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INCUS Performance

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Information

Date	10.09.2019
Duration	2 Minutes 13 Seconds
Author	INCUS Performance
Description	Promotional video for INCUS Performance, a sports engineering and analytics company helping athletes to train better using data. INCUS combines high quality measurement, analysis and feedback under one seamless platform for swimmers and Triathletes. The flagship wearable device, INCUS NOVA, measures athlete technique to new levels of quality. The data is then processed automatically by the INCUS CLOUD to clearly show where improvements can be made in technique and training. Supported by a foundation of engineering and validated research, INCUS provides world-first insights that are simple to apply in training for performance benefit. Learn more at https://www.incusperformance.com
Filesize	0 Bytes
Views	205

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Brian Alexander and Aligning Your Mindset for Success

In this episode of the podcast, Jared and Alex go behind the podium with Brian Alexander, a coach, Olympic level water polo athlete, graduate from John F. Kennedy University with a master's in Sports Psychology, father, husband, a fan of The Big Lebowski and avid wrestler when facing off with his four-year-old son. Brian is the official Mental Skills coach for the USA Water Polo Olympic Development Program and has written articles on sport psychology topics that have been featured on the following websites: Water Polo Planet, Bridge Athletic, and Kap7 International. Brian is also an Association for Applied Sport Psychology certified consultant who runs his own private practice located in the San Diego area where he works with individuals interested in enhancing their mental game so they can become more empowered with psychological skills to be a better version of themselves daily and during high-pressure situations. The interview covers: - What sports psychology is and what it entails; - The importance of having a mentor; - the value of waiting, patience,

and perseverance; - The power of being present in the moment; - How winning is never perfect The importance of focusing on what you can control; - Learning from past experiences; - His recent experience coaching a client through the Badwater, the World's Toughest Foot Race and more!



Virginie Dedieu career

A look back at the career of France's Olympic and World Artistic Swimming Champion, Virginie Dedieu



Olympic Gold Medalist Penny Oleksiak Talking Tokyo 2020

Canadian Olympic gold medalist Penny Oleksiak joined Writer's Bloc in the studio to talk about the upcoming 2020 Olympic Summer Games in Tokyo, Japan



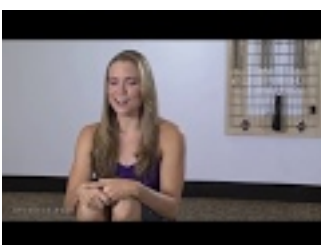
What You Should And Shouldn't Do If You Get Water In Your Ears From Swimming

NYU otologist Dr. Erich Voigt explains what you should do if you get swimmer's ear. There are risks involved, and Dr. Voigt explains some of the gentler options to removing the water from the ear.



Jazz Carlin - How Does Your Nutrition Plan Change In The Lead-Up To A Race?

Presented By ProSwimwear & Speedo! Olympian and Team GB athlete Jazz Carlin answers questions about swimming at the Speedo HQ. The question is "How does your nutrition differ between a training week, and the lead up to a race?"



Balanced Body Q&A with Natalie Coughlin

Natalie Coughlin answers questions from her fans.



Multiple revenue streams have created a 7 figure business for swimming coach Brenton Ford

