



THE
ACE
SYSTEM
MANTRA





The Ace system **MANTRA**

FOUNDATION

The ACE System exists to develop complete athletes with the physical, tactical, technical, mental and educational foundations required to compete at the highest levels of tennis, while building lifelong habits of excellence.

OUR COMMITMENT



We believe excellence is built progressively **over ten years**.



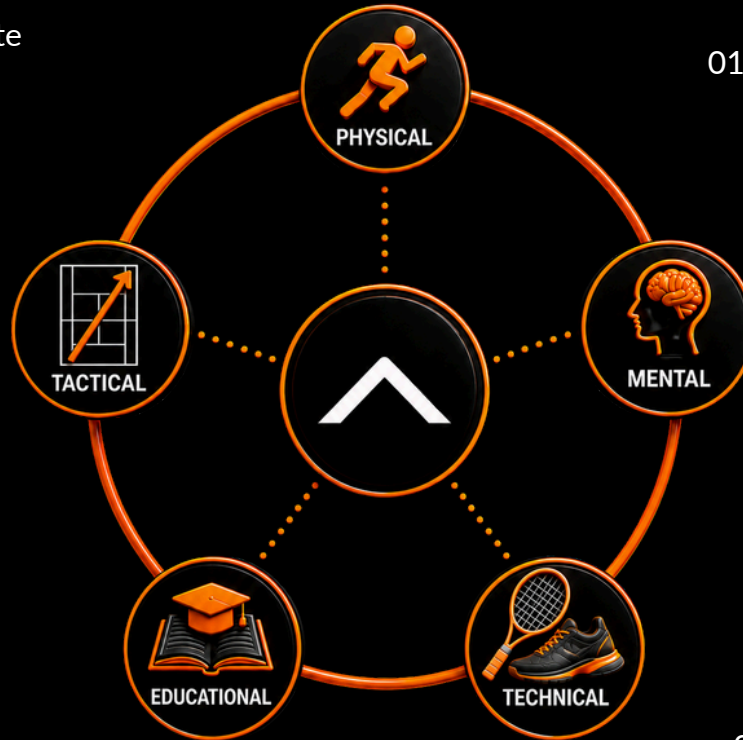
We combine the power of **structured group training** with individualized management.



We develop the whole athlete *on court, in training and in life.*



We prepare athletes to compete at the **highest levels** in Canada and around the world.



OUR 10 PRINCIPLES

01 – **Physical development** is the foundation

02 – Physical commitment builds **mental resilience**

03 – Learn how to play before learning how to win

04 – Technique serves tactical intentions

05 – Defence is the basis of solid play

06 – Develop **two offensive weapons**

07 – **Variation** creates opportunities

08 – **Take time away** - Compound pressure

09 – **Group training** provides tactical volume

10 – Individual player management requires **ONE PLAN, ONE TEAM**

OUR PURPOSE

TO BUILD CANADA'S MOST COMPLETE **PLAYER DEVELOPMENT SYSTEM**
AND INSPIRE THE **NEXT GENERATION** OF CHAMPIONS.



The Ace system **MANTRA**

— 5 pillars of performance —



TACTICAL

PLAY THE RIGHT GAME

Tactical intentions, identified through analytics, guide player development and are always trained with their corresponding counter-intentions.

The game is developed through 3 key areas of the point:

START THE POINT

First four shots & counters

BUILD THE POINT

3 dominant patterns & counters

FINISH THE POINT

Finishing intentions & counters



TECHNICAL

EXECUTE WITH PRECISION

Acquired through the development of general coordination, dexterity, agility, upper and lower body skills

The introduction of essential technical skills

The development of technical skills [upper and lower] based on tactical intentions

The development of technical skills necessary for variation



PHYSICAL

MOVE BETTER AND PERFORM

Build a strong athletic foundation through long-term development and proper regeneration.

Develop tennis-specific physical skills:

UPPER BODY

Agility • Dexterity • Coordination

LOWER BODY

Movement • Coordination • Agility

Individualize the process around the athlete to prevent injury, support recovery and sustain performance throughout the year.



MENTAL

STRONG MIND. WIN WITHIN.

Build the mindset and competitive habits required to perform under pressure and adversity.

Mental skills are developed progressively through deliberate practice, guided by coaches and supported by parents.

We develop resilient, confident and responsible competitors who embrace challenges, solve problems, use the right strategies recognize opportunities and commit to excellence — on and off the court.



EDUCATIONAL LEARN TODAY. LEAD TOMORROW.

