENT. HIS ATTENTION TO DETAIL, WORK ETHIC, AND ABILITY TO INSPIRE WERE ALL KEY FACTORS IN RETURNING TO PLAY AFTER TWO CAREER-THREATENING INJURIES. ABOVE ALL THOUGH, WE ARE STILL CLOSE TO THIS DAY AND WOULD LOVE TO WORK ALONGSIDE HIM AGAIN ONE DAY."

STEVEN REID
REPUBLIC OF IRELAND,
BLACKBURN ROVERS & WEST BROMWICH ALBION
CURRENT ASSISTANT
COACH FOR SCOTLAND NATIONAL TEAM.

"LAMBY IS AN ABSOLUTE CHARACTER. I THINK THE WORLD OF HIM - BOTH AS A FITNESS COACH AND A PERSON. HE CONSTANTLY PUSHES EVERYONE AROUND HIM TO BE BETTER. HIS EXPERIENCE IN THE GAME AND HIS CREATIVE APPROACH TO TRAINING AND RECOVERY IS UNLIKE ANYTHING I HAVE SEEN BEFORE. I WAS LUCKY TO HAVE WORKED WITH HIM AT THE CHICAGO FIRE WHEN I WAS JUST COMING BACK FROM INJURY AND I KNOW I PROBABLY COULDN'T HAVE MADE IT BACK WITHOUT HIM. ANY TEAM OR INDIVIDUAL WOULD BE LUCKY TO HAVE HIM AS A FITNESS COACH."

MIKE MAGEE
LA GALAXY & CHICAGO FIRE
2013 MLS PLAYER OF THE YEAR



What our students say



Since the beginning of the course, I had all the tools to get the most of the course and especially the people involved in it helped me to explore new challenges. The Leadership Course has been very effective and applicable to my personal life and job. Recommended to everybody!

César Azpilicueta, Professional Footballer and Captain of Team, Chelsea FC

I want to share my feeling doing this course because I think it can be great for a lot of players and also for people around us like staff, physiotherapists, doctors, managers etc

This course brings me the opportunity to learn about something that I love, and it was so easy to follow, the lessons were very interesting, 70 mins per week all connected paying and attention, listen to and discussing a lot of doubts and questions. So I recommend this course to everyone to improve your knowledge about this future job or role, and most important because after football we are still young and we are winning time doing the course preparing ourselves a little bit better for this moment.

Willy Caballero, Professional Footballer, Chelsea Goalkeeper, Chelsea FC

Thank you very much! I'm really enjoying it, the reading on whether leaders are born or made is very interesting and I am enjoying learning something that I haven't thought about academically before.

Molly Johnson, Leeds United FC

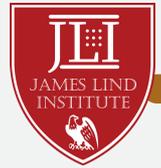
The Diploma course in Sport Leadership has been a really enjoyable experience. I have learnt a lot about myself during this time and this course has really got me thinking about my skills and areas to improve. It will help me develop in my roles at the Foundation & the Academy. Big thanks to Matt Everett and Nigel Thewlis for their support with the essay. I honestly never would have thought that my essay would have scored so highly.

Tom McStavrick, Leeds United





What our students say



I would recommend JLI to anyone who wishes to pursue any course in clinical research. JLI courses are very focused, self paced and interactive. Since I joined the programme, I have found it very useful. It has been very comprehensive and thorough. The content and volume of the course is certainly above a diploma level. I feel the diploma course was extra ordinary and I have achieved my over all objectives with the course.

**Dr. Inam Khan, MBBS(Pesh), MRCP(Ire), MRCP(Glasgow), Dip HSM(UK)
Registrar Department of Cardiology, Beaumont Hospital, Dublin, Ireland**

I am excited about having completed my professional development in Advanced Post Graduate Diploma in Tropical Medicine, Surveillance and Immunization at JLI. With this great effort and success, I would like to thank the founder and academic department of JLI including the lecturers for their effort of providing Training & Education Programs in areas such as clinical research, medical writing, pharmacovigilance, healthcare, etc. I am now a well trained, nurtured and oriented Public Health Specialist with expertise in Tropical Medicine, Public Health Surveillance and Immunization that will contribute to the promotion, prevention and protection of communities from preventable diseases. James Lind Institute is the first and best online training that I have ever got. Long Live JLI !

Jok Peter Mayom, BSc Sudan

The experience was very pleasant. Easy to use and convenient especially for students like myself doing the course while holding down a full-time job. The content was up to date and relevant. The course is by various recognized bodies of accreditation. I already have excelled in my career with the qualification. I would and have recommended the course to friends

**Angelina Kay
Expert Clinical Manager Novartis Basel-City, Switzerland**

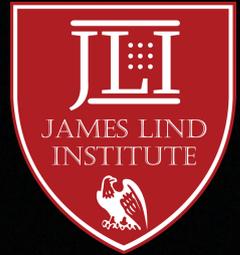
Your classes were wonderful. You are so thorough with the concepts and have an in-depth knowledge of the application. That makes you an excellent mentor. You were very considerate about our issues and took action immediately to help us, especially by enabling us to access the Oracle pharmaceutical apps link at almost all times

**Dr. Veena Chandra, BPT, MBA CRA
Training Assistant and Consultant CRA School of Montreal, Canada**

I was very happy that I have chosen the JLI for my education. It's a very effective training program and the support is excellent! I had the feeling that the content is very complete and covers all relevant topics in Medical Writing. Thank you very much for your support in my education. Keep going like that!

**Michaela Jambor
Medical Operations Leader Parexel, Berlin, Germany**





NOW ENROLLONG

James Lind Institute (JLI) is an Institute of Higher Learning based in Switzerland with student support centres in India, Singapore, US, and many other regions such as Africa, and the Middle East. JLI is accredited by various agencies and is also a member of the International Council of Open and Distance Education (ICDE), Norway.



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