In a wet-behind-the-ears episode 490 of The Small Business Big Marketing Show, guest Brenton Ford of Effortless Swimming talks about using multiple revenue streams to increase your business' traffic and eventually help you earn more. You'll get lots of ideas and insights about how you can do this through various offline and online tools, such as training camps, online courses, podcasting, and video content. Make sure to tune in and find out how you can effectively increase your traffic and revenue. Brenton Ford is a national swimmer and coach who has taught a lot of champion swimmers in Australia. He is also the winner of the Australian National Master Swim Coach of the Year award in 2012. Ford is the brains behind Effortless Swimming, a platform of techniques and workouts to improve his clients' swimming skills. He aims to share methods that will work for a broader audience across the world. <https://effortlessswimming.com/> Using Multiple Revenue Streams to Earn More for Your Business: 1) Offline and Online Offers: -Effortless Swimming holds training camps to help swimmers get better at the sport; -This offline offer gave them the opportunity to personally interact with their audience and give them more value; -There are a lot of opportunities to strike up connections and build lasting relationships; -They offer an online course alongside an annual membership fee; -The online course allows people from different parts of the world to experience the services, including Brenton's analysis of their swimming technique; -Client retention: Get the people to use your products and services and show them the value they can get. 2) Creating Content: - Design content that matters to your target market; -Craft witty and catchy titles; - Decide on a schedule for your posts; - Use videos to show what you can offer to the market; - Chop your video into bite-size snippets that tackle essential points. 3) Using Social Media: - Upload your videos on YouTube; - Maximize reach by sharing the link on Facebook and Instagram; - You may also upload the video on Facebook and Instagram as an Instagram TV episode. 4) Using Podcast: - Determine when you are posting your content; - Be consistent with your schedule to increase engagement; - Include a subtle call to action in each episode; - Share stories from real people who benefited from your service or product; - Podcasting is an excellent way to reach potential clients and sales. 5) Getting Traffic and Engagement: - Entice your audience by giving away free content. -Get personal with your audience by hiring a person to help you in answering your email support. - Adhere to a strict schedule in posting your content. 6) Work and Life Balance; - Finish work ahead of time.; - Find time for yourself—no emails or phones; - Discover or learn a hobby to do when not working, like swimming.



Butterfly - how to perform the technique

Learn how to perfect this physically demanding stroke from building your rhythm and positioning your body! This technique can burn around 750 calories per hour, working the abdominals, triceps, pectorals, shoulders and quadriceps. Why not give it a try! Video features James Goddard, Commonwealth Games Gold Medalist.



Backstroke - how to finesse the technique

Follow this technique video for tips for perfecting your backstroke. It will help you learn how to master the stroke and enjoy your swims even more. This stroke technique works your shoulders, lats and chest muscles. This video featuring James Goddard, Commonwealth Games Gold Medalist, shows you how your arms and legs move through the water to improve your body position, creating less resistance and a much more efficient stroke.



Breaststroke - how to master the stroke

This video featuring James Goddard, Commonwealth Games Gold Medalist, will help you improve your breaststroke and building your technique. This stroke technique works on the pecs, lats, glutes and quads muscles. Teaching areas such as body positioning, and how to perform hand entry more efficiently and much more!



Hand Paddles - how to improve your technique and build speed

This video featuring James Goddard, Commonwealth Games Gold Medalist, will show you that using Hand Paddles are a fantastic training aid for those looking to improve their stroke technique. They will increase your workout and improve your fitness achieved from regular swims.



Kickboard - how to use when training and to build strength

This video featuring James Goddard, Commonwealth Games Gold Medalist, will help improve your body position in the water and your focus on your lower body, strengthening your muscles.



Fins - how to use them to improve your swimming

Designed to aid swimmers in their training to improve on their endurance and reduce muscle fatigue. Fins will help you make the most out of workout and perfect your stroke technique.



Pull buoy - how to use this piece of swim kit

This video featuring James Goddard, Commonwealth Games Gold Medalist, will take you through using a Pull buoy effectively to help isolate the upper body, to improve upper body strength and allow you to focus on your stroke technique.



Tumble Turns - how to change direction in one quick move underwater

This video featuring James Goddard, Commonwealth Games Gold Medalist, aims to improve your ability to turn quickly and efficiently whilst in the water, by pushing off the wall.



Freestyle Breathing - how to get your breathing in control

Master your breathing and your swimming will become easier, simpler and a more enjoyable experience. The force in which you breathe in will have an effect on the body in the sustainability of the exercise, but also the position your body holds in the water. This video featuring James Goddard, Commonwealth Games Gold Medalist, aims to help you improve your overall freestyle technique, enhancing your breathing style. Learn more about breathing styles bilateral breathing vs unilateral breathing, happy swimming!



