



THE SCIENCE OF EXCELLENCE

UNLEASH THE POWER OF YOUR TRUEST SPORTING POTENTIAL

The Athlete Performance Programme

UNLEASH YOUR POWER

*The secret to achieving **Sporting Excellence** resides inside of your **mind**. When you learn these powerful **NeuroCise©** techniques you will master the ability to unlock your greatest sporting potential.*



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THE MIND

As you're sat here reading this, your mind is pattern recognising these words and images, then matching them with what has been programmed deep in your brain since you first learnt what each of these words meant. Your pupils are dilating and constricting, your fingers are manoeuvring the pages, all whilst your mind is controlling your body temperature, pumping blood and contracting the muscles which are digesting your latest meal. What you are now paying attention to is your **conscious** mind shining a spotlight on the what is most important to you in this exact moment. Everything else is your **subconscious** mind doing what it has done for millions of years. When great athletes perform at their truest potential it is their subconscious mind taking control over (and instead of) their conscious thoughts and allowing the body express the 1000's of hours of practice come to the surface so they can showcase their abilities.

THE BODY

The body is the physical vessel which allows the mind to express what it has learnt. Without the muscles, bones, organs etc we would simply be a stationary bundle of neurological wires with no ability to transport ourselves anywhere. It is only in the last 20 years of academic study that the field of **Epigenetics** has emerged and the world of science truly began to understand the power that the internal and external environment has on the development of the physical body. Epigenetics has now proven that which ever environment the body is placed into for a concerted period of time that our DNA and the physical body will adapt to this environment and recalibrate the body to meet the environments demands. Therefore demonstrating that the human body is an adaptation making machine capable of limitless potential.



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WHAT IS THE SCIENCE OF EXCELLENCE?

THE SCIENCE OF EXCELLENCE (The SoE) is the exclusive evolutionary athlete mentoring programme designed to tutor elite athletes of all ages, powerful mind enhancing techniques to accelerate their sporting abilities and performance. The SoE programmes, its **NeuroCise®** techniques and activities provide all committed athletes who are striving for excellence with a specialised curriculum of uniquely designed techniques for each individual athletes' needs.

All our athletes have succeeded are 100% guaranteed enhancements in their performance. This bespoke programme gives athletes access to powerful mind tools to accelerate & energise their performance. The SoE programmes creates a platform away from sport where athletes learn specialised NeuroCise® mind techniques which teaches them the mental skills which sports teams/organisations simply are not teaching athletes as part of their coaching programmes.



Having worked with athletes of all ages for many years it is glaringly obvious that the performance of their mind is absolutely NOT being catered for by professional clubs and Olympic programmes. The brain is like a muscle, yet sport continues to develop every muscle on the body and neglect the most important one of all; **the brain**. When athletes are happy they play at their peak. When they feel sad, dejected or isolated they don't. It's simple, they don't play as well. Yet all too often athletes are treated like emotion-less robots on a factory conveyer belt. It doesn't matter who you are, what your job or role is in life. If you do not take care of your mind you will never have a fully functioning body. The SoE provides athletes with a uniquely designed curriculum tailored to their needs lasting from 4 to 12 sessions. Before any programme begins, I forensically discover exactly what is causing any blockages in performance using the SoE **STATES MODEL**, which identifies athletes performance outcomes and then I create a specialised curriculum of **NeuroCise®** techniques and activities to transform their performance.

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One of the most common mistakes made by sports clubs/programmes and athletes is the default response to performance:

"Do more physical training!".

Whether this means more time in the gym or more time on the practice field, this is all too often the only considered solution for athletes and coaches. This method alone is simply never enough. Numerous studies have compared the power and effect of the mind on physical performance. *Erin M. Shackell and Lionel G 2007* University study measured the impact of weekly weight training verses visualisation only, on the impact of muscular strength performance. Remarkably, the visualisation group improved Quadriceps strength by an amazing 24% (the weight training group also improved by 28%). Thus demonstrating how much physical performance can be improved just by using the power of the mind. 100's of studies have backed up this phenomenon. The **NeuroCise®** techniques used within The SoE programmes are tried, tested and designed to energise the subconscious mind and create monumental shifts in sporting performance.



