



# Implementing Sports Psychology in Your Athletic Programs

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# What percentage of high school sports is mental?



"Baseball is  
**90% mental**  
& the other half  
is physical."

- Yogi Berra

Original image by  
Bill Gentry 2010



**MENTAL TOUGHNESS**

*The difference  
between  
good &*

**GREAT**





# Why Do Your Athletes Need Mental Performance?





# The Power of Perspective





# Change

The only constant in life is change

Heraclitus

"Failure is an opportunity to grow"

## GROWTH MINDSET

"I can learn to do anything I want"

"Challenges help me to grow"

"My effort and attitude determine my abilities"

"Feedback is constructive"

"I am inspired by the success of others"

"I like to try new things"

"Failure is the limit of my abilities"

## FIXED MINDSET

"I'm either good at it or I'm not"

"My abilities are unchanging"

"I don't like to be challenged"

"I can either do it, or I can't"

"My potential is predetermined"

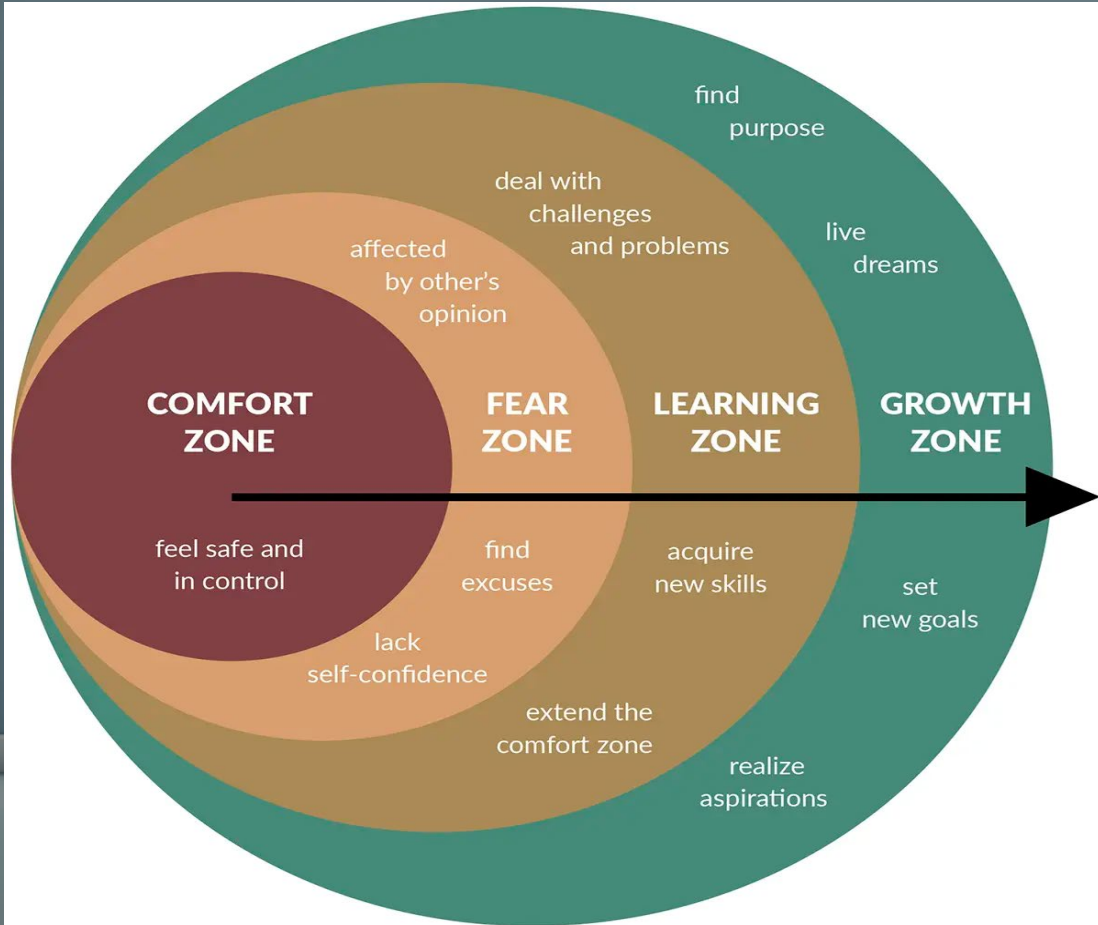
"When I'm frustrated, I give up"

