

“Success Secrets”

Emma Doyle

By Lane Evans-USPTA Southern Board

I first met Emma Doyle this year at our 10-Under Summit in Atlanta. We met again a little later in the summer, our winter in Australia at the Grand Slam Coaches Conference held during the Australian Open in January. She spoke right after I did. The thing that strikes you first, aside from her charming Melbourne, Australian accent, is her enthusiastic demeanor. She is anything but “low key”. This globetrotting tennis “Live Wire” hits the ground each day running and doesn’t look back. She is engaging, thoughtful and in insightful.

Emma is a world class touring pro coach as well as a professional corporate communications coach. She is a teacher of children, inspiring children around the world to develop coordination and confidence. Emma Doyle is a leader, she has a very engaging personality, she is an inspiring presenter and an empowering motivator. Oh yeah, she is a darn good tennis professional as well.

She has coached for Nick Bolletieri at IMG and the Tennis Academy at Saddlebrook, Emma was also at the Monterrey Country Club in Mexico, the Air Atlantic Tennis Center in Canada, the South Hill Woods Tennis Center in the UK and also worked with Discovery Tennis, the IMG Academy for 2014 in Melbourne, Australia.

She attended college at Middle Tennessee State University where she won women’s team MVP honors and was named to the Commissioner’s Honor Roll for Sports & Academic Excellence. She graduated with a Bachelor of Applied Science Degree in Sports Coaching and Administration.

Her tennis and fitness resume is rich as well. Emma is a consultant with Tennis Australia, the equivalent of our USTA. She is a High Performance Coach, Talent Development Coach, Hotshots (Australian 10-Under Program) mentor & New Zealand Ambassador. She is also a Vicfit Fitness Instructor and was also a team leader for the Sydney Olympics. She was the Australian Team Captain for the World Junior Tennis Championships and was also the Australian Junior Fed Cup Captain.

Emma is a USPTA Elite level professional and has used her ACE program to develop maximum performance, leadership, communication & relationships in the workplace through tennis. She has also done a great deal of work on sports neuro-linguistic-programming. In fact, that was one of the topics she presented to our professionals at the USPTA Southern Winter Convention in Memphis in February.

To say Emma is versatile is a gross understatement. She brings a wealth of knowledge and experience to the table and we are fortunate to be able to call her our friend.

Emma Doyle is a success story. She was gracious enough to share with us some of her secrets to success that have made her just that.

The three key topics that Emma presents on are:

- 10 and under tennis
- Team Building and leadership
- Communication and sports NLP

The key take home messages to audiences are to reflect on self-awareness, team awareness and building a winning strategy for both their professional and personal lives.

Emma’s coaching philosophy is to develop players from the inside out and her mission is to enhance the coordination and confidence of people

around the world.

Whether you are looking to gain that extra edge on or off court, one of the most important keys is to unlocking that success will be by verbal and non-verbal communication. Simply remember the hidden meaning behind the word C.O.M.M.U.N.I.C.A.T.E to follow some of Emma’s tips to the success secrets.



C = Clarity

Know your outcome and be really clear with what you want. In other words, begin with the end in mind.

O = Open

Try to be open to understanding another person’s points of view or try to understand and see through the lens in which other people view their map of the world.

MM = Meaning & Mindful

Instinctively, all human beings place their own meaning on language and communication due to internal filters that are derived from our genetics, values, upbringing and environment. Being more mindful of this, one can have and develop greater awareness of body language, tonality and words.

U = Unique

Being unique helps people to associate better with you and hence, you become more memorable. This also can be applied to a situation where you need to remember lots of different people in an unfamiliar setting. Try to associate something unique about them or something they said as this will definitely have an impact in the future when you remember a person’s name to even something about what they said from a previous conversation.

N = Now

Similar to a tennis match, ensure that your communication observes the past, but stays in the now based on the behaviors that you want for the future. Act as if you already have the new resources or changes that you want in place, therefore, ensuring you maximization of life’s potentials.

I = Inspirational

The best way to inspire others is to lead by example and earn respect. Practice what you preach on a daily basis.

C = Call to Action

What is the one thing that you would love people to act on? Inviting them to take action will always improve productivity and participation.

A = Accountability

This applies to both you and your team. Who are you accountable to?

T = Take Stock

Constantly taking stock in your processes and performances can be invaluable to your business and most everything you do. Ask yourself great questions such as “What am I missing?” or “Who do I need to get involved to make this a better operation?” Never be satisfied with mediocrity. Always take stock.

E = Engage & Evaluate

Engage the whole team and the key leaders. Finally, evaluate your performance to ensure that all future communication keys are improving the relationships within the team and having a return on your investment. We welcome Emma Doyle back to the United States and wish her nothing but success in whichever country she decides to be in at the time and thank her for her “Success Story” contributions. If you would like to learn more about Emma Doyle and her business, please check out her website listed below.