All sporting performance is controlled by the subconscious minds ability to execute what has been learnt through the 1000's of hours of practice an athlete has put in to develop their abilities. Unfortunately, life often gets in the way which leads to athletes developing limiting beliefs and negative emotional states which further prevents them from truly expressing their greatest potential. The great athletes either naturally cultivate a way of with dealing with pressure, anxiety and limiting beliefs or are fortunate enough to find someone who teaches them how to. The vast majority, struggle on for as long as they can until something gives way, whether that's the mind, body or both. The SoE programmes leaves no stone unturned in helping athletes elevate their performance levels to higher and higher levels of excellence. No matter what problem is getting in the way or which improvements an athlete is wanting to make these powerful methods will bring a sustainable synergy to peak sporting performance like never felt before.

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WHAT DO THE SCIENCE OF EXCELLENCE PROGRAMMES DO?

The SoE programmes utilise the specialised NeuroCise© mind technologies to target, energize and enhance the subconscious & conscious mind. When athletes (or people) get stuck they try to get out of those stuck positions/states (aka; Problem Performance States) by "trying harder" and by doing more and more. People revert to what they know, which is trying to tackle problems only using physical force or by applying mental force by repetition of thoughts and conversations inside of their mind over and over. Unfortunately, our brains have not been wired up to respond to these types of strategies to create changes to what has already been learned. Through millions of years of evolution the brain has been designed to learn what it needs to know by the time you are 7 and this door inside of your mind is gradually closing every year which passes by until it slams shut and locks in what it has learnt so we as humans know and understand how to avoid death and live our lives competently (and safely) until the day we die.

Unfortunately, we humans often learn faulty lessons/habits/beliefs created from misinterpretations of events which once happened in the past which go on to create ineffective programmes inside of the subconscious mind. So to respond to trying to change by consciously forcing things very, very rarely works. The older a person gets the harder and harder it is for these repetitive physical and conscious thinking patterns to make any significant change. When athletes try and tackle their performance problems in these ways they are using their conscious mind to try and create the changes. Yet whatever is preventing an athlete from performing at their absolute best, or from enhancing their performance lies within the subconscious mind. So conscious thinking simply will never solve these types of performance related challenges.

The SoE has numerous specialised curricula of programmes using NeuroCise© techniques to teach athletes how to be able to go inside their mind and make powerful changes to their subconscious mind in order that they can express their excellence every time they perform. Excellence is learnt and the only things preventing excellence from being expressed is a lack of commitment, disempowering beliefs and disempowering performance states. Those performance related problems grow like weeds inside the garden of the mind. The SoE teaches athletes how to rip out those unwanted weeds, so the garden can flourish and when this happens the truest expression of athletes abilities will flow from within them.

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HOW THE BRAIN EFFECTS PERFORMANCE

The secret key to changing limiting beliefs, negative emotional states and learning new skills is done now by going around the conscious mind. The **conscious mind** (shown in the diagram opposite) is what allows us to think & analyse. It also allows us to create and imagine new ideas and possibilities. This part of the brain is essentially what makes us human & allows us to take active control over low level simple behaviours. The **Pre-Frontal Cortex** is the newest and most recently evolved part of the human brain. For all of its great functions it is significantly slower and less powerful than the deeper subconscious structures found deeper within the brain which evolved millions of years before the Pre-Frontal Cortex/Cortex

The 2nd deepest structure within the brain is the **Limbic System** which contains the **Amygdala, Hypothalamus** and **Hippocampus**. This region of the brain is often called the "Ape-like brain". It is where our emotions are created and where our emotional memories are stored. It is within this region of your brain which is responsible for creating your powerful emotional states (eg: tenacity, desire, confidence, Joy) and also disempowering emotional states (eg: anger, frustration, anxiety, pressure). All of athletes greatest performances occurred when they get themselves into a powerful emotional state which allowed their learnt subconscious skills to flow from the deeper part of their brain and execute them with ease. When athletes get control of their emotional state their truest expression of their abilities/techniques will shine through.

