



Dr. Jim Taylor is internationally recognized for his work in the psychology of performance in business, parenting, and sport. He has been a consultant to and has provided individual and group training to executives and businesses around the country, including the Young Presidents' Organization.

Dr. Taylor has been a consultant for the United States and Japanese Ski Teams, the United States Tennis Association, and USA Triathlon, and has worked with professional and world-class athletes in tennis, skiing, cycling, triathlon, track and field, swimming, football, golf, baseball, and many other sports. He has been invited to lecture by the Olympic Committees of Spain, France, Poland, and the U.S.

Dr. Taylor has consulted with health and medical facilities around the U.S. including the Mayo Clinic, the Stone Clinic in San Francisco, The Aspen Fitness and Sports Medicine Institute, the San Francisco Bay Club, Bay Club Marin, and the J.P. Parisien Human Performance Laboratory.

Dr. Taylor received his Bachelor's degree from Middlebury College and earned his Master's degree and Ph.D. in Psychology from the University of Colorado. He is a former Associate Professor in the School of Psychology at Nova University in Ft. Lauderdale. He is currently an adjunct faculty at the University of San Francisco.

Dr. Taylor's professional areas of specialization include youth development, parent training, popular culture, sport psychology, corporate consulting, educator training, coach's education, and injury rehabilitation.

A former U.S. top-20 ranked alpine ski racer who competed internationally, Dr. Taylor is also a 2nd degree black belt and certified instructor in karate, a marathon runner, and an Ironman triathlete.



Dr. Taylor has published more than 400 articles in scholarly and popular publications, and has given more than 500 workshops and presentations throughout North America and Europe.

Dr. Taylor has appeared on NBC's Today Show, Fox News Channel's Fox & Friends, UPN's Life & Style, ABC's World News This Weekend, and the major television network affiliates around the U.S.. He has participated in many radio shows. His research and writings have as been the subject of syndicated sports columns that have appeared in dozens of newspapers across the country. Jim has been a columnist for The Denver Post, and has been interviewed for articles that have appeared in The New York Daily News, The Los Angeles Times, The London Times, The Chicago Tribune, U.S. News & World Report, The Christian Science Monitor, The London Telegraph, The Miami Herald, The Ft. Lauderdale Sun-Sentinel, The Baltimore Sun, The Denver Post, Skiing, Outside, and many other newspapers and magazines.

**1. What are some recommended ways to get players to take ownership into their team?**

Feel like valued and contributing members (coaches need to make sure that every player feels like he or she is contributing to the team, even if they aren't starting or even playing much in games). Have shared team goals that everyone on the team agrees on. Have the players "police" themselves for problems with discipline, motivation, and negativity rather than the coaches always trying to deal with them. Strong athlete leadership is also helpful, with active and involved captains who are respected by all of the players and setting the tone and spirit for the team.



**2. How important is goal setting in order to improve as an athlete?**

Goal setting is essential because they act as roadmap of where athletes want to go and how to get there.

**3. In sports if a team that is favored to win does not, it is said they have choked.  
Why in sports do teams choke?**

Favored teams typically lose for several reasons. First, they are overconfident, which results in lack of motivation, focus, and intensity while the opposing team, recognized as underdogs and with nothing to lose, raises their motivation, focus, and intensity. If the favored team isn't significantly more talented, then this shift may tip the scales in favor of the underdog. Second, being favored can create pressure through expectation. Expectations are dangerous things because they create the assumption of certainty, for example, that the favored team is guaranteed of winning. This pressure then can trigger a focus on outcome instead of process and fear and anxiety, both of which will hurt performance. As in the first case, if the lesser team picks up its game, the scales may tip in their favor.

**The remainder of the interview is downloadable to ASET members and is located under the Coaching Articles link then Articles and Interviews tab.**