



Working in partnership with Gazing Limited

Helping people and organisations
everywhere to perform under pressure

It starts with mindset

INTRODUCING GAZING MAY 2022

Who are we?

Gazing has been around for over 25 years supporting major business transformations across the globe with our programmes.

We began by focusing on sales, sales management and leadership training, which is still a core part of our Gazing Performance business. It soon became clear that our unique approach to Performance Under Pressure, which reflected the different perspectives and professional backgrounds of our founding directors, had a much broader scope.

Introducing the Gazing Red2Blue brand

Red2Blue has always been an important part of our training programmes. Now, we've created Gazing Red2Blue, a standalone brand featuring a range of mental skills development programmes for individuals, coaches and organisations, updated to meet the demands of the world today.

Gazing works with people of all ages and ability levels, from 7 to 70 years old, in over 60 countries, helping them to develop their mindset alongside their knowledge and critical skills. We've worked with school children in Africa and high-powered CEOs; coaches of Sunday sports clubs and the best athletes in the world; one-on-one and with 10,000+ strong multinational organisations. No matter who we're working with, it starts with mindset.



Zoom in and Zoom Out

Our name derives from the Gazing Principle®, practised and developed by the Japanese swordsman and philosopher Musashi. His success was based on a 'double gaze' – one eye on the immediate situation (the opponent) and the other on the bigger picture (the wider battlefield), and the ability to switch constantly between the two.

Why Gazing?

To help overcome unhelpful effects of pressure, and eventually embrace the impact of that pressure on performance, people need three key things:

- **A clear, 'big picture' understanding of the task in hand**
- **A well-defined framework in which to operate**
- **Practical tools and knowledge**

Most approaches to training focus almost exclusively on skills, whereas most team-building interventions focus almost exclusively on mindset. At Gazing, our programmes combine the three critical pillars of performance: Structure, Skills and Mindset. Our expertise lies in working with individuals, teams and organisations to enable them to improve their performance and achieve better results, whatever pressures they face.

Gazing presents two different offerings: Gazing Red2Blue, which specifically focuses on mindset development, and Gazing Performance, which provides training and coaching for businesses. This includes a focus on mindset but extends into the core knowledge and critical skills an individual needs in their unique business and role.



A clear, 'big picture' understanding of the task in hand



A well-defined framework in which to operate



Practical tools and knowledge



Gazing Red2Blue

Gazing Red2Blue



The Gazing Red2Blue technique allows you to enhance your mindset to become the best, most authentic version of yourself. We believe it's a skill that everyone can learn and practice to get better at.

We provide one-to-one Mental Skills Coaching to athletes and individuals tailored to their unique requirements. Our map and tools provide practical guidelines for dealing with the player 'hotspots' that exist or for coping with whatever life throws at them.

We offer Red2Blue Coach certification for sports coaches, performance coaches, business coaches, executive coaches, life coaches and teachers. This mental skills development programme based on the Red2Blue maps and tools, allows coaches to integrate the learnings into their own programme or deliver it as a standalone focus.

We also help organisations, community groups, sports teams, teachers and students to develop their mental skills using Red2Blue techniques to allow them to perform when it really counts. When you become a Red2Blue organisation, you'll have internal certified Red2Blue coaches who support the ongoing application and skill development within your business.

Our Red2Blue Ambassadors

We work one-on-one with elite athletes and talented individuals using the Red2Blue framework to develop the mental skills needed to perform under pressure at critical moments. Here are just some of our amazing ambassadors. You can read more about their incredible achievements on our [website](#).



Vicki Anstey

Adventurer, mid-Pacific Ocean rower and entrepreneur.



Adriana Brownlee

Mountaineer aiming to become the youngest person to complete all 14 8000m peaks.



Archie Drummond

Currently studying and rowing at the highest level as part of his scholarship at the University of Washington in Seattle.