The earliest part of the brain to form was the **Brainstem** and after this was the **Cerebellum** (seen in the diagram opposite). It is within the Cerebellum where all of our motor abilities are stored (eg: walking, running, kicking a football, throwing a netball). When athlete perform they are not consciously performing these skills. They may sometimes consciously select which skills/techniques they want to execute but these skills are actually executed by the subconscious mind: the Cerebellum. Due to the Cerebellum being so close to the emotional structures of the brain the emotional state monumentally impacts on the Cerebellums' ability to effectively execute its subconscious patterns (aka: skills). Therefore if an athlete loses control of their emotional state then they lose control of their performance. Then they have to think to do what they know can normally be done effortlessly.

Every Science of Excellence technique enables athletes to work within the deeper neurological structures of their mind and this is why **The Science of Excellence**© gives athletes so much success. When they get control over their deeper neurology athletes get deeper and effortless control over their body's ability to perform. These **NeuroCise**© techniques help athletes tune into their sensory systems (Visual, Audio & Kinaesthetic) and evolve them so they can take control over their **limiting habits, beliefs, emotional states and skills**. Every single memory, belief, habit and skill is codified and created through the sensory system. Athletes get stuck or stop developing because of a misinterpretation of something which created an ineffective neurological pattern formed via their sensory system. All athletes can now learn how to take complete control of their mind and body with these programmes.



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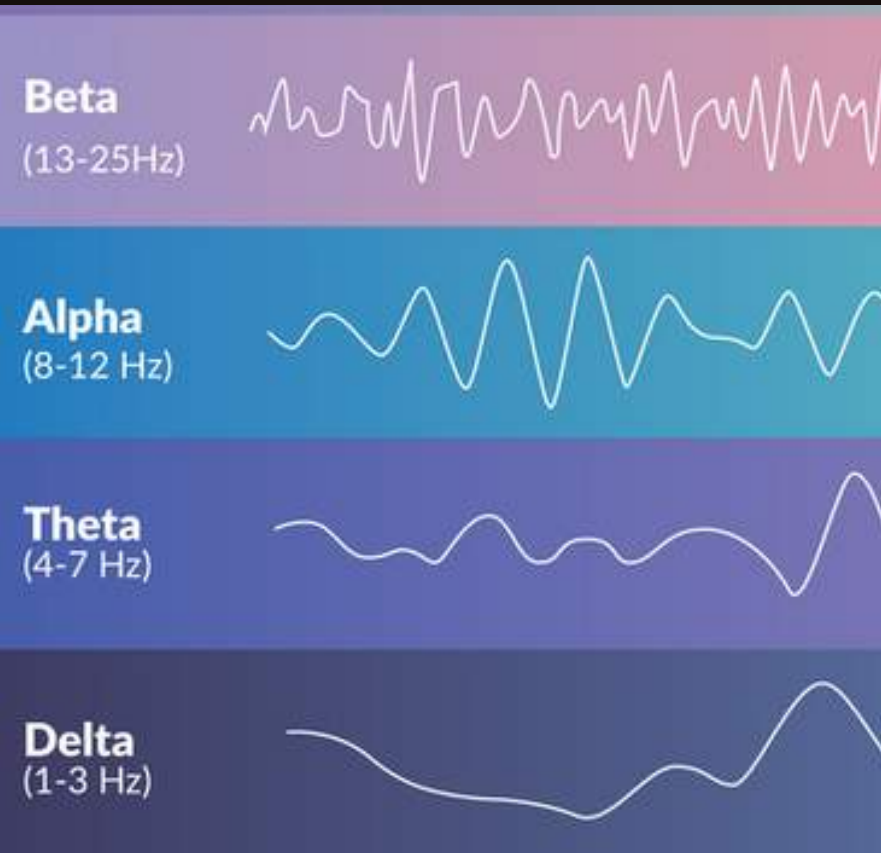




