

Brand Guide for

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PRIMARY WORDMARK

R 66 G 82 B 84	R 184 G 194 B 194
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R 77 G 77 B 79	R 191 G 191 B 191

#425154

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WEB BASED COLOR PALETTE (HEX)



PRINT BASED COLOR PALETTE (CMYK)

HEADLINE

EAGLE BOOK

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z 1 2 3 4 5 6
7 8 9 0 a b c d e f g h
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v w x y z

Primary Body Copy

NeutraText

A B C D E F G H I J K L M N O P

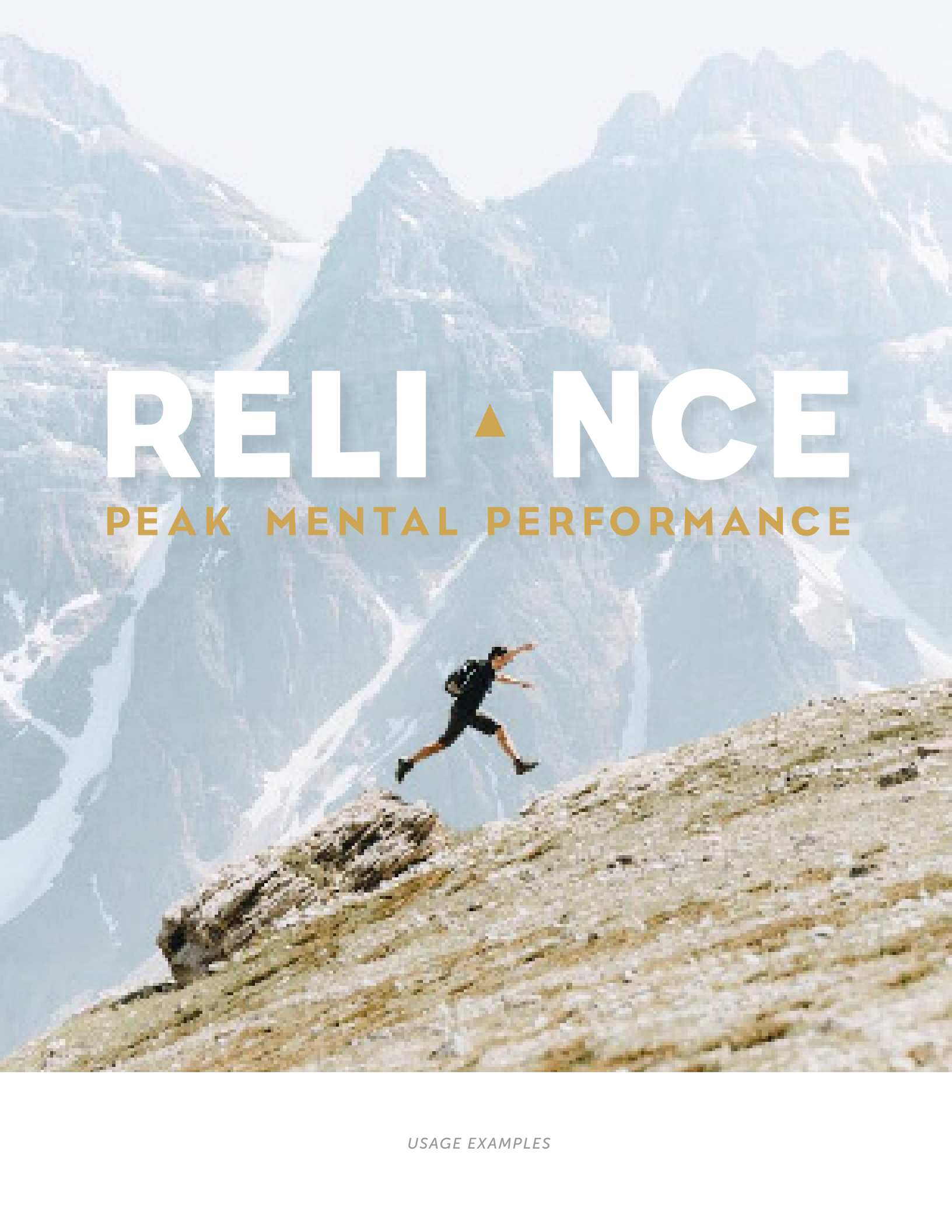
Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9

