

# Sport Psychology for Athletes



## Focus Like A Champion

An Athlete's Guide to Optimal Performance



Dr. Delice Coffey



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### WELCOME TO YOUR PRIVATE GUIDE

Do you want your child/athlete to improve their performance so they can be the next MVP?

Does your child/athlete get easily frustrated and lose focus because of expectations?

Does your child/athlete have a well-defined routine that will elevate their game?

If yes, **Focus Like A Champion** is for you!

I am Dr. Delice Coffey. Psychologist & Mental Game Coach



The power the mind controls over the body is incredible. Learning to **Focus Like A Champion** is critical to the success of the athlete when all other factors match up equally with an opponent.

**THIS GUIDE** is a key to enhancing performance and elevating the games.

**THIS GUIDE** will help your child/athlete reach their best performance in pressured situations.

#### **THIS GUIDE WILL COVER HOW TO:**

- Use Imagery Effectively
- Create Goals and Action Plans
- Develop a Pre-Game Routine that will elevate their game.

Congratulations on taking the first step – Let's **Soar To The Top** Together!

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### The One Thing



Michael Jordan said, “All I know is I do not want to be average”  
He had a vision and an action plan then executed it every day.



Kobe said, “I just close his eyes and reminisce. He stayed  
focused and kept the vision of greatness in his mind.



Stephan Curry said, “Every time I rise up, I have confidence that  
I’m going to make it.” He had a routine and confidence to succeed.

### **Everything starts in the mind.**

The most important thing is to have a clear vision of what you want your result  
to be and set process goals to achieve them.

Elite Athletes use imagery exercises to create a planned response to any  
situation; then, they practice until it becomes automatic.

**Mental preparation is critical to developing a laser-like focus.**

It's better to look ahead, prepare, and plan than to look back and regret.

**Image and Believe. Take Action and Achieve.**



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## The Importance Of Imagery



### What Is Imagery?

- Equivalent terms include visualization, mental rehearsal, mental practice.
- Imagery involves creating or recreating an experience in your mind.

*(continued)*

- Since you maintain control of your thoughts, you can direct the course of imagining of each scenario as well as your response to the situations.
- This fortifies mental toughness by keeping your thoughts and focus entirely on your best response to any circumstance.
- All mental energy is spent building a laser like focus on positive responses to adverse situations.



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### How To Use Internal & External Imagery

When you formulate an imagery exercise, it is essential to understand there are two types, and both offer different advantages when utilized properly.

#### Internal Imagery

- The most commonly used, and it incorporates all your senses.
- The experience of visualizing an athletic performance from your perspective.
- As you envision different obstacles, you can plan your most positive response.
- When you face your competition, you are merely acting out an already planned reaction.

#### External Imagery

- Looking at your performance from the outside as if you were watching from the audience.
- Visualizing externally allows an objective viewpoint, eliminating excuses or emotions.
- It is like watching a film as you meet your performance potential.
- It's has nothing to do with how you feel or how hard you tried.



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### How To Develop An Imagery Script

One key to creating an effective imagery exercise is to answer these questions:

- What is/are my biggest obstacle(s)
- What is my biggest fear?
- What does the best version of myself look like?

The answer to these questions will drive the process of visualizing; however, most importantly, the answer to the questions will help you design a thoughtful response needed for a clear vision in your mind.

Mental toughness occurs as your mind works through adverse or difficult situations.

Your fears lessen once you face them and develop a plan for overcoming them.

Anything standing between you and your full potential should be processed *first in the mind*.

Starting in the mind creates the mindset that provides the capacity for the development of a laser-like focus.

#### Action Plan

Find a quiet place where you will not be interrupted for 20 minutes.

Ask yourself the questions above.

See yourself responding to the issues in a positive manner



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### The Importance Of Setting Process Goals

Process goals allow athletes to focus on the execution rather than the outcome or consequences.

#### **Process goals will help you:**

Improve the ability to maintain focus and consistency despite the obstacles.

Achieve maximum effectiveness by channeling all focus to present executions.

Process Goals are categorized as Performance Goals or Mental Goals.

Performance Goals and Mental Goals are crucial to attaining consistent mental toughness.

#### Performance Goals

- Require the athlete's attention to remain in the present
- Eliminate regretting past mistakes or worrying about the future.
- Eliminate emotions from decision making that have the potential to weaken a positive mindset.
- Directs the reaction and plan for reaching optimal performance no matter the adversity.

#### Mental Goals

- Pushes the mind to remain in the present.
- Are short and powerful, like a slogan that is empowering and easily repeated
- Creates a laser-like focus unaffected by anticipation or feelings of defeat.
- Examples of mental goals include something like, "Go Hard," or "I deserve to win."



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### How Goal Setting Help You Stay Focus

An athlete will never meet their full potential unless they develop their mental game.