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HOW THE NEUROCISE© TECHNIQUES WORK

The **NeuroCise©** techniques work by utilising the natural brain frequencies which the mind automatically uses to create the variety of experiences it goes through on a daily basis. Every single night every human on this planet lowers their brainwave patterns down to a **Delta** brainwave frequency when they go to sleep. Whenever someone day dreams, or fantasizes, they have unknowingly lowered their brainwave frequency into an **Alpha** frequency. The uniqueness of these techniques is that it gives athletes the self-power to take control of these brain frequencies and utilise them to get control over their own emotional states, (eg: pressure, doubt, anxiety, frustration etc) limiting beliefs, habits & behaviours so that they can then take control over their performances.

Beta brainwaves are naturally created during everyday normal conscious activity. Just like now, whilst *you are reading these words* your brainwaves have slipped effortlessly into a low **Beta** Brainwave pattern. The issues occur in performance when athletes get angry, nervous, frustrated because these states automatically switch on the innate **FREEZE, FIGHT or FLIGHT** mechanisms in the **subconscious mind**. This ramps up the **Beta** Brainwave frequency to a far higher level, thus switching off many faculties of subconscious processes because the subconscious mind thinks there is danger around. If there is a perceived threat (real or not, which can be a physical or a mental/verbal threat) the athletes subconscious skills, abilities & techniques are effectively turned down to ensure that the person survives whatever event (real or imagined) is there.

The vast majority of the **NeuroCise©** techniques work by helping the athlete relax their conscious mind and reduce down the **Beta** brainwaves into a relaxed **Alpha** brainwave pattern. Once the **conscious mind** is relaxed, it is then possible for the athlete to take control of their **subconscious** processes. Now in this state of mind athletes are inside the engine of their mind and can take control over their body and correct any blockages which were getting in the way of their performances. Now, athletes start driving their body and performance exactly how they want it.

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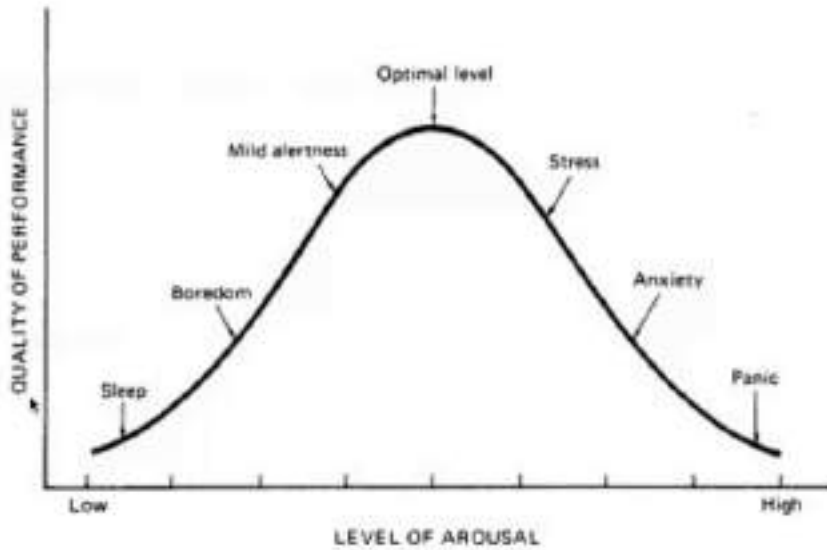




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HOW TO CREATE PEAK PERFORMANCE STATES

When athletes say things like: "I wasn't feeling up for it", "I just couldn't get myself going" or "The pressure got to me"; these all signify that the athlete was not able to get them self into a optimal peak state which would allow them to go and perform at the peak of their abilities.

