

# Postgraduate Diploma

## Leadership and Personal Branding in Sports Psychology

Endorsed by the NBA



**tech** technological  
university



## Postgraduate Diploma Leadership and Personal Branding in Sports Psychology

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/pk/psychology/postgraduate-diploma/postgraduate-diploma-leadership-personal-branding-sports-psychology](http://www.techtute.com/pk/psychology/postgraduate-diploma/postgraduate-diploma-leadership-personal-branding-sports-psychology)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Structure and Content

---

*p. 12*

04

Methodology

---

*p. 16*

05

Certificate

---

*p. 24*

# 01

# Introduction

Personal branding is part not only of an individual's professional identity, but also of their own capabilities, aspirations and ambitions. As a result, many sports psychologists have developed a strong personal brand over the past few years, making it a key issue in the most successful careers. To create and foster a strong personal brand, it is necessary to deepen one's leadership and team management skills in order to acquire the necessary perspective to transmit this knowledge in a digital environment. This university program delves into the management and handling of social networks, to achieve professional objectives, with a completely online format, which provides the necessary flexibility to adapt to all kinds of routines and daily responsibilities.





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*Give your career a decisive boost by understanding the impact of different blogging, podcasting and video blogging platforms on an athlete's career"*

Social networks are practically an extension of the professional and personal lives of many athletes today. Using them is simple, but learning how to manage and handle them from a psychological point of view is more complicated, especially when ambitious sports goals are set.

This is where the role of the sports psychologist comes into play, who with a mastery of persuasion and influence techniques in the networks can raise not only their own personal positioning, but also that of the teams and athletes they advises. In this way, it is vital to study the psychological pyramid of sports performance affected by social networks, as well as other fields such as self-leadership, team mentality or effective management in high performance sports.

Being a transcendental issue, it is necessary for the psychologist to have the freedom to be able to assume it in a comfortable and accessible way. For this reason, TECH has created this Postgraduate Diploma with the objective of offering it 100% online. Thus, both face-to-face classes and predefined schedules have been eliminated, giving the psychologist the freedom to download the entire contents from the first day. The didactic material, full of high quality multimedia content, will be a decisive advantage to effectively master Leadership and Personal Branding in Sports Psychology.

This **Postgraduate Diploma in Leadership and Personal Branding in Sports Psychology** is the most comprehensive and up-to-date educational program on the market. The most important features include:

- ♦ Development of case studies presented by experts in Coaching and Sports Psychology
- ♦ The graphic, schematic, and eminently practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice.
- ♦ Practical exercises where self-assessment can be used to improve learning.
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Apply to your own personal brand the outstanding knowledge you will acquire in this Postgraduate Diploma, giving an even more important value to your image and content"*

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*Acquire the leadership necessary to captain teams or individuals in high performance sport, including their own public image”*

The program’s teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive training programmed to train in real situations.

This program is designed around Problem Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*It more effectively addresses the conflict and negotiation issues that often arise from the use of social networks*

*You will not have to adapt to any schedule or face-to-face classes. At TECH you decide the time and place to take on the entire teaching load*



# 02

# Objectives

Since personal branding is not only a matter of marketing, but also of effective leadership, this Postgraduate Diploma brings together the knowledge that sports leaders and coaches apply in their own successful methodology. Compiled by a high-level teaching team, the psychologist will have access to updated content adapted to the new realities of sport, contextualizing each of the topics covered through real case studies.







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*Give your own personal brand a distinctive push even during the course of the program, as the improvement will be continuous and progressive”*



## General Objectives

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- ♦ Cover the different leadership styles with the greatest success in the sporting panorama.
- ♦ Study high performance team management at the psychological and motivational level.
- ♦ Understand the importance of personal branding for professional development
- ♦ Update the management of the different digital tools to disseminate the personal brand.



*Get to know the keys to leadership and sports management applied by the great successful Coaches around the world"*





## Specific Objectives

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### Module 1. Leadership and Management of High Performance Teams

- ♦ Study the most effective management models in high performance sports.
- ♦ Learn how to apply effective leadership in the sports environment.

### Module 2. Leadership Applied to Individual and Collective Sports

- ♦ Know the differences between the sports psychologist and the coach
- ♦ Delve into the concept of psychological training.
- ♦ Learn how to generate a team mentality
- ♦ Know how to promote self-leadership
- ♦ In-depth study of the methods for dealing with defeat

### Module 3. Personal Branding and Management of Digital Tools

- ♦ Learn the basic fundamentals and positioning of a personal brand
- ♦ Deepen in the management and handling of social networks to achieve professional objectives.
- ♦ Know the proper use of social networks on behalf of the athlete.
- ♦ Study persuasion and influence techniques applicable to different blog, podcast or videoblogging platforms
- ♦ Study the psychological pyramid of sports performance.