0 a b c d e f g h i j k l m n o p q r s t

u v w x y z

Secondary Body Copy
Adobe Caslon Italic

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z 1 2 3 4 5 6
7 8 9 0 a b c d e f g h i j k l m n o p q
r s t u v w x y z

A full-page background image showing a person in athletic gear jumping over a rocky ridge. The person is in mid-air, with arms and legs extended. The background features a vast, mountainous landscape with steep, rocky slopes and distant peaks under a clear sky. The overall tone is adventurous and motivational.

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USAGE EXAMPLES

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WE ACTUALIZE WHAT WE VISUALIZE

All behavior whether it be getting ice cream or hitting a ground ball is preceded by an emotion. These principles of emotional resilience can be tied to evidenced based practices in the field of psychology, Rational Emotive Behavioral Therapy, mindfulness and the distress tolerance principles of Dialectical Behavioral Therapy.

BODY, BREATHE *and* HEART BEAT

The foundations for which
performance is born.

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MINDFULNESS

Experience *some* Quietness

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Chapter 04.

FOCUS & CONCENTRATION

Utilizing the art of concentration and
focus as tool for intentional performance.

Calling on Concentration

Focused Learning

Mind / Body Connections

FOCUS & CONCENTRATION

As we move along throughout the workbook there will be certain key points that will be highlighted. This chapter is one of them.

When working with athletes, the skills of focus and concentration is the number one areas where most of them struggle. Whenever we have performance difficulty it stems from a lack in two areas.

1. Focus & concentration.

2. Belief.

This chapter will breakdown the keys to focus and concentration and how to find YOUR ways to increase your ability for both.

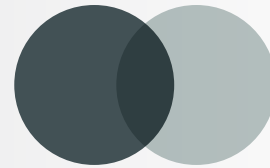
Aiming your Arrow

Think of focus and concentration as your ability to aim your arrow. You pull the bow back, find your target, breathe and release. Now, I am not a professional archer however, this is a perfect analogy for what we do in our athletic routine. The process of drawing your bow, connecting with the target and completing your shot is pointless without **FOCUSING** and **CONCENTRATING** on intended outcome.

If you take nothing else from this book and only hone these two areas of peak performance, this will improve your mental game.

FOCUS is essentially your ability to "return to the present moment or experience at hand. It is ones ability to gain control of there awareness and draw it back to the present.

LABEL A



LABEL B

Notice the qualites of circle A. These are the "factors" that make up what is going on insdle the athlete. They experience: Anxiousness, neverousness, racing thoughts, self talk, etc.

Notice the qualities of Circle B. These are the factors that are going on externally for athletes. Crowd noise, weather temperature, sweat, score, statistics, etc.we want to perfrom

Notice the qualites of circle C. These are factors of concentration and focus. These are the qualities of the "aware athlete". Attentive, regulated, aware, stable, clear, present-moment-focus."

PICTURE – PERFECT – PLAY

It is imperative that when utilizing visualization that we "Picture-Perfect-Play". As mentioned earlier our brain doesn't know the difference between what has happened live in a game or a visualization that we play through in our mind. Therefore when we practice our visualization we want to... Picture-Perfect-Play.

EXAMPLE

Lets try an exercise to illustrate our Perfect Play.

1. Find a comfortable seating position. Sitting with attention and focus.
2. Close your eyes.
3. Notice your natural state.
4. Playback a time in your athletic career when you made an error.
A time when you "messed up", overplayed or underperformed.
5. Become aware of the MOST intense moment of error. Notice the mistake, the difficulty, the lacking.
6. Become aware of how you are feeling as you are seeing this image.
7. Open your eyes.
8. Quickly write down all of the errors, mistakes, mechanics you noticed that were wrong, incorrect, not fluid, etc.