

# Postgraduate Diploma

## Leadership and Personal Branding in Sports Psychology

Endorsed by the NBA





## Postgraduate Diploma

### Leadership and Personal Branding in Sports Psychology

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

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

There are many ways to be a leader and build a personal brand, but not all are equally effective in increasing performance. This program helps the student to detect potential leaders, diagnose ascents, provide tools and be aware of the effects they produce, as well as to build their personal brand. The purpose of this program is to work on the athlete to detect the strong points of their personality when influencing others, the way they do it, what they generate in others and the responsibility that this implies. All this under a 100% online modality according to the pace of life of each student and with the innovative *Relearning* method.





“

*You will contribute to the behavioral process of influencing individuals and groups in the achievement of their goals, providing them with the necessary guidance and resources"*

This Postgraduate Diploma qualifies the student to work as a sports psychologist, trained to manage the high performance of athletes and all the elements of any entity or company and lead them to leadership while building their personal brand.

This program has a combination of theoretical and practical material, covered in a unique teaching and in-depth way, with the objective of allowing the student to experience their own leadership process in first person and thereby be able to understand how this branch of sports psychology works in both their professional and personal life.

As it is a 100% online program, the student is not conditioned by fixed schedules or the need to move to another physical location, but can access a rich content that will help you reach the elite of leadership and personal branding in sports psychology at any time of day, balancing, at your own pace, your professional and personal life with your academic one.

This **Postgraduate Diploma in Leadership and Personal Branding in Sports Psychology** contains the most complete and up-to-date scientific program on the market. Its most notable features are:

- ♦ The development of case studies presented by experts in coaching and sports psychology.
- ♦ The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out 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



*You will improve your skills as a sports psychologist to deploy a leadership process, with goal setting, an action plan and follow-up."*

“

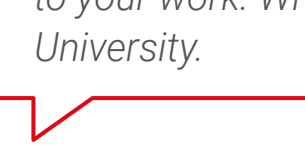
*Acquire the necessary skills for the athlete to know themselves better, set their own goals, establish their plan of action and be the master of their destiny".*

The program's teaching staff includes professionals from the sector who contribute their work experience to this program, in addition to renowned specialists from leading societies and prestigious universities.

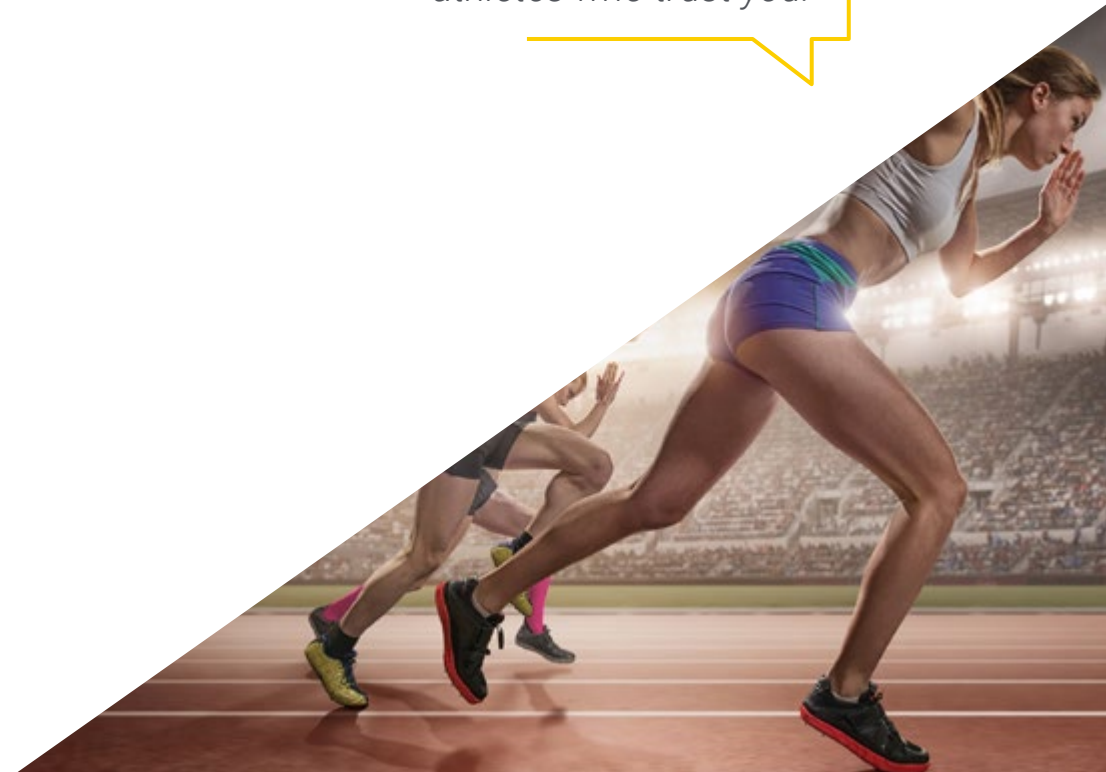
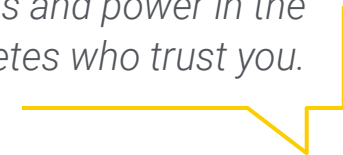
The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

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

*An athlete's performance and satisfaction can be increased thanks to your work. Why TECH Global University.*



*It contributes to generate credibility, attractiveness and power in the athletes who trust you.*



# 02 Objectives

The program design of this Postgraduate Diploma will allow the student to generate confidence and positive influence in the athlete through the design of an action plan to set goals. You will also learn the importance of building your personal brand and positioning your image in sport. All this, through the adoption of psychological techniques for the management of individual and team relationships during the competition.