All skills, techniques are developed whilst performing in a particular neurological state and these states allow athletes to access their skills and abilities with effortless ease when they are in these optimal states. When athletes feel flat, pressure or nervous they have got themselves into a negative state. Their body feels heavier, their execution of skills can feel laboured and jerky. Decision making and creativity ultimately diminish.

Peak performances occur outside of beta brainwave frequencies. Beta brainwave patterns allow for conscious thought and analysis. Over-analysis can lead to anxiety. Anxiety (aka; nerves) is the overwhelming fear that something is going wrong, or could go wrong, and these thoughts & feelings knock the brain out of state

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HOW THE NEUROCISE® TECHNIQUES TRANSFORM SPORTING PERFORMANCE

Every **NeuroCise®** technique begins by relaxing the conscious mind. If the Freeze, Fight, Flight mechanism of the brain is activated, the **conscious mind** is on red alert and begins to "overthink" and look for danger. Great athletes perform without their conscious mind (and without danger (aka-FEAR/Pressure). They perform in a state of "FLOW" (the zone). The beginning of each technique relaxes the conscious mind so that athletes can access their own subconscious performance states, beliefs & abilities

Once the conscious mind is relaxed the **NeuroCise®** techniques guides athletes so they can access the subconscious emotional states which they want to experience. For example: if someone wants to perform with a heightened state of focus, tenacity or relaxation then they can access this subconscious state by activating the **Limbic System**. Every emotional state you have ever had has been recorded and stored inside your **subconscious mind**. These unique techniques guide you into re-accessing these states and then taking them to whole new dimension. Essentially, however the athlete wants to feel to allow them to perform at their absolute peak of performance they will now be able to access this state at will. Nerves & pressure completely dissolve from their mind so they can relax and just let all of their abilities flow from within them self.

As the techniques guide you further down into your subconscious mind they can then access the **Cerebellum**. Inside the cerebellum is where we store all of our motor movements, skills and techniques. These techniques help athletes re-associate to the emotional states and to the skills/techniques which they have developed over the 1000's of hours they spent developing their abilities. Once guided into this part of the mind you can develop and improve the skills learnt and even improve the efficiency of these skills/techniques which have not yet mastered. These techniques guide athletes so that they can access their skills/techniques by engaging with their neuro-sensory system. It is this **neuro-sensory system** which has codified all sports skills and techniques into an algorithm of pictures, sounds and feelings, which are then recorded as **Schema's** in your mind.

Once your mind is relaxed and in a heightened state of inner focus athletes are able to then re-connected and take control over their own neurology via their sensory system. The athlete them self then learns to adapt and change it so that it functions far more efficiently and effectively. If the images codified within the neurology are not big, bright, colourful and clear it makes it much harder for the neurology to work in an optimal way. If athletes start feeling the pressure of performance (nerves, anger, frustration etc) those images diminish and so too does the ability to access all the skills & techniques which have stored in their arsenal (aka: their subconscious mind). When athletes learn these **NeuroCise®** techniques they truly learn how to "UNLEASH THE POWER" of their ultimate performance.



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WHAT THE SCIENCE OF EXCELLENCE PROGRAMMES WILL DO FOR YOU

The SoE mentoring programmes are available in 4, 8 and 12 session packages. Each session is a 60-90 minute session, which takes place in person at their home or via zoom/skype. It is recommended that athletes have 1 session every 1 to 2 weeks apart. Every athlete is different, this why each package is around their individual requirements and needs as an athlete. Each specialised programme is created after athletes complete a forensically designed *Performance Matrix Questionnaire* to determine which techniques and activities each athletes needs most to energize their performance.

