



COACH PROFILE



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TRAINING

I began training as a health coach in 2011 while supporting refugee health and mental health operations on a United Nations mission to the Gaza Strip. In 2014, I trained as an ICF coach and attended further training in Organisational Systems & Relationships Coaching.

In 2017, while running an executive coaching practice, I trained as a Positive Psychology Practitioner and in 2018 completed a Masters of Science degree in Exercise & Sport Psychology. I am also a qualified fitness instructor, personal trainer, self-defence instructor, martial artist, and yoga teacher.

PHILOSOPHY

My coaching philosophy is rooted in a sound understanding of psychology, in particular the disciplines of Positive Psychology, Cognitive Psychology, Social Psychology, and Humanistic Psychology.

COMPETITION

Growing up as a child athlete swimmer, competition was a way of life for me. I excelled in the pool and enjoyed my training immensely. Even back-to-back lengths in the pool for an hour didn't bore me! However, nothing could match the excitement of competition day. I knew who the strong swimmers were and could usually guess on the day which one of us would win.

Thankfully, this drive to win was balanced by a life-long practice in the martial arts. While I would go on to compete in judo, my karate training was steeped in lessons from the Budo path. This taught me humility and the art of perseverance. I eventually earned my second degree black belt at 37, some 15 years after earning my first and 25 years after setting foot in a dojo.

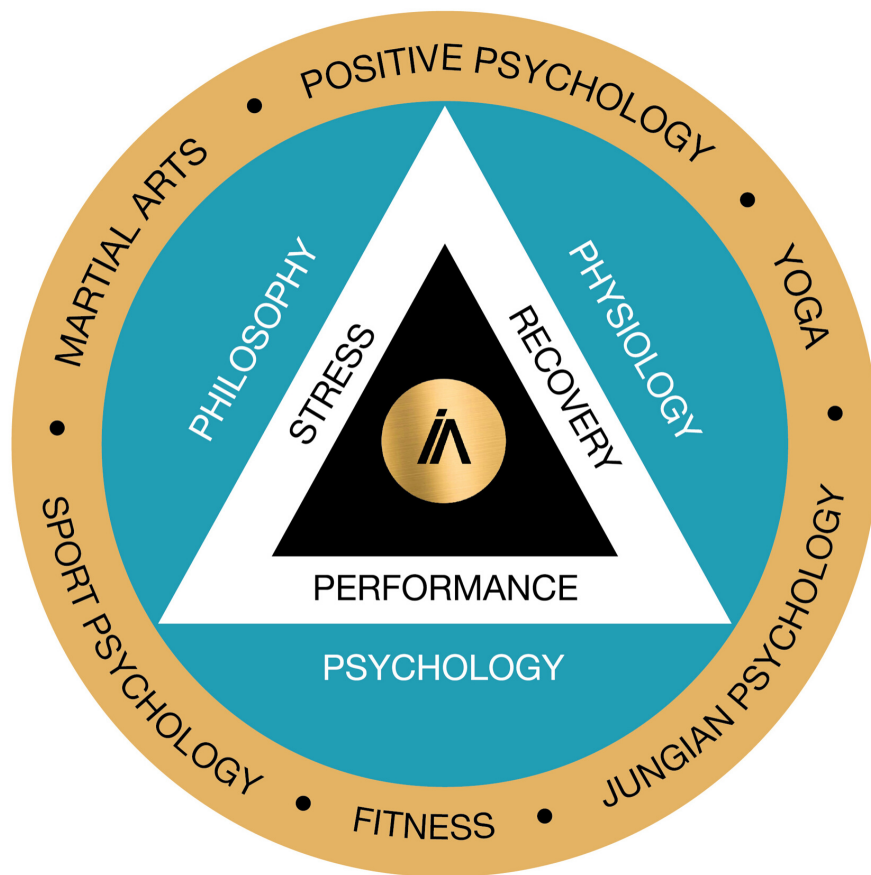
JOURNEY

My early interest in coaching stems from working with doctors, nurses, health educators, and mental health practitioners in the Gaza Strip. I wanted to understand how people could reduce their risk of developing chronic diseases such as hypertension and diabetes, even in a conflict environment where poverty rates were high and many were dependent on food aid.