# 03

## Structure and Content

In order to facilitate a better and smoother study process for the student, each topic covered is complemented with a multitude of detailed videos, interactive summaries, complementary readings and self-knowledge exercises. In addition, the *Relearning* pedagogical methodology, distinctive of TECH, makes all learning much more efficient, since the most important concepts of leadership and personal branding are reiterated throughout the entire syllabus.





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*You will have the freedom to even choose the teaching module you want to start with, according to your own interests and objectives”*

### Module 1. Leadership and Management of High Performance Teams

- 1.1. Origin and History of Leadership Styles
- 1.2. Transformational and Transactional Leadership Style
- 1.3. Leadership Style and Followers
- 1.4. Bases of High Performance Teams
- 1.5. Define the High Performance Challenge
- 1.6. Action Plan
- 1.7. Sustainability and Maintenance of High Performance
- 1.8. Types of Leadership and Coaches in the Sports Field
- 1.9. Athlete Risk Situations
- 1.10. Self-care of High Performance Athletes and their "Caregivers".

### Module 2. Leadership Applied to Individual and Collective Sports

- 2.1. Sports Psychologist Vs. Coach
- 2.2. Psychological Training
- 2.3. Psychological Determinants of Performance and Talent Management
- 2.4. Team Mentality and Basic Elements of Intervention
- 2.5. Communication Skills
- 2.6. Stress and Anxiety Intervention
- 2.7. Coping with Defeat/*Burnout* Prevention
- 2.8. Experiential Tools: *Live Training* Applied to Sports Coaching
- 2.9. Extreme Sports: Talent, Mental Strength, and Ethics in Sports Development
- 2.10. Self-Leadership. Self-Management
- 2.11. The Leader Coach and Team Management, Ethics and Coaching
- 2.12. Diagnostic Tools for Sports Teams and Organizations
- 2.13. Design of Intervention Plans for Teams and Organizational Development.





### Module 3. Personal Branding and Digital Tools Management

- 3.1. Information and Communication Technologies (ICTs)
- 3.2. Basic Principles of Digital Marketing
- 3.3. Internet, the Web, Web 2.0 and Web 3.0
- 3.4. Personal Brand Positioning
- 3.5. Management of Social Networks
- 3.6. Athletes and the Use of their Networks and Interventions in the Media
- 3.7. Content Marketing Generation Through Different Platforms: Blogs, Podcasts, Video Blogs, Etc.
- 3.8. Media Communication Skills
- 3.9. Persuasion and Influence Techniques



*You will save many hours of study time thanks to the didactic and pedagogical support with which all the contents have been approached"*

04

# Methodology

This training program provides you with a different way of learning. Our methodology uses a cyclical learning approach: ***Re-learning***.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the ***New England Journal of Medicine*** have considered it to be one of the most effective.





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*Discover Re-learning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is abundant scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

*With TECH the psychologist experiences a way of learning that is shaking the foundations of traditional universities around the world*



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions in the psychologist's professional practice.

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Psychologists who follow this method not only master the assimilation of concepts, but also develop their mental capacity by means of exercises to evaluate real situations and apply their knowledge.
2. Learning is solidly translated into practical skills that allow the psychologist to better integrate knowledge into clinical practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Re-Learning Methodology

At TECH we enhance the Harvard case method with the best 100% online teaching methodology available: Re-learning.

Our university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which is a real revolution compared to the simple study and analysis of cases.



*The psychologist will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning*

At the forefront of world teaching, the Re-learning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best Spanish-speaking online university (Columbia University).

This methodology has trained more than 150,000 psychologists with unprecedented success in all clinical specialties. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a high socioeconomic profile and an average age of 43.5 years old.

*Re-learning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by our learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Latest Techniques and Procedures on Video

TECH introduces students to the latest techniques, to the latest educational advances, to the forefront of current psychology. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





**Expert-Led Case Studies and Case Analysis**

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



**Testing & Re-testing**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises: so that they can see how they are achieving your goals.



**Classes**

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



**Quick Action Guides**

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



05

# Certificate

The Postgraduate Diploma in Leadership and Personal Branding in Sports Psychology guarantees, in addition to the most rigorous and updated training, access to a Postgraduate Diploma issued by TECH- Technological University.





The image features two graduation caps against a blue sky with light clouds. One cap is black with a black tassel, and the other is maroon with a black tassel. The background is split into a white diagonal section and a magenta section.

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*Successfully complete this training program and receive your certificate without travel or laborious paperwork”*

This **Postgraduate Diploma in Leadership and Personal Branding in Sports Psychology** is the most comprehensive and up-to-date program on the market.

**After you have passed the evaluations, you will receive your corresponding** Postgraduate Diploma issued by **TECH - Technological University** via tracked delivery.

This program makes a significant contribution to the development of continuing education and contributes a high university curricular value to the professional's training, and it is 100% valid in all competitive examinations, professional careers and labor exchanges of any Spanish Autonomous Community.

Title: **Postgraduate Diploma in Leadership and Personal Branding in Sports Psychology**

ECTS: **18**

Official N° of Hours: **450 hours**.

**Endorsed by the NBA**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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