Throughout the course of a 12 session package athletes learn how to develop these powerful techniques:

- Perform in turbo-charged training states.
- Control nerves and Sit in the seat of relaxation before competition.
- Galvanise inner self-confidence.
- Neurologically wire targets into the mind & smash through them in lightening fast time.
- Erase that voice of self-doubt.
- Master skills/techniques at the speed of light.
- Perform at the peak of your powers by gliding effortlessly into the "Flow State" whilst competing.
- Put fear in prison & unleash effortless performance.
- Reinvent & rejuvenate your supreme performance identity & perform as the ultimate version of yourself
- Create the magnetised movie inside your mind & develop crystal clear decision making abilities.
- Fuel ferocious focus before competition.
- Magnetise your performance competition states.
- Break the chains of your limiting beliefs which are holding you back from being your truest self.
- Perform perfectly under pressure.
- Learn how to sit in the driver seat of emotions and take control over your performance state.
- Hardwire your unique style into your subconscious & create effortless performances.
- Step into the eyes of your heroes and learn how model and rewire their technique into your own.
- Snap the chains of past poor performance and learn how to let go of the emotions of disappointment.
- Drift down into deep sleep every night & give your mind/body the rest it needs for optimum performance
- Delete poor performance decisions/mistakes from your mind so you can carry on with your performance.

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HOW YOUR PERFORMANCE WILL TRANSFORM AFTER FOLLOWING YOUR SCIENCE OF EXCELLENCE PROGRAMME:

- Performance doubts, fears and anxieties will dissolve whilst competing and training.
- You will feel a forcefield of confidence around yourself whenever you perform.
- Crystal clear decisions will flow naturally, freely and effortlessly whilst performing.
- You will learn how to wipe out the mistakes from past performances, so that your present performances are not being held back by the images of the past.
- Pressure will no longer exist as you learn to turn down that valve inside of your mind and perform in complete absence of doubt.
- You will feel nuclear powered energy & motivation whilst training.
- Creative, natural performances will begin to flow from you.
- The joys of playing/performing in your sport will radiate from you.
- You will develop & improve technical aspects of your performance at two/three times faster than normal.
- Your desire to perform and keep developing will increase like an ever growing fire from within you.
- Setting and achieving targets will come to you faster and more naturally.
- You feel completely relaxed whilst performing in what used to feel like pressurised situations
- Performance will feel effortless.
- You will sleep deeper and give your body the perfect amount of rest so it rejuvenate and be ready for the next competition or training session.
- Most importantly, you will feel the juices of joy from playing your sport. We all wanted to become athletes because we loved playing these games. When you perform in a state of joy instead of fear, nerves or anger you will express your truest self and your performance levels will explode into life.
- You will **"UNLEASH YOUR POWER"** & become the version of yourself which has always been inside of you.

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HERE IS WHAT SOME OF THE SCIENCE OF EXCELLENCE CLIENTS SAY:

"I woke up feeling so good, fresh & excited for the day ahead. Honestly, I could just shut my eyes and feel that sensation of "I am The Greatest" from last night's session. It was so powerful! I felt so sharp in my passing, it was interesting how the beliefs and words were just flying into my head at certain points of training. I felt a new level of confidence & belief which was even more than I've already shown since we've been working together"

A,P- Ostersunds FC

"Every session is always something fresh and new. You always want the best for & I can't tell you how much that means for someone to believe in me like that."

T,C- England Basketball

"Thanks for everything you have done for me. You have made me see that sport is so much more than just physical and that the power of the mind is crucial to perform at the highest level. Thank you for all of the techniques you have taught me and the lesson I've had"

W,P- 800m Runner

"Training has gone really well, I don't think I've made an error these last 2 sessions and most importantly I've really enjoyed it which is the big thing for me that I'm noticing. For each technique that we go through and use I find myself enjoying training more! I'm using the anchor more and performing skills a higher quality"

J,K- Huddersfield Giants RLFC

"Thanks for everything. I most definitely wouldn't be in the place I am now without your extra support to me mentally & physically. I am very grateful to you and remember everything you taught me"

R,D- Halifax Town FC

"The session we did was great. I felt sharper. I played very very good my coach said I was outstanding. At one point I was 25-30 yards out, the defender headed it out towards me and I volleyed it first time, very powerfully and accurately. It hit the bar of the top corner. It was amazing. I was very pleased with myself. Looking forward to the next session."

C,L- Oldham Athletic FC

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