

**MENTAL  
PREPARATION**

It's not just in your head!

It's what you learn  
after you know it all  
that counts.

- John Wooden



It's not that I don't  
know what to do. I don't  
do what I know!

What your brain can  
conceive and your  
heart can believe, you  
can achieve.

**THE POWER OF THE MIND**

- the swim race
- free throw shooting
- Philadelphia Flyers
- balloons & groceries
- Canadian Ski Team
- Carolyn Waldo
- the ring thing

## PERFORMANCE

...the ability to do what  
you know you can do,  
anytime you need to do  
it!

## IT'S NOT JUST IN YOUR HEAD

The body is physical.  
Talent and skill are physical.  
Emotions are neurochemical events  
and therefore are physical.  
Thinking & visualizing are  
electrochemical events in the brain  
& are therefore also physical.

Talent is genetic  
potential.  
Skills are learned.

Mental preparation is the art and  
science of increasing your ability  
to handle all kinds of stress,  
physical, mental and emotional  
so that you will be a more  
effective competitor.

Emotions respond as  
muscles do. The ones you  
stimulate the most become  
the strongest and most  
accessible.

Great  
competitors are  
great actors!

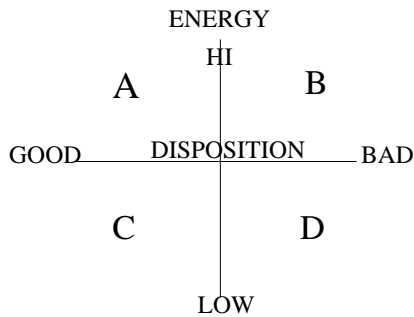
## THE HARDWARE/SOFTWARE ANALOGY

In the context of sport, talent and skill are the software and the human body is the hardware system required for processing.

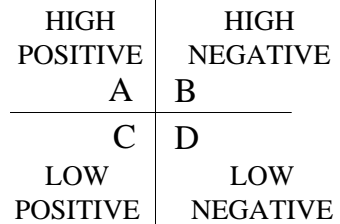
And, just as with computers, you may have the most brilliant software package imaginable, but if the hardware can't process the software, it's as if all that performance potential never existed.

... therefore a  
fundamental  
component to mental  
preparation is physical  
fitness.

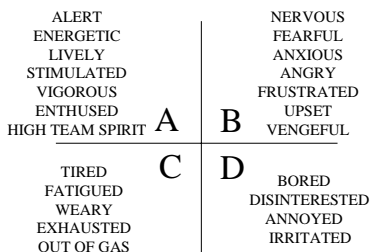
## The Ideal Performance State



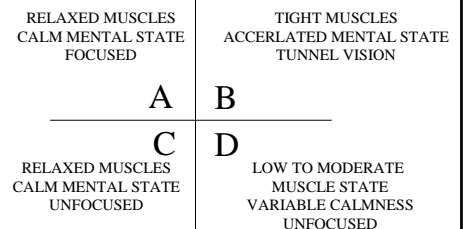
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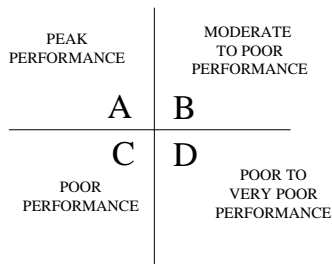
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## BRAIN GYM

CROSS CRAWLS

HOOK-UPS

BRAIN BUTTONS

To love winning is easy. To love the battle requires mental toughness.

Everyone has a performer self and a real self.

The needs of the real self must be addressed before performance can take place.