"Feedback and criticism are personal"

"I stick to what I know"



# Escaping Your Comfort Zone





# Past, Present, & Future

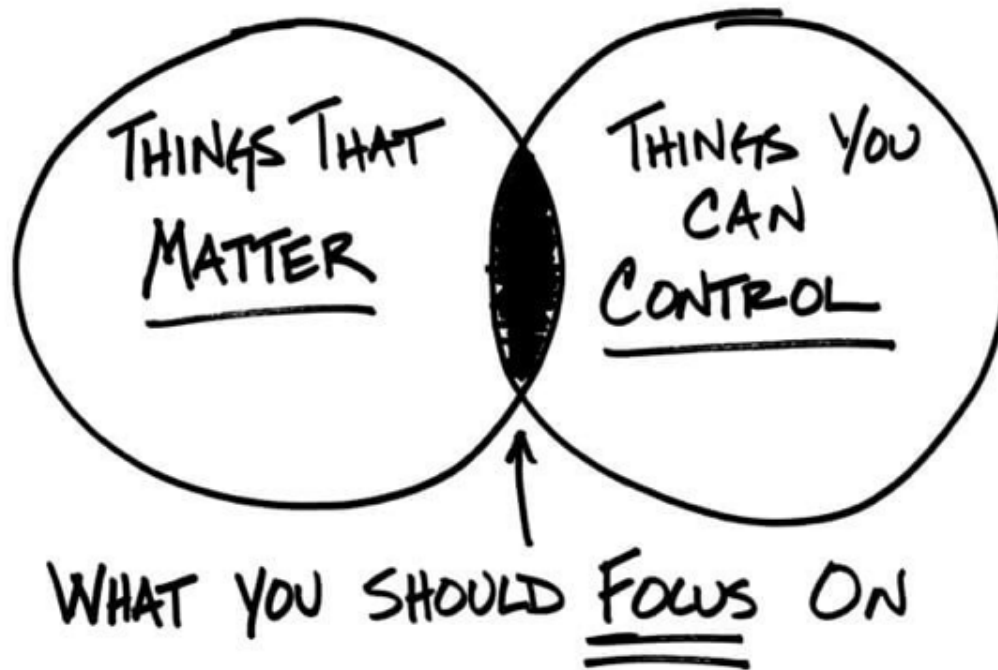
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- Clinical Psychology
- Past - Depressed
- Future - Anxious
- Present Moment Focus



# Elite Mindset

Control the  
Controllables!



ATTITUDE  
&  
EFFORT

What type of "R" do you have?

