



SelectionProof for Sporting Clubs

A confidence, resilience and leadership program helping young athletes handle pressure, setbacks, selection disappointment and identity beyond results.

Confidence Beyond Selection

Built for athletes aged 12-18 | Supported by parent and coach resources
Designed for club environments

Why SelectionProof Fits Sporting Clubs

Young athletes are often coached technically and physically, but many are not explicitly taught how to handle the emotional and psychological demands of sport. SelectionProof gives clubs a shared language and practical framework to support athletes through pressure, failure, comparison, confidence dips and selection disappointment.

For Athletes	For Parents	For Coaches
Practical tools to respond to mistakes, pressure, non-selection and confidence loss without letting sport define their identity.	A Parent Playbook and guided conversation prompts that help families support rather than accidentally add pressure.	A simple language set around reset routines, reflection, confidence, leadership and response after disappointment.

Club Challenges SelectionProof Supports

- Athletes losing confidence after poor performance or selection disappointment.
- Young players comparing themselves to teammates, rivals or social media highlights.
- Parents unsure what to say after disappointment, setbacks or non-selection.
- Coaches needing simple tools to reinforce resilience, leadership and response behaviours.
- Athletes tying self-worth to results, statistics or team lists.
- Pressure moments causing rushing, overthinking, freezing or playing safe.
- Retention risk when young athletes feel overlooked, unseen or burnt out.
- Club culture needing more than technical performance language.

The core message is simple: sport is something young people do. It should not become the only place they get their worth from.

The 6-Week Young Athlete Reset

SelectionProof can be delivered as an online athlete program, club pilot, pre-season wellbeing initiative, pathway athlete support program or parent-and-athlete education series.

Week	Module	Club Outcome
1	Identity Beyond Sport	Athletes understand that worth is bigger than selection, statistics or latest results.
2	Confidence After Failure	Athletes learn to review mistakes without attacking themselves and build confidence through evidence.
3	Performing Under Pressure	Athletes build a simple reset routine: Breathe. Reset. Refocus.
4	Selection, Comparison & Rejection	Athletes learn to process non-selection, comparison and disappointment constructively.
5	Leadership & Being a Great Teammate	Athletes define leadership through behaviour, energy, communication and support for others.
6	The 90-Day Athlete Reset Plan	Athletes leave with a practical plan for confidence, habits, growth and development.

What Clubs Receive

- 6 weekly online athlete modules.
- SelectionProof Young Athlete Reset Workbook.
- Parent Playbook with conversation prompts.
- Club implementation guide and suggested rollout plan.
- Live launch or reflection session with Baxter for pilot clubs.
- Confidence, pressure, selection and leadership tools.
- Certificate of completion.
- Optional parent or coach briefing.

Implementation Options for Clubs

Option	Best For	How It Works
Founding Club Pilot	A selected squad or age group of 15-30 athletes.	6-week program access plus workbook, parent playbook and club feedback summary.
Pathway / Academy Program	Representative, academy or high-potential athletes.	Run alongside training blocks, pre-season or selection periods.
Parent + Athlete Series	Clubs wanting stronger family language around pressure and disappointment.	Athletes complete modules while parents use the Parent Playbook and conversation prompts.
Coach-Supported Rollout	Clubs wanting coaches to reinforce language and tools.	Baxter provides a briefing and simple guide for coaches to reference during the program.

Suggested Pilot Pricing

Founding Club Pilot packages can be tailored to squad size and delivery format. As a guide, a pilot package can begin from \$2,500 + GST for up to 25 athletes, with larger club cohorts priced by scope. Individual family access remains available separately.

About Baxter Holt

SelectionProof was founded by Baxter Holt, a former professional cricketer with Cricket NSW, Sydney Thunder and Western Australia. The program brings together lived experience from elite sport, youth coaching, leadership development and psychology-informed athlete mentoring.

SelectionProof is sport-based education and mentoring. It is not clinical therapy, counselling, or a guarantee of selection or performance outcomes.

Next Step

Book a short conversation to discuss a Founding Club Pilot for your athletes, parents and coaches.

SelectionProof | Confidence Beyond Selection