Alice Powell

Trailblazing professional racing driver, currently racing in the W Series and the Jaguar I Pace eTrophy.



Abbi Pulling

19-year-old racing driver and Alpine F1 Academy affiliate programme.



Immy Williamson

14-year-old golfer – a rising star representing England in the international golf scene.



Denis Parkinson

17-year-old footballer playing professionally for FC Famalicão and working towards selection for Japan U17.



Erica Parkinson

14-year-old footballer and the only girl to play for Leixões, a professional academy boy's team in Portugal. Recently starring for Benfica under 16's – one to watch!

“

“From time to time I still bump into players at all levels of the game who vividly remember the ‘different’ sessions that we were engaged in... Players enjoyed the challenge of being in pressurised situations and finding solutions. Red2Blue enabled them to lead change under intense pressure.”

BRIAN ASHTON – HEAD COACH ENGLAND RUGBY 2006–2008

JUST SOME OF OUR RED2BLUE CLIENTS





Gazing Performance

Gazing Performance

Gazing Performance offers bespoke training and coaching programmes tailored to reflect an organisation's business goals and culture. Our programmes are designed to deliver sustainable improvements in performance by helping individuals and teams to maximise their potential and achieve better results, whatever the pressures they face.

Our Leadership and Management programme focuses on developing and sustaining high performance for your business based on your specific objectives.

We also offer tailored Sales and Customer Service programmes to enhance the core knowledge and skills of frontline staff.

And if you are planning a Conference or Kick Off, we can create an experiential event that will motivate and inspire your staff – as well as support the strategic direction and focus at a practical level for your business.

The Gazing Approach



Tailored courses – adapted to fit your needs.

