
MIND GYM

The program that leaps from
traditional psychology to
performance enhancement
through technology.

Join us in enhancing your performance in
sports • business • life



What is Mind Gym?

Mind Gym is a revolutionary program that achieves performance excellence through the use of technology. The program evaluates each performer to reveal significant strengths and challenges. Performers receive a complete summary with training recommendations. Mind Gym trains mind/body balance, managing triggers associated with fear and trauma, focus, commitment to decisions, imagery/visualization, resilience and much much more. Ultimately the program is the key to providing every participant with the opportunity in achieving a competitive edge that goes beyond traditional coaching. Mind Gym is a unique program catered to each individual, conducted by the individual to cultivate a science based process that unleashes the best of your abilities through technology.

The Skills that determine your performance:

- **Attention**

Focus, Endurance, Distractibility, Perfectionism

- **Emotions**

Anxiety Assessment, Alter-Ego, Positive/Negative Affect

- **Pressure/Intensity/Adversity**

Perception of Success

- **Mindfulness**

Awareness, Breathing, Meditation

- **Decisions**

Routines, Intuition, Confidence

- **Vision**

Acuity, Peripheral, Perception

- **Motivation**

Approach/Avoid, Situation Motivation

- **Imagery**

Visual, Auditory, Kinesthetic

- **Synchronicity**

Reaction Time, Anticipation time, reflexes

- **Scoring**

Strategy, Will, Determination, Goal Achievement

BENEFITS OF TRAINING KEY MENTAL SKILLS

- Establishing synchronicity concentration
- Improved visual and peripheral awareness
- Achieving accurate anticipation time
- Faster reaction time
- Efficiency in multi-tasking
- More accurate decision making within pressured situations
- Enhanced focus and
- Enhanced ability in tracking multiple moving objects
- Decreased stress
- Improved breathing skills
- Increased memory recall
- Increased confidence
- Target accuracy
- Increased self regulation
- Increased strategic output
- Decreased injuries



The Technologies that Enhance the Program

Mind Gym MEASUREMENT and TRAINING

HeartMath

- Heart rate variability feedback allows the performer to take charge of their emotional wellbeing.
- The performer learns to release stress, create balance and build resilience. Inner balance of the body/mind creates an optimal psychophysiological state, aligning the heart, mind and emotions.
- HeartMath research has been ongoing for the past 25 years. Over 400 independent research articles support the ability to reduce stress and enhance performance. Research we conducted on golfers indicated significantly reduced anxiety following 6 weeks of training with HeartMath.

Mind Gym Profile

- A set of inventories specifically selected to assess the mental capabilities of the mind.
- A Mind Gym Profile provides feedback to the participant and directions to improve mental skills through the exercises provided by Mind Gym.
- Taken at the start of your journey into the mind gym experience and repeated to evaluate progress.
- Each profile is a valid and reliable research instrument. Some profiles are specific to your performance and some measure your characteristics in life. They are not always the same. All of them provide insights to expand self-awareness and suggest training areas for better your best performance.

NeoRhythm

- A non-invasive magnetic method of stimulation positioned at four different areas of the brain, depending on the desired result. NeoRhythm stimulates the brain using an outside frequency signal so the brain can learn to mimic the pattern.
- There are seven different states of mind programmed into NeoRhythm. These include sleep, lucid dreaming, relaxation, meditation, energy and vitality, pain relief and enhanced mental capacity.
- Research has confirmed that the brain can learn to mimic signals from the outside world. Research studies have also confirmed the efficacy of NeoRhythm to create these states of mind.

NeuroTek

- A light, sound and haptic (feel) system to repattern the brain. Flashing lights, pulsing sounds and vibrations allow the user to change a reactive, automatic pattern in the brain.
- The Emotional Resilience & Programming application will reduce the emotional response to stress and traumatic events. Using frequency stimulation, the brain is able to let go of the emotions attached to past events and conditions (i.e., anxiety, not good enough, anger, etc.).
- The Emotional Response & Programming application also prepares the performer to manage similar situations and conditions in the future. In addition, the performer can prepare for a future event or program the image they would like to create for themselves.
- Research has tested the positive effects of light, sound and vibrational therapy to reduce the emotional response to thoughts and past events. The Emotional Resilience & Programming application is currently under study to determine the efficacy of this application technique.

Oculus 2

- A virtual reality system is used to train performance skills by imitating real environments.
- Richie's Plank teaches the performer to enhance coping skills, conquer fears and be in charge.
- REAKT trains decision making, reaction time, visual tracking and focus.
- Research indicates a variety of athletes from baseball, volleyball, hockey, and soccer improved the REAKT skills following 3 weeks of training.