Parallel to this, I was teaching yoga after work to people who were struggling with chronic and traumatic stress. I took a strong interest in mind-body approaches to stress and trauma recovery and this led me to explore training as a dance movement psychotherapist and later, switch tracks to training as a health coach and then professional coach.

The body, movement, and emotions were my first points of reference as a coach. I later developed an interest in Jungian psychology and the archetypal energies that drive our lives. As I moved into studying psychology, I took a greater interest in physiology, cognition, and emotion. With a background in politics, social psychology also made much sense.

Gradually, my coaching practice shifted away from executive coaching towards performance, stress, and recovery coaching. The biopsychosocial model, which looks at biological and psychological processes in relation to the social environment is one that captures the essence of my journey to becoming a coach. I now draw on my own teaching models.



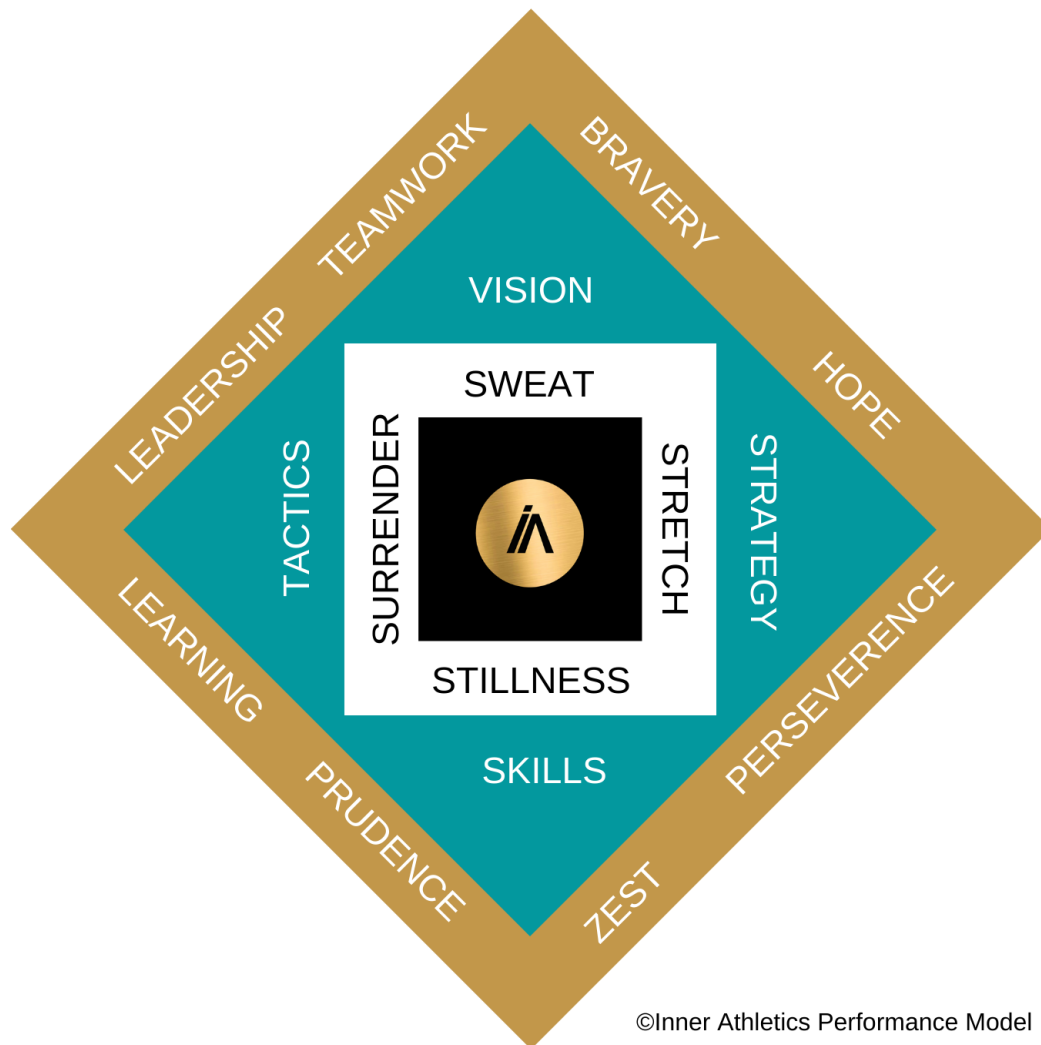
©INNER ATHLETICS RESEARCH MAP

RESEARCH MAP

The Inner Athletics Research Map© explores how people flourish and excel in life, exercise, and sport, and the role of movement, mind, philosophy, and environment in this process. It guides my work with coaching clients.

