

Information for Coaching & Development Practitioners

Psychological profiling and applied mindfulness training — Dr. Petar Milojev

This document is intended for life coaches, L&D practitioners, and sports or athlete development professionals considering whether The Good For Nothing Project (GFN) may complement work with a client or athlete.

Practitioner Background

Qualification	PhD, Personality Assessment — University of Auckland
Applied background	10+ years in personality profiling, executive assessment, and organisational development (incl. Hogan Assessment Certification) — the same toolkit used in leadership and performance contexts
Contemplative background	~10 years of dedicated mindfulness study and practice; trained in the Unified Mindfulness system

What This Work Is

GFN combines three elements: (1) psychological profiling, mapping how a person specifically operates under pressure; (2) direct, systematic training in three attentional capacities — concentration, clarity, and equanimity; and (3) applied work, bringing that trained capacity to bear on real decisions, performance moments, and pressure.

Most resilience and performance training is organised around recovery — bouncing back faster, tolerating more. This work operates a step earlier: training the attentional capacity that means quality of decision-making, presence, and execution does not degrade under pressure in the first place. The core trained skill — *Being Uncomfortable Skilfully* — is the capacity to meet high stakes and genuine pressure without the automatic defensive reactivity that narrows options and produces unchosen responses.

This operates underneath strategy, technique, and goal-setting rather than replacing them, and is designed to sit alongside existing coaching relationships rather than in competition with them.

Good Fit For

Athletes — competitive performance & composure

Leaders & executives — decision-making under pressure

High-stakes professionals

Performance anxiety

Self-trust & confidence

Team & relational performance

Clarity of thinking under load

The clearest signal this is worth a conversation: a client or athlete who is technically and strategically sound but loses quality exactly when stakes are highest.

Where this isn't the right first step:

Where a presenting need is primarily clinical — anxiety or a pattern significantly interfering with daily functioning, not just performance — that is flagged directly, with a recommendation toward clinical channels first.

Working Alongside Your Coaching

Most clients keep their existing coaching relationship running in parallel. The two tend to reinforce rather than compete: coaching addresses strategy, technique, and goals; this work addresses the attentional capacity to execute under real pressure. Coordination with the referring coach is welcomed at whatever level is useful.

Referral Process

There is no formal intake form. The most useful first step is a direct conversation between practitioners to assess fit before any contact with the client or athlete. Contact details are below.