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**E + R = O**

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**"I DO NOT CONTROL  
EVENTS. I DO CONTROL  
MY RESPONSE."**

Default  
or  
Discipline

FOCUS3

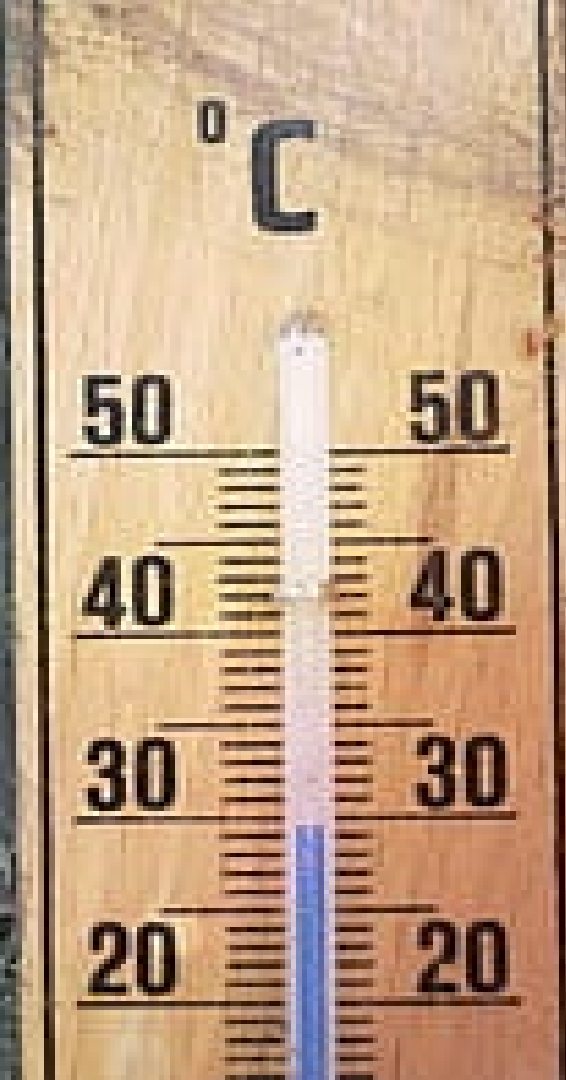


@TBrianKight



# Mindset

What is your favorite temperature?





# One Strategy to help student athletes with performance: BFS

**Body Language**

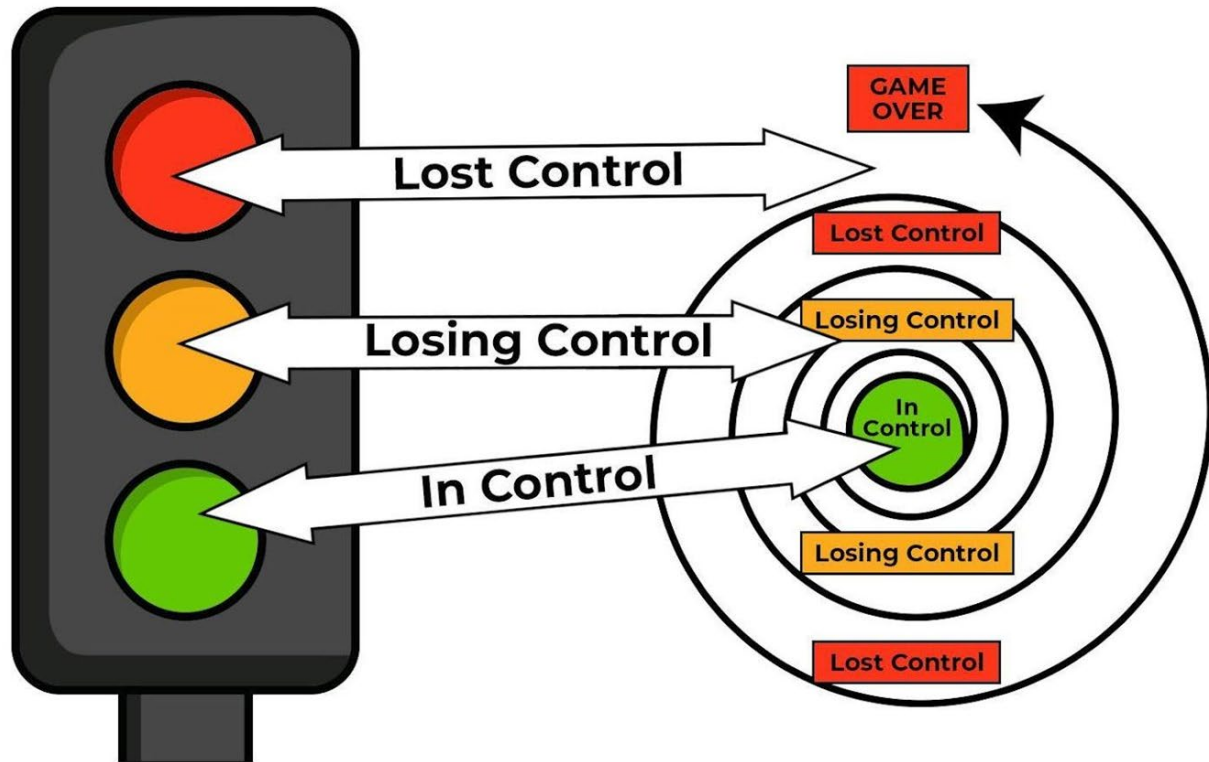
**Focus**

**Self Talk**

- **Help athletes identify what their body language, focus, and self-talk look like when they're at their best and when they're at their worst**
- **This brings awareness and helps them recognize how BFS impacts their mindset**
- **Develop a plan to turn things around before they allow negative BFS to affect their performance**