Freestyle - how to swim this stroke efficiently

This video featuring James Goddard, Commonwealth Games Gold Medalist, will help you to perfect your freestyle stroke. An efficient freestyle stroke will enable you to burn up to 600 calories per hour whilst giving your body a great workout. This stroke technique mainly works on the triceps and lats muscles. Don't forget to watch the freestyle breathing video too!



How Often Should You Open Water Swim

Zoggs have teamed up with Paul Newsome from Swim Smooth to give you the best open water swimming advice. In this video, Paul talks about how often you should swim in the open water.



Introduction Into Open Water Swimming

Zoggs have teamed up with Paul Newsome from Swim Smooth to give you the best open water swimming advice. In this video, Paul talks about the first steps getting into open water swimming.



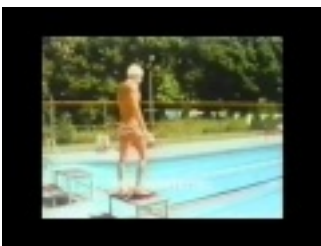
Tim Hollingsworth, Sport England

The first episode of season 2 of the Great British Bosses series from Anything but Footy profiles the women and men responsible for sport in this country - many at national governing bodies - who manage teams, staff, budgets, grass-root participation and overseeing those medal moments at Olympic, Paralympic and elite level. But as they start season two, they wanted to find out more about the grassroots of sport - and try and work out who's really responsible for getting us off the sofa! Sport England play that role! CEO Tim Hollingsworth effectively swapped medals for movement - after 7 glorious years at Paralympics GB including 2 Summer and 2 Winter Games. He guided and helped the transformation of Para sport, and the public's perception of it, during London 2012 through to Pyeongchang 2018, the most successful ever Winter Paralympics for Great Britain. He discusses the challenges of taking over Sport England, its groundbreaking #THISGIRLCAN campaign and whether some simplification of British sport maybe needed in this new digital age!



Councilman's stroke analysis films - Freestyle

From the archives featuring James Edward "Doc" Councilman, a US Olympic and hall-of-fame swimming coach perhaps best known for being the Head Swimming Coach at Indiana University from 1957 to 1990.



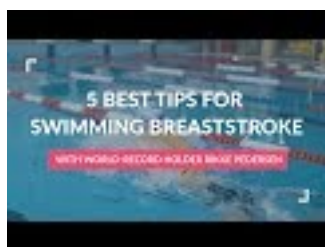
Councilman's stroke analysis films - Starts and Turns

From the archives featuring James Edward "Doc" Councilman, a US Olympic and hall-of-fame swimming coach perhaps best known for being the Head Swimming Coach at Indiana University from 1957 to 1990.



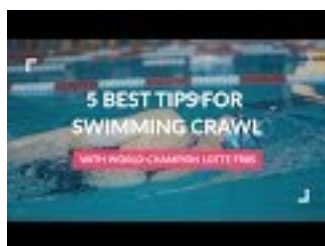
Garmin® Training Video - Swim 2 Overview

An overview on the new Garmin® Swim 2 which highlights some of its key features.



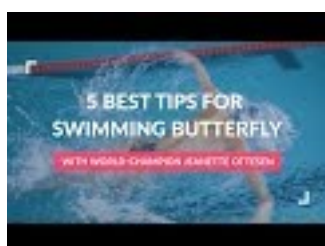
Learn To Swim Breaststroke | Rikke Møller

Tips by current World-record holder in 200m breaststroke, Rikke Møller Pedersen to help you learn step-by-step how to swim breaststroke with correct technique. Breaststroke is the only stroke with the most focus and propulsion coming from the legs instead of arms. The starting point for breaststroke is under the water in a stretched and streamlined position with your fingers pointing forward, hands together and head facing down. From that you make an out-sweep with your hands by turning them around and press out making the head and breast come up above water. Your hands end up in your breast, and while you're moving them forward again, you pull up your legs to your bottom and kick around backwards. And then you're at the starting point again. World-record holder in breaststroke, Rikke Møller Pedersen shares 5 most important things to keep in mind, when swimming the perfect breaststroke: - Good streamline position; - Straight head; - Move your hips (push them down to stay high!); - Strong legs; - Kick straight behind yourself (NOT around in a circle). As an extra, Rikke gives you her three best breaststroke exercises, so you can learn step-by-step how to swim in the right way: 1. Anka Sculling (Get to know your hands!); 2. 1 Full stroke - Only 1 Kick; 3. Decrease strokes (very hard - but most important..). Lastly Rikke shares her secret behind swimming breaststroke SO fast she became current world-record holder in 200m breaststroke in 2.19.11.



