



## ***Applied Mental Strength Training for Athletes***

### 10 Principles for Successful Goalie Parenting

- 1) **“WHY”** - Know the “Why” of why you want your child to play
  - a) Make a list of the things you hope they learn from playing.
  - b) Make a list of ways they have learned to develop character.
  - c) Take a long term view of their development as player and a person.
- 2) **PERSPECTIVE** – Remember that no matter how they perform it is does not extend their life or threaten their life.
- 3) **ADVERSITY** – Encourage them to learn to handle adversity on their **OWN**.
  - a) Land your Helicopter
  - b) Park your Snowplow
- 4) **RISK TAKING** – Encourage healthy risk taking and frame them as Challenges.
- 5) **FAILURE** – Let them fail and help them to see failures as learning opportunities.
- 6) **BE COMFORTABLE WITH UNCEARTAINITY** - Know how to effectively calm and comfort yourself through times of uncertainty and adversity.
- 7) **MODEL** – Model what you want from your athlete.
- 8) **PICK BATTLES TO LOSE** – As parents you have limited parenting capital.  
Losing some battles helps build it.
- 9) **CHALLENGES** – Be okay with your athlete challenging you.
- 10) **FUN** – Find the fun in playing the game and let your athlete know you enjoy watching them play and learn from the game.

## **Team Services**

Getting your team to the next level requires a mindset for performance, mental strength, and the ability to thrive under pressure. We can help you get there. We find that in order to impact your performance we need to work together to help you find that next level. Our services with teams include workshops and presentations, imagery and visualization programs, goal setting, mental skills assessments, team building activities, skill building exercises, and consultation with the coaching staff.

## **Individual Services**

We provide individual services to athletes who want to learn how to consistently play in their Optimal Performance Zone. Our process starts with identifying the results and goals you want to set. In the next phase we assess and identify the obstacles you need to overcome to achieve your goals. Then we create a plan that will include recommendations, skill building exercises, education, and solutions to help you overcome your obstacles. These services benefit athletes of all abilities and most ages.

## **Coaching Services**

Challenging athletes to master their mental game requires that coaches have a working knowledge of the core skills needed to master the mental game. We help coaches' master new skills to supplement the skills they already have in their tool box. You will learn new skills to help you coach their athletes. Coaches will learn to increase their own mental toughness, push their team to new limits, and find ways to transform their own performance.

## **Parenting Athlete Services**

Time and time again, we find ourselves telling parents – there is nothing your parents could have taught you about how to parent a competitive athlete in today's athletics world. Parenting an elite performer creates challenges that sometimes can be difficult to navigate. You benefit from our experiences and our knowledge in helping athletes and their parents manage the challenges that go with growing up as an athlete.

## **Heart Rate Variability Training**

Creating mental strength involves more than just learning to think positively. Our brains and our hearts work together to help us manage our psychophysiology. Learning how to manage it can be trained. We utilize biofeedback tools that measure your heart rate variability. You will learn about the science behind this training and develop a plan to learn how to train your body and mind to maintain a coherent state. Research shows that HRV training has many benefits including quicker reaction times, better focus, greater cardiac health, better control over emotions, clearer thinking, reduced muscle tension and reduced anxiety. The number of sessions needed varies by the individual and results can be seen in as little as three sessions.

## **Neurofeedback Training**

Our weight training for the brain. With this training, we are able to identify your default performance zone, obstacles that prevent you from reaching your Optimal Performance Zone, solutions you can implement to help you overcome them and training protocols to use to help enhance the performance of your brain. This technology was originally developed to train astronauts for NASA and involves using an EEG amplifier to measure your brainwaves. Don't worry, it won't shock you. It's actually really cool and interesting.

Many of our athletes report that this training helps them improve the quality of their sleep, their ability to focus, quicker reactions times and manage the stress and pressure that goes with being an athlete.