

## **Brad Yates**

HiLevel Performance Coach

Working with players, coaches and staff members to achieve success in all aspects of the organization, Performance Coach and author Brad Yates brings his expertise to Ka Ulukoa.

The former New York resident attended Amityville Memorial High School prior to Georgia Tech, where he played football in the early 1960s. He graduated with a B.S. degree in Industrial Management and later obtained his master's degree in Educational Psychology from the University of Hawaii.

Yates is the author of several books including *FUEL THE FIRE*, *Perform with Passion*, *FOCUS & FITNESS*, *HiLevel for Golfers*. He has written a number of performance articles which have been published in Australia, France, Germany, Italy, Japan and the United States.

Prior to starting his profession as a performance coach, Yates was a teacher and coach at Punahou School for thirty years. He resides in Maunalani Heights with his wife, Elise and the couple has one son, Reyn Yates and grandson, Nello.

## **Personal Insights**

### **Passion**

I have long followed the doctrine of "do what you love and love what you do." Working with individuals and teams as a HiLevel Performance Coach and teaching and writing about performance psychology are clearly what I love to do.

### **Volleyball**

I love the energy and the emotional nature of the game. To be good you have the fire; the interest, the intense desire, the excitement and the passion to develop the mental, physical and emotion skills needed to give your best effort under pressure.

### **FLOW**

There is no substitute for reps. You have to invest time and effort to build trust in your skills. To experience the power of the flow (play with fire) you must learn to operate at acceptance (want to be present), find enjoyment (make the process fun) and generate enthusiasm (create the momentum that is linked to accomplishment).

### **Support**

A special thanks to Lee Lamb for hiring me to work with and learn from of all you.

Aloha,

Brad