Learn To Swim Freestyle | Lotte Friis

Tips from World-champion in 800 and 1.500 freestyle, Lotte Friis to help you learn step-by-step how to swim freestyle efficiently and fast. Lotte first gives you her 5 best tips for swimming freestyle with correct technique (so you don't get any injuries) and which lets you move fast through the water: - Your body alignment in the water; - Relaxed arms above water; - Don't breathe too much; Face half under water - half over water; - Very high elbow; - Always kick in freestyle. As an extra, she shares her three best freestyle exercises, so you can learn step-by-step how to do in the right way: 1. Finger in the water-surface; 2. 3 - 8 - 3 = 3 strokes, 8 kicks and 3 strokes; 3. Stop - Back - Forward movement with your freestyle arms. Lastly but not least, Lotte will give you her secret behind swimming SO fast freestyle to become both world-champion and world-record holder in 1.5000 meter freestyle



Learn To Swim Butterfly | Jeanette Ottesen

Tips from World-champion in 50m and 100m butterfly, Jeanette Ottesen, to help you learn step-by-step how

to swim butterfly efficiently and fast with both under and front views. First of all, how to swim butterfly with the correct technique and good speed? Butterfly is composed of two butterfly kicks and one stroke. The first kick occurs during the catch phase when your arms are at the front under water and the second, when your arms are at the hips. The important thing here with your legs is that they're held together like a mermaid tail while your arms are moved under and over water together at the same time. Jeanette Ottesen first gives you her 5 best tips for swimming butterfly with the correct technique (so you don't get any injuries) and to let you move fast through the water: - Be flexible in your chest-area; - Know when to breathe (hint: Just when your arms are moving forward above water); - Enter your hands smoothly (No splash = Faster butterfly!); - Kick at the right time; - Relaxed breathing (Just like Michael Phelps - And Jeanette...). As an extra, she shares her three (+1 extra) best butterfly exercises to improve your butterfly technique. Do them over and over again to master them, so you can learn in the right way step-by-step how to do: 1. Sculling dolphin; 2. Dolphin movement; 3. The Basketball (just like playing... in the water). Extra: 1 Stroke and 3 kicks. Lastly Jeanette shares her secret behind swimming SO fast in butterfly that she became world-champion in 50m and 100m butterfly.



Using a Poolpod

Thanks to funding from the London Marathon Charitable Trust, Swim England is helping centres across the country create inclusive swimming environments. The Poolpod is helping many people like Stephen enjoy the benefits of the water.



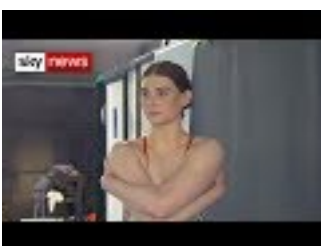
Breaststroke Technique Loop

Adam Petty, Laslo Cseh, Rebecca Soni, Yulia Efimova, Lilly King



Backstroke Technique Loop

Katinka Hosszu, Ryan Murphy, Olivia Smoliga, Ryan Lochte, Missy Franklin and more...



Freya Anderson focused on securing Team GB Olympics swimming spot

British freestyle swimmer Freya Anderson has her "eyes on the prize" with Tokyo 2020 just six months away. The Sky Sports Scholar won two golds in the 100m and 200m freestyle at the European Short Course Championships in December 2019. The summer Olympics are now within touching distance for Anderson, and the Birkenhead-born swimmer wants to have no training regrets should she make the starting blocks in Tokyo. Sky's Jacquie Beltrao went to meet her at her training base in Ellesmere.

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