Education is an essential part of developing complete athletes. Academic growth builds discipline, responsibility, curiosity and independence, while ACE also strives to develop leadership, strong values and character, qualities that strengthen performance on the court and prepare athletes to positively influence those around them.

High-performance tennis creates unique demands. Through personalized academic guidance, ACE helps athletes balance training, competition, travel and education without compromising their long-term development. Our goal is to develop successful athletes while preparing responsible, confident young leaders with strong values for life—creating opportunities in tennis, education and beyond.



The Ace system **MANTRA**

The non-negotiables



01

COMPETE WITH PURPOSE

Bring intention,
focus and energy
to everything you do.
Every point.
Every rep.
Every day.



02

EMBRACE DISCIPLINE

Discipline in your habits
creates freedom in
performance.
Do the right things,
even when no one
is watching.



03

OWN YOUR ATTITUDE

Control what you can.
Manage your emotions.
Respond, don't react.
Stay positive,
solution-oriented
and resilient.



04

RESPECT THE TEAM

Support your teammates.
Communicate with respect.
Represent Ace with class
on and off the court.
We win together.



05

COMMIT TO GROWTH

Be coachable.
Seek feedback.
Learn, adapt
and get better
every single day.



THESE BEHAVIORS DEFINE WHO WE ARE.
THEY BUILD CHAMPIONS.

HIGH PERFORMANCE STANDARDS

THE HABITS WE EXPECT EVERY DAY.

BEING AN ACE ATHLETE IS NOT ONLY ABOUT HOW YOU PLAY.
IT IS ABOUT HOW YOU PREPARE, COMPETE, COMMUNICATE AND
REPRESENT THE TEAM.



01

ARRIVE READY

COMPETE WITH
PURPOSE

- Arrive on time to warm up physically before hitting
- Have all my equipment ready for practice
- Be mentally ready to give my best effort for every practice
- Keep my phone away from the court or in my bag during practice



READY BEFORE
THE FIRST BALL.



02

GIVE YOUR BEST EFFORT

EMBRACE
DISCIPLINE

- Give constant effort, no matter the drill.
- Listen to every tips by looking at the coach when he/she's talking to me
- Never give away points or matches
- Execute every repetition with intensity and quality



DO THE RIGHT THINGS,
EVEN WHEN NO ONE
IS WATCHING.



03

CONTROL YOUR RESPONSE

OWN YOUR
ATTITUDE

- After a mistake, manage my reactions and use constructive feedback
- No swearing, insulting, destructive behaviours
- Reset quickly and prepare for the next ball
- Always look for solutions



RESPOND. RESET.
COMPETE.



04

RESPECT THE TEAM

WE WIN
TOGETHER

- Respect coaches, teammates, opponents, parents, officials and academy staff
- Support your teammates and contribute to a high performance environment
- Consistently leading by example and upholding the standards
- Greet and represent ACE with class, on and off the court



MAKE THE PEOPLE
AROUND YOU
BETTER.



05

BE COACHABLE

COMMIT TO
GROWTH

- Listen to every tips by looking at the coach when he/she's talking to me
- Receive feedback with an open mind
- Apply feedback, don't just acknowledge it
- Take responsibility for your development
- Be willing to work out of your comfort zone



SEEK FEEDBACK.
LEARN. ADAPT.
IMPROVE.

OUR PROGRESSION OF SANCTIONS

1



SILENT WARNING

The player receives a warning individually by the coach.

2



WARNING IN FRONT OF THE GROUP

The player receives a warning in front of the group to wake up awareness

3



THE PLAYER IS OUT OF THE TRAINING

The player is removed from the practice for the remainder of the session

4



THE PLAYER IS OUT FOR A WEEK

The player is suspended from all trainings for one week + a parent meeting

5



THE PLAYER IS OUT OF THE PROGRAM

The player is removed from the program.
No return possible during the current year.



The Ace system

TACTICAL SITUATIONS

TACTICAL SITUATIONS

1st SERVE + NEXT SHOT

2e SERVE + NEXT SHOT

ATTACKING OR NEUTRALIZING
FROM THE MIDDLE

TAKING CONTROL IN
CROSSCOURT BATTLES

DOMINATING WITH THE
FOREHAND

TRANSITION TO THE
NET & INTERCEPT

NET PLAY



HOW TO COUNTER

1st SERVE RETURNS
+ NEXT SHOT

2nd SERVE RETURNS
+ NEXT SHOT

COUNTER AN ATTACK FROM THE
MIDDLE

COUNTER AN ATTACK WIDE
(FOREHAND/BACKHAND)