# Recognizing Signal Lights







## Resources/Ideas

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- **Mental Performance Daily**
- **Success Hotline 973-743-4690**
- **Daily Stoic**
- **Daily Dominator**
- **Monthly 1% Intention**
- **Optimize App**
- **168 Plan**
- **Make your bed and take the stairs**
- **HabitShare**



# Resources

- **Brian Cain**

- [www.briancain.com](http://www.briancain.com)
- Podcasts: Mental Performance Daily & Mental Performance Mastery
- Books, Social Media (@briancainpeak)
- Certification Programs: Coaches and Athletes

- **Dr. Rob Gilbert**

- The Success Hotline: 973-743-4690
- Podcast
- Zoom Calls





## *Additional Resources*

**4 quick, effective ways to get better every day  
with mental performance**

- 1. Call the Success Hotline**
- 2. Listen to Mental Performance Daily**
- 3. Read the Daily Dominator**
- 4. Read the Daily Stoic**

# Social Media Resources

@DrTomHanson  
@champsmindapp

@Targetmentality  
@JakeAThompson

@TrevorMoawad  
@BrianCmiles

@hannah\_huesman  
@HeadStrongDoc

@laurenjohnson\_  
@docyoungy

@MVP\_Mindset  
@DrSportPsych

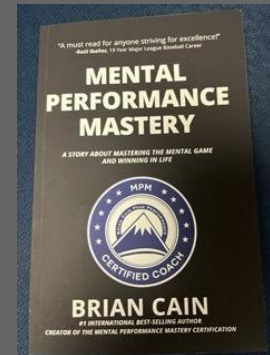
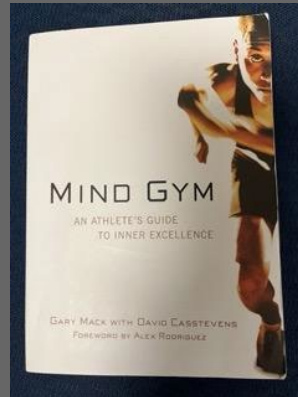
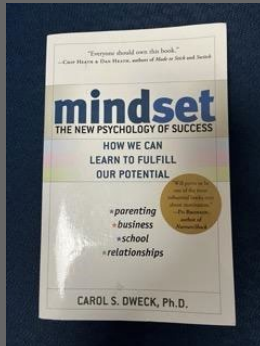
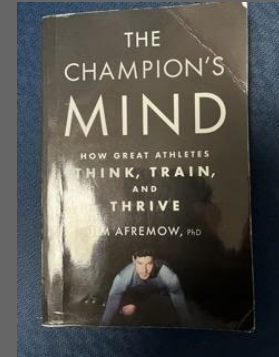
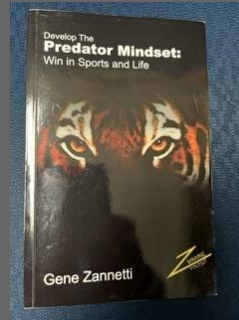
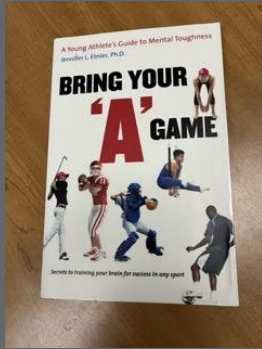
@SportPsychTips  
@clark\_perform

@CompeteEveryDay  
@davidgoggins

@Justinsua  
@tylerpazik

# Mental Performance 101

## *Resources*





# Step By Step Implementation Process

1. Get the buy-in to the importance of mental performance
2. Educate yourself on mental performance or hire a professional
3. Educate your coaches/staff/athletes on mental performance
4. Regular time dedicated to mental performance
5. Accountability partners (Habitshare)





3 frogs sitting on a log  
1 decides to jump off, how many frog are still on the log?

A  
S  
A



Please scan for a copy of our presentation