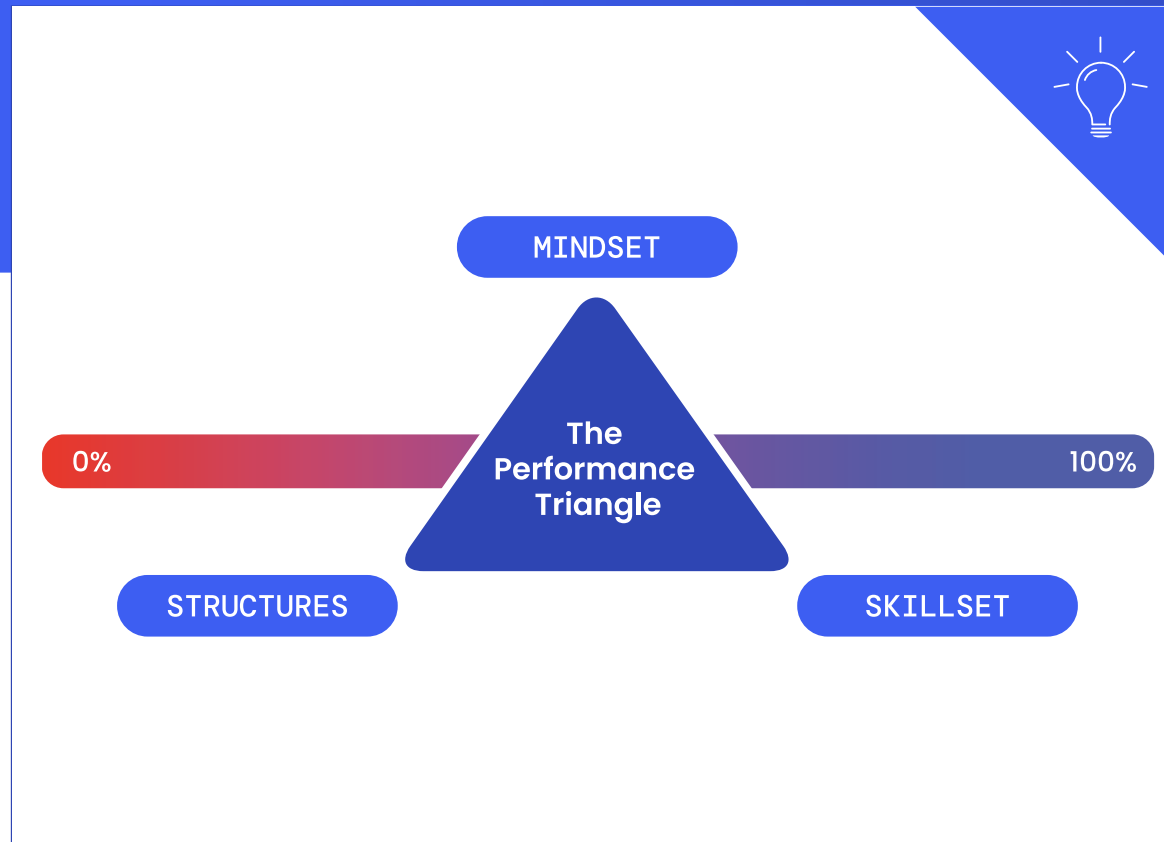


Simple and Accessible – our patented one page maps and tools.



Designed for flexibility and adapted for the digital age. One to many or one to one.

Developing Structures, Skills and Mindset



Gazing's approach is centred on the human ability to perform under pressure, using practical concepts that you can apply immediately. Our one-page map and tools enable clarity of thought, skill execution and consistent behaviours in any situation. You'll discover how to master the deliberate shift from the overview to the detail, so that you're ready to make informed decisions and act effectively under pressure.

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“Gazing remains some of the best training I have ever received throughout my career, and life would have been very different if I hadn’t attended the inaugural week-long course at Wokefield Park all those years ago.”

MARK ASH, CHIEF SALES AND MARKETING OFFICER, ALTODIGITAL

JUST SOME OF OUR CLIENTS

sage

Wilmington
Healthcare

Knoll





Customer Stories

Education: Park House School

Gazing began working with the Park House School in 2020 to develop a unique, incremental programme designed to build and develop mental resilience across a large group of students. After introducing Red2Blue to students the goal was to facilitate workshops with all the teachers to provide an in-depth understanding of Red2Blue. This would allow them to develop within their own role and support the students with their mental skills. [Read more.](#)

"Thanks so much for yesterday's webinar. It was so timely and has really helped us to think together as a family about what we can consciously do to control our situation".

– A PARK HOUSE SCHOOL PARENT ON HOW THE RED2BLUE TRAINING HELPED THEM TO CONSIDER THE IMPACTS OF THE PANDEMIC.

Sports: All Blacks

The All Blacks are regarded as the finest rugby union team on earth, but they developed a reputation for being World Cup 'chokers'. Their head coach was aware that the players' ability to think clearly and correctly under pressure – and to be prepared for the unexpected – could be the difference between winning the 2011 World Cup or not. Gazing stepped in to mentally prepare the team. [Read more.](#)

"We couldn't have been under more pressure at times, but we stuck to our guns and got there in the end. I think the key [to winning the tournament] was expecting things to happen. If you hope for the best and don't prepare for it when adversity comes, you're not ready for it."

– RICHIE MCCAOW, ALL BLACKS CAPTAIN

Organisation: Experian QAS

Gazing began working with QAS to help them to maintain their rapid growth, devising a scaleable programme using our map and tools-based approach that is now part of QAS's DNA. The programme allowed QAS to apply the same consistent approach across sales management, marketing, and strategy development. [Read more.](#)

"I'll give you an analogy. You don't get fit by going to the gym once. But, in effect, that's what conventional training companies promise you. With Gazing, it's not about one particular session; it's about adopting a methodology over time – the delivery, the follow-up, and then continually going back and testing that it's working as well."

–STUART JOHNSTON, MANAGING DIRECTOR, QAS ON WHY GAZING'S METHODS HAVE BECOME SO INTEGRAL TO HOW THEY DO BUSINESS



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