Underpinning most of my research is the science of Positive Psychology and Exercise & Sport Psychology. In the past, I have also explored the role of Jungian Psychology in post-traumatic growth, specifically with regard to archetypal journeys and finding lost parts of ourselves.

I partner with the Positive Psychology Guild on research initiatives and projects. I also take a keen interest in the research needs of exercise and sport professionals and practitioners, and those who practice broader movement forms such as dance, yoga, and martial arts.



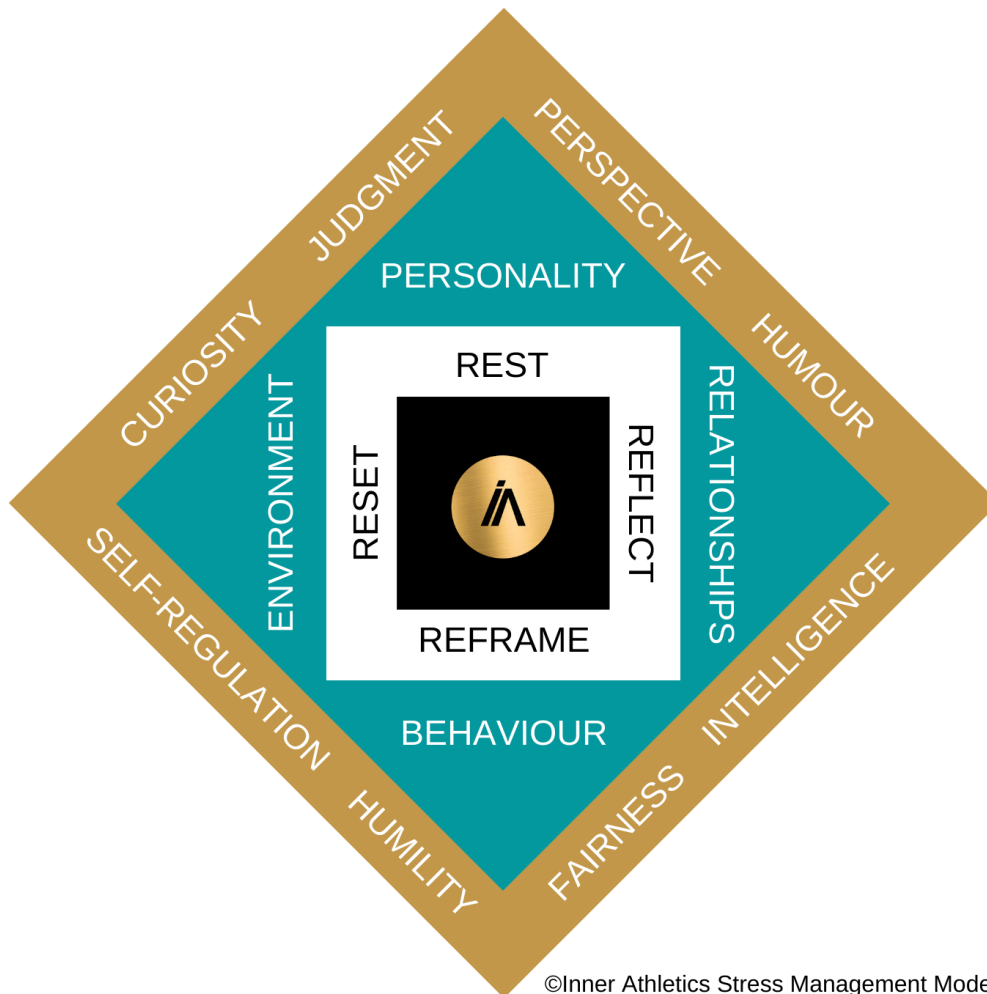
PERFORMANCE COACHING

The Inner Athletics Performance Model© blends dynamic movement and strategic insight with high energy strengths and values. At its heart lies the psychological and physiological benefits of sweating and stretching, and emotional benefits of stillness and surrender.

Coaching sessions on performance focus on **overcoming obstacles**.

