



CASE STUDY:

Steve Margeson: Players only perform as well as they feel they deserve...

The Scenario: Steve Margeson has been playing pro hockey for 6 seasons. He is currently under contract with the Youngstown SteelHounds in Youngstown, Ohio, in the Central Hockey League. Steve has always displayed a great work ethic, but has never played to his full potential.

The Challenge: Steve and I instruct at the same summer hockey program and for the past 4 or 5 years I have been suggesting to Steve that he take a serious look at his mental outlook on hockey. I recommended that he put some time and effort into becoming more “purposeful” in his game. In the summer of 2006, Steve took on the challenge and took ownership of his own development and performance.

A Creative Solution: Steve hired me as his sport psychology consultant and we worked closely beginning in August through the 2006-07 season. Our common goal was to improve Steve’s performance. My main objective was to teach Steve how to think on and off the ice to accelerate his development, in essence learning how to become a purposeful hockey player.

The program worked. Steve learned how to focus his energy to improve faster and better. His renewed purpose, combined with simple and effective techniques and tools, led to enhanced self-confidence and improvement in all aspects of his game. But more importantly, Steve gained the certainty that he **DESERVES** to play at a higher level. He has finally caught up to his talent.

The Outcome: In 2006-07, Steve performed a break-through season that placed him on the map as one of the top defensemen in the Central Hockey League (CHL). At the end of last season, he was rewarded with his first American Hockey League (AHL) call-up dressing in two games.

Testimonial: See the following article, published on www.sportzdomain.com:

SteelHounds Re-Sign Defensemen, Stephen Margeson

(see <http://www.sportzdomain.com/index.php?name=News&file=article&sid=42250>)

June 28, 2007- YOUNGSTOWN, OHIO – Youngstown SteelHounds Head Coach and Director of Hockey Operations Kevin Kaminski announced today that the team has re-signed defenseman Stephen Margeson for the 2007-08 season. Terms of the deal were not disclosed.

Margeson, 25, is coming off a break-through season during the 2006-07 campaign that placed him on the map as one of the top defensemen in the Central Hockey League (CHL). The Banff, Alberta native attended Hounds training camp in October looking to solidify a spot as one of the final defensemen on the roster but emerged as one of the best defenders, skaters and offensive threats the team had throughout the season.



“It was easy to see that Stephen (Margeson) had unbelievable talent from the first time I saw him on the ice,” said Kaminski. “I couldn’t believe he had not had better offensive numbers with as much speed and hockey sense that he had but he certainly came through for us and I could see his confidence grow during the entire season. It came down to him believing in what he was capable of and once he made his mind up that he was going to be the best, he never looked back.”

The 6-3, 210-pound defenseman played in every game last season (64 games) and finished with 17 goals, 22 assists and 39 points. He also added 125 penalty minutes and was a +21 plus/minus rating. In six playoff games he posted three goals and two assists. His 17 goals ranked third among CHL defensemen and his +21 was fifth. Margeson was recognized by his teammates at the end of the season by earning the SteelHounds Most Improved Player award as well as being named the team’s “Unsung Hero.”

During his previous time in the CHL, Margeson had played 24 games with the New Mexico Scorpions (2002-03) and 133 games with the Memphis RiverKings. His previous 157 games had seen him total just six goals and 27 assists.

At the end of last season, Margeson was rewarded with his first American Hockey League (AHL) call-up dressing in two games with the Syracuse Crunch, the top AHL affiliate of the Columbus Blue Jackets.