



ROGER RASHEED ELITE BEHAVIOUR SPECIALIST

# BE THE HERO OF YOUR LIFE STORY.

TENNIS | ELITE TEAMS | ROGER'S 75% RULE



# EXPERIENCE



Lleyton Hewitt



Gael Monfils



Jo-Wilfred Tsonga



Grigor Dimitrov



Roger Rasheed Foundation



Corporate



# BIOGRAPHY

MY GOAL EVERY DAY IS TO BE THE HERO OF MY OWN LIFE STORY AND TO MAKE MY CLIENTS THE HERO OF THEIRS. FROM SPORT TO BUSINESS - I LIVE, BREATHE AND TEACH ELITE BEHAVIOUR TO ATHLETES, TEAMS, BUSINESS PROFESSIONALS AND CORPORATIONS.

Roger Rasheed was born in March, 1968 in Adelaide. He is of Lebanese origin, with both parents moving to Australia in their early twenties.

Roger spent his young life learning the values of hard work and commitment through the actions of his parents. They built a family culture that has forever been driven into Roger's personal and professional life. They taught Roger that being passionate about what you do will allow you to generate opportunities, that's how Roger lives his life.

Roger's love for sport was obvious at a young age. Football was his sport of choice at age five and he quickly became a player on the radar of two major AFL clubs in his teens. Tennis arrived at age 12, playing a school tournament and winning started Roger's tennis journey.



# BIOGRAPHY CONTINUED

He received a scholarship to Pembroke school at 13 and the age of 15 he found himself in America at John Newcombe's Tennis Ranch in Texas for 12 months. At 16 Roger qualified for the Australian Open as the youngest person in history, a feat only to be eclipsed by a player he would go on and coach, Lleyton Hewitt. Roger then moved into the Australian Institute of Sport.

Roger spent the next six to seven years dealing with a crippling back / spinal injury which threw his career into one of extreme adversity. The challenges were daily. In 1992 the time came to take the strong medical advice given, he retired to save any future, permanent, crippling injuries that would effect his daily life.

The next decade was dedicated to coaching & elite sports education. Roger created a successful fitness business, coached sports teams and developed his tennis coaching brand while training elite juniors and guiding young professionals.

Roger started on the ATP Tour in 2002 with Australia's great Lleyton Hewitt. They worked together until 2007. From 2008 to 2011 Rasheed coached French acrobat Gael Monfils to a career high no. 7. Roger then went on to coach another French star in Jo-Wilfred Tsonga with success followed by the young talent of Bulgarian Grigor Dimitrov which he transformed into a top 8 player, winning 4 titles in the first 12 months and giving Dimitrov a taste of Grand Slam success for the first time with a quarter final appearance in Australia and a Wimbledon semi finals appearance in 2014.





He is a highly respected international tennis coach as well as a physical strength/conditioner coach who believes in treating your tennis environment at the elite level as an A LIST business, leaving nothing behind while you work on achieving your own personal greatness.

Roger frequently works as an expert commentator at the Grand Slams for the Ch 7 network in Australia and frequently appears on the Tennis Channel in the USA. His media presence continues all year round via multi radio networks in Australia and around the globe.

Rasheed is the founder of the Roger Rasheed Sports Foundation - saving kids lives through the medicine of sport. Roger resides in Adelaide, South Australia, Australia and is a father to his daughter India Rasheed.



# LLEYTON HEWITT

COACH OF LLEYTON HEWITT

STRENGTH & CONDITIONING COACH

WORLD NUMBER 1

WIMBLEDON CHAMPION

US OPEN CHAMPION

AUSTRALIAN DAVIS CUP CHAMPION



# GAEL MONFILS

COACH OF GAEL MONFILS

STRENGTH AND CONDITIONING COACH

FROM #48 TO #9 IN 6 MONTHS

CAREER HIGH #7

MULTIPLE ATP TITLES

FRENCH DAVIS CUP PLAYER



# JO-WILFRIED TSONGA

COACH OF JO-WILFRIED TSGONA

STRENGTH AND CONDITIONING COACH

FRENCH #1

WORLD #5

MULTIPLE ATP TITLES

FRENCH DAVIS CUP PLAYER





# GRIGOR DIMITROV

COACH OF GRIGOR DIMITROV

STRENGTH AND CONDITIONING COACH

FIRST ATP WORLD TITLE

4 ATP WORLD TITLES

TOP 10 ATP RANKING

FIRST WIMBLEDON SEMI-FINAL



# GRIGOR DIMITROV ON ROGER

MY TENNIS WORLD WAS TURNED AROUND COMPLETELY FROM THE FIRST MEETING WITH ROGER.

