

SPORT & PERFORMANCE PSYCHOLOGY

“Performance is 10% physical and 90% mental”

Performance Psychology

Performance Psychology is the science and art of getting the best out of human performance through mastering the mind. Performance and Sport Psychology focuses on the mental side of performance, which is often neglected by individuals in all performance domains. Performance and sport psychology involve utilizing proven mental skills training to strengthen the mind to improve performance.

The Role of a Sports/Performance Psychologist

Many athletes and coaches are confused about the role of a sports/performance psychologist in improving athletic performance. Today, a sports psychologist can do several things to help athletes with sports and performance. A sports psychologist role is more accepted today as a part of the regular coaching staff for teams and for individual athletes than ever before. What sports psychologists can do are numerous, but the most common role for a sports psychologist is to teach proven mental training strategies for enhanced performance and learning. These skills include improved confidence, focus, composure, intensity, mental readiness, distraction control, positive thinking and trust in athletic performance. Sport/Performance psychologists work with athletes and performers to reach their potential and dreams.

Benefits of Mental Skills Training

Research on world class performers and elite athletes has shown common critical mental skills that contribute to their success. The use of psychological techniques, cognitive strategies or mental skills training has been commonly used by high performance athletes for many years. These mental skills can be learned with instruction and practice. Mental skills training helps athletes and teams to improve their mental game skills and mental toughness so they can perform at their optimal level consistently and under pressure. Developing this mental strength is key and here are some of the benefits:

- *Better concentration*
- *Greater confidence*
- *Ability to focus on the process instead of the outcomes*
- *Better arousal, anxiety and attentional control strategies*
- *Greater management of emotions after setbacks & mistakes*
- *Improved ability to perform well under competitive pressure*
- *Ability to generate more positive thoughts and imagery*
- *More determination and commitment*
- *Improved consistency of performance with routines*
- *Ability to use of cognitive restructuring strategies/Success-thinking patterns*



The application of mental skills training can be individualized to fit the needs of the intended athlete or team. The use of mental skills training can literally take an athlete or a team from good to great!

**Natalie Zaiffdeen, M.C.
Registered Psychologist**



Natalie's active lifestyle as a competitive dancer, soccer player, and fitness athlete has shaped her keen interest in mental strength and human potential. Her experience competing at the regional, provincial, and national levels has deepened her understanding of the mental obstacles involved in elite performance. Natalie firmly believes that as human beings, we have an innate propensity towards growth, self-realization, and recovery. She hopes to optimize her client's mental performance through empowerment, self-awareness, and the uncovering of inner strengths and resiliencies.



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Natalie offers mental skills training to athletes, coaches, and performers, assisting in the development of their mental game. Athletes and performers will not only gain the tools to overcome mental blocks impeding their performances but will cultivate the greatest tool in their body — their mind — maximizing their physical abilities. Mental performance consulting is for the individual/team interested in overcoming a setback, injuries or athletes/performers who simply want to train their mind to maximize their physical training. You will gain a clear understanding of what your mental strengths and weaknesses are, and how to zone into your optimal performance. Let's master your mental game!

4-SESSION SERIES

Session 1: Critical Elements of Excellence

Among world class performers and elite athletes are seven common mental factors that contribute to their success. These critical components will be discussed over the four sessions with interactive activities given to build practical application and understanding.

Session 2: Increasing Confidence and Focus

Do you believe in your own potential? Are you working at improving the quality and consistency of your focus? In this session, we will learn about the pillars of self-confidence, confidence killers and strategies to overcome obstacles that hold you back. We will also look at how focus is the single most important mental skill associated with performance excellence. Distraction control strategies to sharpen your focus and attention will be shared.

Session 3: Mental Readiness & the Power of Positive Thinking

Mental readiness refers to a positive state you carry into learning and performance situations. Do you know what it looks like to be 'ready and prepared' to do your best? In this session we will look at pre-performance routines and practical strategies you need before and during a competition to ensure you are totally prepared to perform at your best. We will discuss five ways to well-being, learned optimism and positive self-talk.

Session 4: Composure, Mindfulness & Constructive Evaluation

This troubleshooting session will look at the importance of composure, communication, coping skills, especially when dealing with setbacks and transitions. Resilience and mindfulness strategies will be discussed along with effective ways to manage anxiety and pressure. Are you committed to learning new things to develop your skills? The importance of getting the most out of training will be encouraged.

SERVICES & RATES:

Individual Session	\$200 per 50-minute session
Group/Team Session	\$250 per 50-minute session