Coaching areas include:

- Building Confidence
- Competition Preparation
- Goal-Setting & Motivation
- Leadership Development
- Group & Team Dynamics



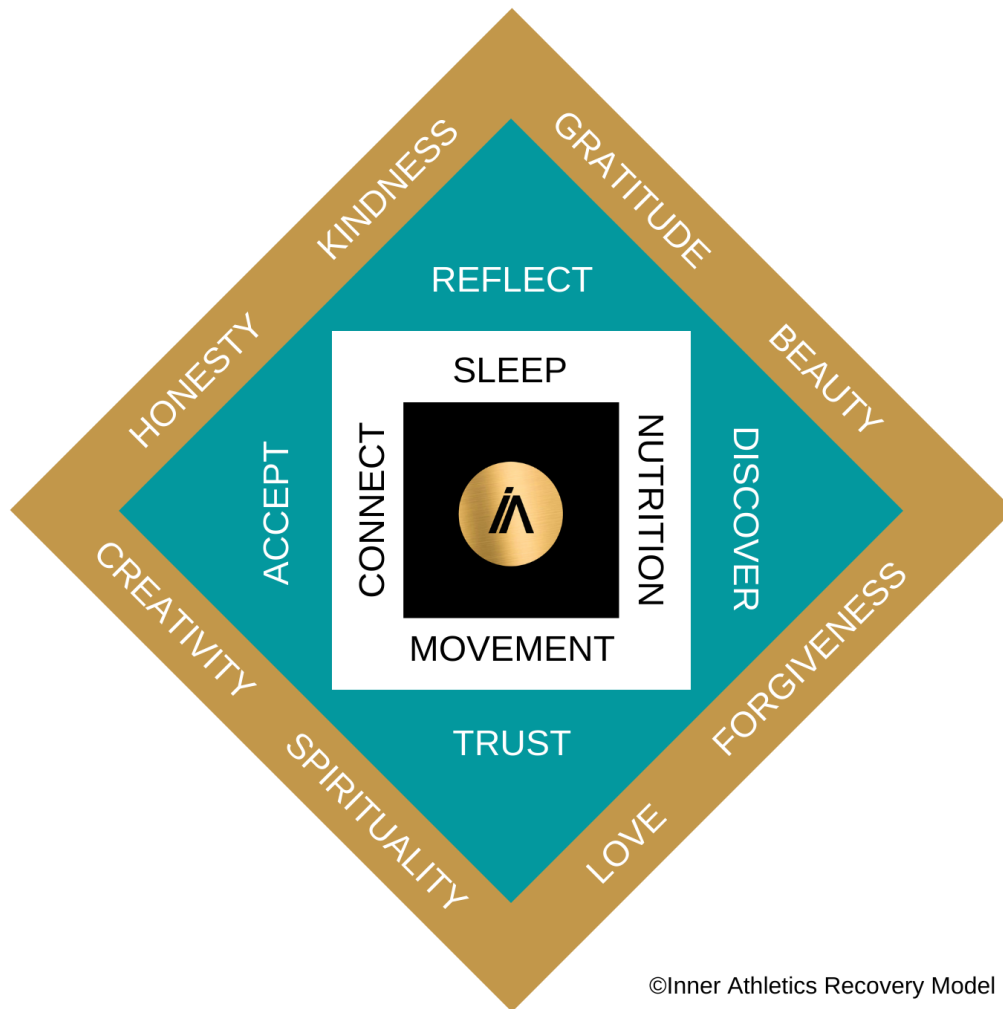
STRESS MANAGEMENT

The Inner Athletics Stress Model© guides my research and coaching practice on stress in movement, exercise, and sport. With relevant skills acquisition, regular practice, and social support, we can learn to perform under pressure and recover from challenging times.

Coaching sessions on stress focus on **managing pressure**.

Coaching areas include:

- Stress Response
- Managing Thoughts
- Processing Emotions
- Cognitive Functioning
- Coping Skills & Strategies



RECOVERY COACHING

The Inner Athletics Recovery Model© blends restorative movement and contemplative practices with timeless strengths and values. Within it lies the wisdom of gentle movement, sleep and rest, community, and nutritious food. It seeks to break unhealthy cycles of stress and negativity.

Coaching sessions on recovery typically focus on wellbeing support.

Coaching areas include:

- Exploring Meaning
- Overcoming Setbacks
- Learning from Failure
- Cultivating Compassion
- Developing Resilience