COUNTER A PLAYER
DOMINATING WITH FOREHAND

COUNTER TIME
PRESSURE

COUNTER A PLAYER
AT THE NET

OUR PRINCIPLE

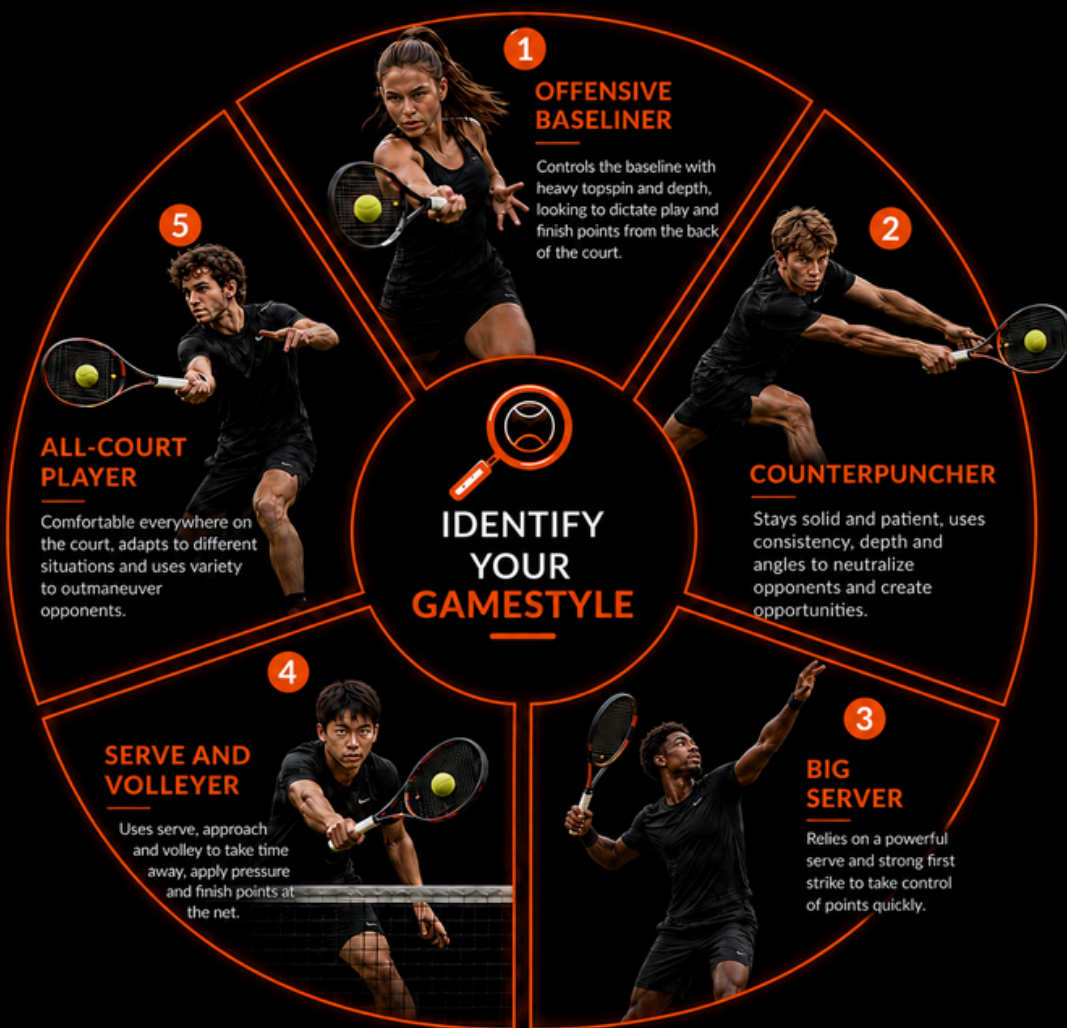
Every situation has an intention. Every intention has a counter.
We train to recognize, execute and adapt faster than the opponent.

VARIATION CREATES OPPORTUNITIES

Adaptation creates pressure

The Ace system THE 5 GAMESTYLES

Strengths per gamestyle



- 1 Offensive baseliner**
 - Use first serve + next shot to take control
 - Dominate the center with the forehand
 - Create and attack short balls
- 2 Counterpuncher**
 - Neutralize the opponent's attacks
 - Use consistency to force errors
 - Counterattack by redirecting pace
- 3 Big server**
 - Win free points with the first serve
 - Use serve location and variation
 - Dominate with the serve + next shot
- 4 Serve & volleyer**
 - Use serve to create a favorable first volley
 - Take time away by transitionning forward
 - Finish points with volleys and overheads
- 5 All-court player**
 - Create opportunities with variations
 - Good transition from baseline to net
 - Adapt patterns and weapons