

# Shaun Goodsell

## Biography

Shaun Goodsell has had a passion for working with and helping kids and adolescents for the better part of his life. He has been working with kids in adverse situations for twenty years and has seen many of them through the most horrific of situations. He grew up playing hockey and running cross-country for his local high school and has also run an amazing six marathons! With a Bachelor's Degree in Communications, a Master's Degree in Counseling Psychology and his undying love for athletics and young people, Shaun has combined his academic background, his innate love for working with kids and adolescents and finally, his passion for sports in general to create The Mental Edge. A company which not only guides athletes toward a higher ground in measures of performance, but also in their every day lives.

Shaun has worked with LPGA Golfers, National Championship Hockey Players, Professional Triathletes, State Champion Football and Hockey Players, as well as those athletes who simply want to make "the team." Every athlete deals with certain mental interferences and life impairments no matter what level they may be at competitively. There is no such thing as right and wrong, or, good and bad, in Shaun's mind. I do not look at life in these terms. As a Performance Coach, it is my challenge to help each individual athlete develop a new way of defining his/her performance – it is not about good or bad, but about looking at what factors go into a quality performance and what each athlete can do and/or change, individually, to experience just that. With Shaun's ability to teach and to inspire, along with his ability to communicate abstract ideas clearly, he is able to help each person he works with identify and look at ways they might be engaging in self-defeating patterns of thinking and/or acting, which results in an overall empowering experience for the individual, raising their level of mental toughness and overall self-esteem. Shaun also works extensively with coaches and parents of athletes in large groups, focusing on their integral roles in athletes' overall mental development and their lives in general. Each coach and parents leaves these presentations and workshops inspired and better equipped to manage athletes with aim, purpose and compassion.

Shaun resides in Elk River with his wife, Dawn, and their four children: Katlynn, Elisa, Matthew and Gracie. Shaun and Dawn enjoy exercising, golfing, movies, reading, and relaxing by the pool with their children. Their kids are actively involved in sports and keep them on the go between soccer fields, basketball courts, figure skating rinks, and dance performances!

Shaun continues to take on new clients of all ages and backgrounds. He has recently been working extensively with large associations and boards of directors in developing cultures of excellence and strong leadership among teams, coaches, parents, athletes, and in the overall associations themselves.