Once he took control he gave me enormous direction and brought in a culture I had not seen before. He became the strongest part of my tennis product and the leader of the team. I immediately changed my thinking and from a player in doubt I went on to win 4 titles and make my Grand Slam breakthrough. My understanding for the sport has grown because of the coaching ability that Roger brings, he gave me tennis, physical and importantly mental education - for that I'm forever grateful.



# CORPORATE SPEAKER / PRESENTER

Roger moves from the tennis court and straight into the corporate speaking environment with natural ease, he has an infectious delivery and understands how to deliver a clear strong message that aligns itself to the corporate world.

Roger is a presenter who delivers key note speaking that can transform the corporate audience instantly, his natural understanding of how sport and business can move hand in hand is the reason he is sought after as a speaker. Once you have listened to Roger you will want to seek more time with him, to understand more about what makes his high performance mind work the way it does, he is a leader who wants to create greatness within others.

You can engage Roger for any length of time, for a short motivational presentation right through to a full days conference activation-nothing is out of his reach when it comes to speaking about his passion and yours.



# QUOTES ABOUT ROGER



"I really enjoyed every minute I spent with Roger. I love his company. He's a great guy to have around and he's really been a pleasure to work with. He's worked harder than any other coach that I've ever trained with. I think quite often we both have the same ideas going through our minds when we're out there. We speak a lot off the court about what I'm feeling on the court and it's really paid off well."

- LLEYTON HEWITT, FORMER WORLD #1 TENNIS PLAYER



"For me Roger changed the way I approached the game of tennis. Roger showed me what I needed to do off the court as well as on the court. When ever I stepped out for a match I felt I was physically and mentally prepared and with Roger I achieved my highest career ranking and was able to beat some of the best players in the world. Thank you Roger."

- GAEL MONFILS, FRENCH TENNIS SUPERSTAR AND DAVIS CUP PLAYER



"I've know Roger for 30 years as a competitor, player, coach and a close respected friend. The one facet which has never changed has been his drive for success, his want for others to succeed and his loyalty."

- CHRIS KERMODE, EXECUTIVE CHAIRMAN AND PRESIDENT ATP WORLD TOUR







# MEDIA

CHANEL 7 LEAD COMMENTATOR FOR  
AUSTRALIAN OPEN

TENNIS CHANNEL

VARIOUS RADIO NETWORKS WORLD WIDE  
AS LEAD ANALYST DAILY DURING TENNIS  
GRAND SLAMS

Roger has spent the last 15 years in the media ranks, his skills are very broad as they deliver TV hosting, TV commentary plus radio and print media. His ability to deliver on all platforms is testament to his knowledge and understanding of the media.





# WATCH ROGER ONLINE

CLICK TO WATCH



Roger Rasheed Live @  
Wimbledon Interview



Kia Open Drive - 2014  
Australian Open



Forehand and Backhand #1  
Western & Southern Open



Bring Out Their Best  
by Roger Rasheed



Roger Rasheed Shares  
His Coaching Tips



The Switch to Prince EXO3  
Prince Tennis



Roger Rasheed on Keeping  
Calm Under Pressure



Roger Rasheed Tips  
On Relaxing



# ELITE SPORTS COACHING & MENTORING

CONSULTANT TO ATP/WTB COACHES AND PLAYERS

CONSULTANT TO TENNIS NEW ZEALAND

CONSULTANT TO PRIVATE INTERNATIONAL  
(CREATING PATHWAYS FOR 10YR-20YR  
OLD PLAYERS)

CONSULTANT TO PRIVATE ACADEMIES &  
CLUB COACHES



As a coach on the ATP world tour Roger understands the importance of growing the game and delivering his coaching methods and techniques to others via consultation. He wants to develop coaches, to make them stronger properties so that the athletes can achieve. He also understands the importance of keeping his sport tennis at a high level with Academies so that the product is powerful against other sports.

Roger delivers a high performance brand that is set up right through, from individuals to academies, everyone understands what the picture looks like and where the challenges are ahead, the clarity he gives his coaches and players is a big reason for secured success at all levels. Click [here](#) to see Roger's recent visit to help develop Tennis coaches and players in New Zealand.





