



CONTACT

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An experienced sports educator, coach, and mentor with over 35 years in cricket as a player, coach, and coach educator (NZ Youth, Northern Districts, and NZC levels)

A specialist in long-term athlete development, I'm passionate about supporting parents, schools & clubs to create sporting environments where young people can thrive

Founded Brave & Beyond sports consultancy in 2025 supporting 'brave people to go beyond their limits'.

Currently living in Havelock North with my wife and our blended family.

SERVICES:

- Project Work
- Engaging Presentations & Workshops with Actionable Insights
- Parents Navigating Sport' Education
- Interactive Small Group Coaching
- Personalised Parent Support
- Tailored Staff Coaching for Coaches and Teachers
- Custom Solutions Designed for Your Unique Needs

**'YOUR SUPPORT. THEIR GROWTH.
A POSITIVE PLACE IN SPORT FOR
ALL.'**



CRAIG ROSS

SPORTS EDUCATOR

BUILDING BETTER SPORT TOGETHER

Do parent-coach dynamics sometimes create stress in your sport setting?

Does this impact your effectiveness, wellbeing, or the success of your programmes?

Do you have parents that are?

- Unsure how to best support their child in sport.
- Struggling to balance encouragement, enjoyment, and performance
- Frustrated and just want to see their child find their place in sport

Could practical strategies and external support make a positive difference?

"I offer an independent voice to help your school or sporting organisation stay in control, reduce outside pressures, and create positive outcomes in sport."

PROJECT WORK

What's Involved - Strategic Group Coaching, Presentations.

- Define the positive role of sport and what success looks like.
- Create healthy behaviours that support long-term athlete involvement.
- Identify roadblocks and develop solutions with research-backed tools.
- Provide opportunities for reflection, self-awareness, and building emotional control in the sporting environment.

PARENTS NAVIGATING SPORT' EDUCATION

What's Involved - Presentations, Workshops, Personalised Sessions.

- Connect with parents to explore the best experience for their kids.
- Discuss sport in context and long-term development through sport for life.
- Develop self-awareness in managing emotions & expectations.
- Support parents in finding their purpose and tools to guide their kids.

"Let's connect to discuss how my services can support you and your organisation in creating an inclusive and positive environment in sport for everyone."