

VALUES DRIVEN DELIVERY: A CASE STUDY

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ABSTRACT

Self-affirmation theory states each person has a self-system. This system is motivated to maintain optimal self-integrity, which is restored when people re-affirm their core values (Steele, 1988). From a sport psychology service standpoint, Poczwadowski, Sherman, and Ravizza (2004) understand values as one of five foundational elements that define professional philosophy. Many research-practitioners shifted towards a holistic sport psychology (HSP) approach, emphasizing athletic performance and personal development (Bond, 2002; Danish & Nellen, 1997; Friesen & Orlick, 2010, 2011; Miller & Kerr, 2002; Owton et al., 2014; Ravizza, 2002; Wrisberg et al., 2012). With this approach, a sport psychology professional's (SPP's) role includes understanding whole person development to facilitate performance enhancement (Bond, 2002; Friesen & Orlick, 2010).

The purpose of this study was to examine ways in which a nationally recognized mental performance staff provides HSP services integrated within an NCAA Division I athletics program. Specifically this study hoped to understand how personal values and self-integrity impact delivery services to teams from many role perspectives. The sample consisted of five mental performance coaches (MPCs) and 28 coaches, athletes, and support staff who worked directly with those MPCs. Findings support six consistent themes across the mental performance staff. Additional cross-group themes were constructed based on supplemental group experiences. Findings offer interpretation for SPPs and athletics departments collectively in understanding in the range of roles integrated HSP delivery services can provide, including a comprehensive system to support performance enhancement.