# ELITE SPORTS COACHING & MENTORING

OLYMPIC GOLD MEDALLISTS

AFL FOOTBALL PLAYERS/COACHES/CLUBS

AUSTRALIAN BASKETBALL CAPTAIN/  
OLYMPIAN

AUSTRALIAN DAVIS CUP TEAM

INTERNATIONAL SPORTS CEO'S

OLYMPIC ATHLETES/COACHES

SPORTS MEDICAL DIVISION

Over Rogers coaching journey and sporting life he has developed the craft as a natural elite sports coach and mentor. This ability is now used by Roger in other sporting organisation and other world wide athletes in other sports, his ELITE BEHAVIOUR MODEL is a tool which gets results. Understanding Elite performance is hard but delivering it to others is a unique skill that requires knowledge and the delivery skill set which many crave. Roger is sought after by many international sports people, men and women striving to become great.

Once you invest into ELITE BEHAVIOUR outcomes there is no turning back and success is in front of you.



# STRENGTH & CONDITIONING

Roger is a leader in strength and conditioning of Elite athletes around the world, his philosophy is that your body must be prepared in a way that it can accept every challenge presented each day repeatedly at the highest level.

Roger's aim is to prepare each of his athletes so they are superior in this area as it is the tool needed to allow your other big assets to develop into major weapons for training and competition at the Elite level. His demands are high, with an infectious delivery that will give you guaranteed success.







# CORPORATE AMBASSADOR

Roger has developed corporate partnerships which are aligned with his brand image.

He delivers customised experiences to his corp partners including - key note speaking , corporate leadership coaching, appearances, photo shoots & social media promotion.

The success of these programs has lead to a long term relationship with Lacoste and Maui Jim





# WORLD TENNIS CHALLENGE

Roger was one of the creators and owners of a new concept event WTC in Adelaide , South Australia. It became a instant sell out stadium event which hosted the past greats of the game and the current stars of the ATP TOUR. Roger sold the event to Tennis SOUTH Australia in 2014.



# BUILDING ELITE TEAMS

Roger through his coaching platform has developed a rare skill of building ELITE TEAMS, Roger looks at the job in front of him and then recognises through discussion and observation what the team must look like to have success long term. He will engage the talent, create an instant culture program that will be delivered and passionately followed. Through this all Roger will develop individual and team leadership which will allow a group of athletes to live as one which is the most powerful tool you can give a team. Once Roger has his team owning the same culture and breathing the same air then that team will feel the success that is in front of them, they will see the picture clearly and will through elite behaviour activation get the success an ELITE TEAM deserves.

Roger has an infectious appetite that individuals and teams will instantly be a part of, your first step is to honestly accept that you want to become an ELITE TEAM.



# BUILDING ELITE CORPORATE TEAMS

Rogers Elite Teams profiling moves in diverse areas, from SPORT = AFL , Tennis, Basketball, Soccer, Cycling, Netball, Mountain Climbers, Motor Sport, Cricket, Golf and Athletics. The Elite Teams profiling is highly successful through the corporate sector, from CEO's management teams, executives, government, schools and all other businesses as they require great team delivery inwardly to become a powerful brand in the open market.

Roger has a passion for success, developing successfully minded people that allows a lifetime of opportunity. The Elite Team profiling is highly successful through the corporate sector, from CEO's, management teams, executives, government & businesses at large. You must be legitimately looking at building a Champion internal team that enhances the inward company brand and culture, if you do this then you can be assured of becoming a long term power brand in the open market that is always prepared for the moving challenges that confront them.



# CORPORATE EXPERIENCE

**Toop&Toop®**

**LJ Hooker**

**HARRIS**



**William Buck**

**Prescott Securities**



**CHINA SHOP.**

MichelsWarren PR  
ChinaShop Design

**JARVIS**



**JACOB'S CREEK**

**BLACKMORES**







# ROGER RASHEED SPORTS FOUNDATION

The Roger Rasheed Sports Foundation works with some of the most disadvantaged communities to provide children with a better life pathway through access to sport. Australia is the lucky country. But not for everyone. There are children in disadvantaged communities that never have the chance to enjoy sport, to receive a new cricket bat, netball, basketball, a new team uniform or simply ride a bike. Let alone meet a real sporting champion. I have seen first-hand the difference sport can make to children – to their lives now and to their futures. This is what our Sports Foundation is all about – giving these children access to a better life by giving them access to sport.

## Foundation Aims

1. To develop better, healthier children and better, healthier communities.
2. To demonstrate that sport can make a positive difference even in the toughest urban, rural and outback communities.
3. To assist children in these disadvantaged communities by providing access to diverse sports, facilities and equipment, as well as mentoring from elite athletes.

CLICK TO WATCH



RRSF's Rajah Street Project



Murray & Dimitrov Proxy Race



**“Spend just a few minutes with Roger and you will see why he is highly regarded in tennis circles as one of the best motivators and lateral thinkers on the World tennis tour and why that has translated into other successes.”**

