



PROFESSIONAL SKI INSTRUCTORS OF EUROPE EST 2024

The Adventure

Our purpose is to inspire a lifelong love for skiing by delivering unparalleled mountain experiences. Focusing intently on the holistic skier experience, is a philosophy that is embedded in our DNA. It's not just about improving the technique of the skier; it's about creating memories, bonds, and deep connection to the mountains. This perspective aligns with the ski industry's mandate and sets the tone for everything we do.

This emphasis on the broader skier experience informs our curriculum, shaping it to be more than just lessons – it becomes an *Adventure*. **This foundational concept ensures our instructors deliver an amazing skier experience.** As we delve into what makes a mountain Adventure truly memorable, three pillars emerge: Fun, Safe, and Learning.

1. Fun:

Skiing, at its heart, is a sport of joy and exhilaration. We believe that every mountain adventure should be infused with a sense of wonder and enjoyment. Fun includes exploration, making connections, and celebrating the moments that turn into cherished memories. By focusing on fun, we ensure that students remain motivated, engaged, and eager to return to the slopes. This enjoyment isn't just limited to the students; instructors who teach with a fun-focused approach often find their own experiences enriched, fostering a positive cycle of enthusiasm and passion for the sport.

2. Safe:

An environment that so easily evokes exhilaration, also inherently exposes risk. This requires ski instructors to continuously develop skills for assessing and managing risks, safeguarding both themselves and their students. Our duty of care ensures that each participant feels both mentally and physically secure throughout their skiing journey, fostering trust in both their ski professional and the mountain environment. PSIC instructors realize they act as guides, taking on the vital role of ensuring safety, while allowing for adventures that are both thrilling and secure. This encourages students to push their boundaries without fear, knowing they are in capable hands.

3. Learning:

At the core of our identity as a training institution is the pursuit of effective, transformative learning. Within the PSIC's curriculum, we intertwine the principles of learning science – with its focus on expertise and expert performance – and the science of skiing. The goal of learning science is to apply evidence-informed practices to enhance learning outcomes and promote effective and efficient learning methods. In tandem with this, the science of skiing is integral to our teaching. This means understanding the physics of motion on snow and the techniques that lead to mastery. When these two sciences converge – the science of how we learn and the science of skiing itself – we're able to offer a comprehensive experience that fosters true skill development, understanding, and a deeper appreciation of the sport.

Together, these pillars compose the very essence of the PSIC's *Adventure* philosophy. We invite you to embark on this skiing journey with us, as we champion an experience rooted in **Fun, Safe, Learning**.