Process goals are systematically used to improve focus and promote a positive mindset.

Athletes who work out hard physically without establishing goals lack direction.

Without goals, it makes overall improvement hard to achieve.

#### The mind provides stability to overcome:

- Adversity
- Strive for higher gains
- Reach optimal performance.

An athlete who ignores the mind's power weakens their ability to achieve improvement and success.

Process goals are necessary for gaining a strong mental game so you can outperform the competition.





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### How To Write Effective Goals

In athletics, everyone strives to be the best.

Striving to be the best is what motivates athletes. Setting effective goals will get you there.

Having the bar set high is important but setting realistic goals to meet them is more important.

Setting goals and following through with them is the only way to become a champion.

Goal setting allows you to work harder because you are focused on reaching the goal.

Without goals, it is nearly impossible to achieve success.

Setting goals and reaching them is how champions are born.

If your goal does not follow this format or a similar format, your time and effort may be wasted.

To set an effective goal, you must remember that the goal must be possible, but not easy.

The goal itself should be challenging enough to stretch you but not stress you.

Effective goal setting must fit five characteristics. The acronym is SMART.

- Specific
- Measurable
- Achievable
- Relevant
- Time-related

Athletes must have a clear vision of what they want the results to be, and a SMART goal.



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### The Importance of Pre-Game Routines

There is power in a pre-game routine. It will help you get your mind and body in sync.



Top athletes utilize pre-game routine that helps reduce distractions, minimize anxiety, and allow them to narrow their focus slowly.

Pre-game routines are essential and can ward off insecurities, anxiety, and irrational thinking.

Routines are one of the most important aspects of sports that athletes can develop to improve their training and competitive performances.

One key element of developing a laser-like focus so you can outperform the competition is the creation of an effective pre-game routine.

Pre-game routines establish the framework for the transition of thoughts from everyday life to performance day.

An effective pre-game routine improves your mental game by helping you to focus during the competition, which results in attaining optimal performance.



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### How Pre-Game Routines Improve Performance

Before the game, it is imperative to control distractions.

The mental preparation for optimal performance occurs long before the game starts.

A pre-game routine is necessary to eliminate outside worldly distractions and create a laser-like focus for the competition.



Every athlete is unique. The pre-game routine should reflect that individuality.

While some may find certain practices quirky or unnecessary in a pre-game routine, the fact is that any element that allows you to focus while warming up their body is an effective pre-game routine for you.

When you begin your competition relaxed, warmed up, and mentally prepared, then you know they have an effective pre-game routine.

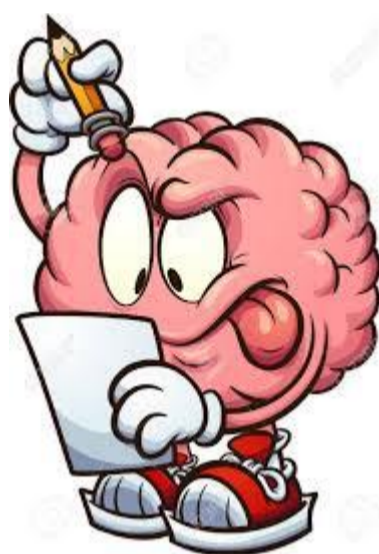


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### How To Develop A Pre-Game Routine

A planned response is more effective than reacting as events occur.



The pre-game routine allows you to restrict every situation in your mind as well as a response.

This control strengthens your mental game by allowing a positive mindset.

Confidence increases and focus intensifies as a result.

When the confidence level is high, you maintain the ability to trust your ability for success.

When you initially establish a pre-game routine, it is crucial to consider the following:

- Incorporate mental exercise while performing your physical.
- Repeat both exercises in the same order each time, thereby solidifying the routine in the mind.
- Maintain mental focus and keep your thoughts on the present.
- Utilize the same playlist of songs (if you use music) to promote strength in the routine.
- As the body relaxes, focus on the goals of the game mentally.
- Imagine every scenario, as well as your response to each situation.

For maximum benefit, use the same pre-game routine before every game.



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### Elevation Call

**This is the end of the guide, but the beginning of your athletic transformation!**

**We covered how to:**

- Use imagery effectively
- Create an action plan
- Develop a pre-game routine



**BUT... YOU JUST SCRATCHED THE SURFACE.**

**WHAT'S NEXT?**

Knowing the strategies in general is one thing, but having an individualized plan, applying it correctly to your unique situation is something completely different.

I'd like to invite you to a free 30-minute Elevation Call with me—a \$125.00 value.

During this call, we will figure out what you are struggling with and the next steps you need to take your performance to the next level!

I'll ask you a few questions and then give you the roadmap to enhance your learning and evaluate your game so you can reach your goals sooner, quicker, and faster.

**Here is the link to schedule a time for our call to elevate your game!**

<https://calendly.com/dr-dcoffey>