“

*You will learn to know and lead first yourself and then lead and manage others”*



## General Objectives

---

- ♦ Approach the most successful leadership styles in the sporting arena.
- ♦ 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.



*The sports field calls for trained professionals and we give you the tools to place you at the top of your profession".*





## Specific Objectives

---

### **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 a sports psychologist and a coach.
- ♦ Delve into the concept of psychological training.
- ♦ Learn to generate a team mentality
- ♦ Know how to promote self-leadership
- ♦ Study in depth the methods for dealing with defeat.

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

- ♦ Learning the basic fundamentals and positioning of a personal brand
- ♦ Further develop the management and handling of social networks to achieve professional objectives.
- ♦ Know the proper use of social networks by 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

Professionals in the sector have brought together in three modules the influence of mental control and personal balance for the improvement of sports performance. This Postgraduate Diploma covers everything from leadership and management of high-performance teams to personal branding and processing of digital tools, as well as guidance in individual and team sports.





“

*You will have at your fingertips the best preparation with the most complete and up-to-date program on the market”.*

## 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. Principles 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 Sports
- 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 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 Management of Digital Tools

- 3.1. Information and Communication Technologies (ICT)
- 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. Social Network Management
- 3.6. Athletes and the Use of their Networks and Interventions in the Media
- 3.7. Content Marketing Generation through Different Platforms: Blogs, Podcast, Videoblogs, etc.
- 3.8. Media Communication Skills
- 3.9. Persuasion and Influence Techniques

“ *A unique opportunity to learn with the proven and tested Relearning model proposed by TECH Global University, a system that abandons conventional linear learning*”

04

# Methodology

This program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

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.







“

*Discover Relearning, 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”*

### Case Study to contextualize all content

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



### A learning method that is different and innovative.

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH, you will learn using a cutting-edge methodology designed to prepare the executives of the future. This method, at the forefront of international teaching, is called Relearning. Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



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.

With this methodology, we have enabled more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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 adapted in 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.



### 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.



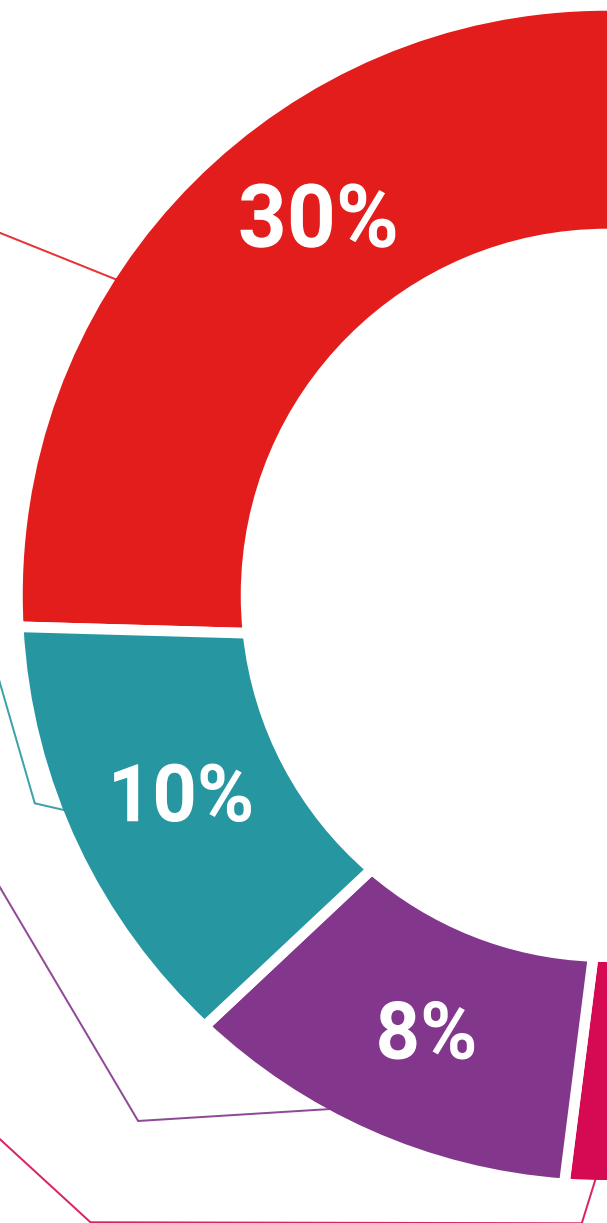
### Practicing Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this situation. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### 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 educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

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



# 05 Certificate

The Postgraduate Diploma in Leadership and Personal Branding in Sports Psychology guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.





“

*Successfully complete this program  
and receive your university qualification  
without having to travel or fill out laborious  
paperwork”*

This program will allow you to obtain your **Postgraduate Diploma in Leadership and Personal Branding in Sports Psychology** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

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

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



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



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

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Credits: **18 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma

## Leadership and Personal Branding in Sports Psychology

Endorsed by the NBA

