



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 the responsibilities of a Sports Psychologist?

Sport psychologists have a wide range of responsibilities. They are best known for mental-skills training, in which they help athletes to better prepare mentally for practice and competition. Areas of mental training in which they work include motivation, confidence, intensity, focus, and emotions. Sport psychologists also provide education and training to coaches to help the coaches better prepare their athletes. They also work with teams to increase team cohesiveness, improve communication and deal with conflict, and enhance team preparation. They educate parents about how to best support their child athletes. Finally, some sport psychologists are trained to deal with more serious psychological issues, such as eating disorders, drug abuse, and depression.



2. What area of Sport Psychology do you think is most important for the Youth Soccer Coach?

I think the most important thing coaches can do is learn all they can about mental skills and incorporate mental-skills training into their coaching of young athletes. The mental side of sports is essential to athletic success (certainly as important as the physical and technical side), yet little to no time is devoted to mental preparation.

3. In sport in recent years Sport Psychology has come to the forefront more than in the past. Do you think it is given enough attention as things stand right now?

Sport psychology is growing, as evidenced by its use by most Olympic teams and many professional teams and athletes. Unfortunately, it has a long way to go in terms of full acceptance and use by athletes and teams. The reality is that without good mental preparation the best physical and technical trained athletes will not fully realize their abilities. Yet it is the last thing that most coaches think about (if they think of it at all).

4. What are some areas that you find particularly exciting in Sport Psychology relative to work being done at this moment in the discipline?

The incorporation of mental skills into actual practice (as opposed to lectures about them) is, I believe, where the best work in sport psychology can be done. Teaching athletes to be confident, relaxed, and focused while they are actually performing is the best way to ingrain mental skills in preparation for competition.