



To: IFSA coaches and program directors

From: Flyin Ryan Foundation

Subject: Introduction of a successful risk management/core values program for free skiing athletes

You will see from Scott's letter that IFSA leadership has embraced a program that was successfully implemented last year at Smugglers Notch by Bryan Salitino, head coach of their freeride ski team. What Bryan did was tailor a very successful self-awareness program created by the Flyin Ryan foundation to the needs of his freeride athletes. The central idea is that **core values matter**, and that athletes who are well grounded with self-determined core values will make more effective risk management decisions and also put down a good set of rails to serve as a guide through life. You will find in your packet of materials several items to look over and evaluate. We hope you'll make the decision to include the Flyin Ryan Decisions Program in your coaching agenda.

The materials in your packet include:

- Scott Mahoney's letter
- Overview and need for the Decisions Program
- This introductory letter from the Flyin Ryan foundation
- Request form for Flyin Ryan materials for your athletes
- A copy of the 15 page course syllabus crafted by Bryan Salitino
- 11 minute video produced to document the program:  
<https://www.youtube.com/watch?v=MCX76v9mSEo>
- A link to the Flyin Ryan Foundation webpage: [www.flyinryanhawks.com](http://www.flyinryanhawks.com), where you can access a four minute video you can use to inaugurate your program and introduce your athletes to Ryan Hawks.

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### Suggested steps to start the program

- Decide that your athletes will benefit from this exercise.
- Recognize that this exercise is likely to have a positive impact on your athletes which transcends skiing.
- Acknowledge that this program moves your athletes in the direction of skiing for the right reasons and drives safer behaviors.
- Link to the video and the Flyin Ryan page to confirm your decision to start the program with your group.
- Download the syllabus and reproduce it for your athletes. You may wish to put the syllabus in a binder.
- If you have dryland training in the fall, you can fold it into your schedule. Allow about an hour for each of the 5 segments of the program.



It is important to tell your athletes in the beginning that they will be presenting themselves to their coaches and teammates (and parents) at the conclusion of the program. It might be wise to plan for and schedule some kind of potluck dinner to accommodate this element. This is the portion of the program that instills ownership in the athlete of his underlying core principles.

The athletes should feel free, if they're so inclined, to portray themselves in the form of a photostory with pictures, music, etc. This has met with huge success in the high schools where the Decisions Program is in place. One of the chief values of the photostory element is that it requires each athlete to really focus on their core values; it strengthens the bond between the athlete and his self-driven core values. The stronger the bond, the stronger relationship will be between an athlete's behavior and his core values.

It is your choice whether you make the program optional or mandatory for your athletes. Our experience in schools where it is required is that 81% of the students who participate ultimately come to value the program after its completion. Roughly 25% of the students who value the program have said it was a life-changing experience that had a major impact on how they perceive themselves and plan to conduct themselves in the future. The bottom line here is that for each five athletes who undergo this exercise, one is likely to benefit in a significant and life-changing fashion. That possibility adds value to any program that is already in place.

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## Materials Request Form

Don't forget to order Flyin Ryan decals, Core Values cards and a Core Values poster for your program. The decals are a visible reminder of the core values they represent. The decals can be placed on the helmet, the skis, the rear deck of the car, the laptop/tablet, or wherever else where they can serve to reinforce the idea that core values matter.

Use this sheet to request the materials you will need to help implement your program:

Item	Quantity
Decals	
Core Values cards	
Posters – 24 x 36 inches	

Coach: \_\_\_\_\_

Program: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please send your request to: Peter Hawks  
59 Northshore Drive  
Burlington, VT 05408

If you have questions, don't hesitate to call: (m) 802-578-7015 or (h) 802-658-7915