Opti Brain

- Opti Brain measures (Opti Brain) and trains your brain (Opti Train) using auditory and visual feedback.
- The pattern Opti trains is synchrony or balance. Since most things each day pull us out of balance, Opti trains the skill of bringing yourself back into balance (calm).
- This technology is simple to use and easy to learn. It can be used indoors or in the field of performance. Opti makes the mental side of performance tangible.
- Research from 4 golf studies (including yips golfers) showed an average 18% increase in the number of 10ft putts made following 15 Opti training trials. The yips golfers increased putts made by 35% and improved putting stroke technique 25%, timing 25% and consistency 50% following 15 Opti training putts compared to golfers who did not train.

Opti Apps

- Three apps have been designed to train 3 important performance skills:
- **Makemoreputts** is a research-based app that trains imagery and visualization for putting. The app shows a high-level PGA Tour putter putting 3, 6, 9, 18 and 30 ft putts from several visual angles. You watch and hear the putt go in the hole from straight on, left to right and right to left. You choose what you would like to train.
- The app was tested with college age golfers over a 6-week period (15 min/week) and they improved their number of successful 12 ft. putts by 61% compared to a 19% improvement for those who watched a putting instructional video. Golfers who simply putt balls for training only improved 13%.
- **Attention** trains enhanced clarity of focus, sustainability and reduced distractibility. The game uses balls and numbers with increasing difficulty and distraction to improve attentional skills.
- Research on golfers who putt 20, 12ft putts before and after 3 weeks of training (1 hour/week) on the Attention game, improved putts made by 14% while golfers who did not play the app decreased putts made by 7%. This equates to 5 less 12 ft putts per 18-hole round.
- **Synchronicity** trains anticipation time or the ability to anticipate what is coming and when. This is extremely valuable for any timing task, which includes many performance arenas. Several game options provide a fun task of making goals, shots, arrows in targets, etc., at just the correct time to score.
- Research with putting showed increased concentration following 10 minutes of play. Novice golfers reported significantly improved putting feel following Synchronicity.

The Consistency Code

This is an individualized athletic intensive program which also includes a 1 year membership to the Mind Gym - providing the athlete with the opportunity in continuing their training and enhancing their performance through the Mind Gym. Within this program you gain Full Access to Mind Gym.

The Consistency Code is a 4 week program customized to individuals who are looking to establish and refine a consistency code that will deliver results on an ongoing basis - through direct and continued implementation of the technology within the Mind Gym.

**Emotions managed, strategies set, performance delivered.
Take your Mental Game beyond your success**

Week 1: Assessment

Develop and Understanding of your Performance

Week 3: Strategies

Understanding Your Consistency Code to Strategist for Your Success

Week 2: Optimize the Filter

Understand and Managing Your Emotions

Week 4: Delivering Performance

Solidifying Your Consistency Code Through the Mind Gym

This program is catered specifically to individuals who aspire to take their game to the next level and make the Mind Gym a part of their weekly training process.

- The Mind Gym consists of technologies catered to delivering heightened success
- The facility houses many advance technologies that assist in enhancing ones neurological/psychological conditioning
- You will only be introduced to technologies that are deemed to be beneficial to your overall goals based on information received within your Athletic Assessment



Debbie Crews Ph.D.

President/CEO of Opti Brain and Co-Director of the Better Your Best and Mind Gym programs. With a rich history spanning 35+ years of research and applied Sports Psychology, Dr. Crews has created systems designed to improve performance in a variety of arenas. She has collected an immense amount of data from golfers and archers. Over time, her work has expanded to include bowling, basketball, baseball, education,

special needs populations (AD/HD, Autism Spectrum Disorder) and the military. Dr. Crews' science accomplishments include serving as being Chair of the World Scientific Congress of Golf, initiating the golf research journal "International Journal of Golf Science". and receiving the Best Science in Golf award from Golf Magazine. Debbie has received two patents: an original golf putter design and the Opti Brain feedback training system.

A respected golf instructor, Debbie is a Master Professional for the LPGA and has received numerous awards; including but not limited to the Ellen Griffin Excellence in Teaching, Golf for Women Top 50 Teacher, Golf Digest Top Female Teachers, and was recently inducted into the LPGA Hall of Fame. Debbie continues to research and assist athletes to "Better Your Best" performance.

www.myoptibrain.com

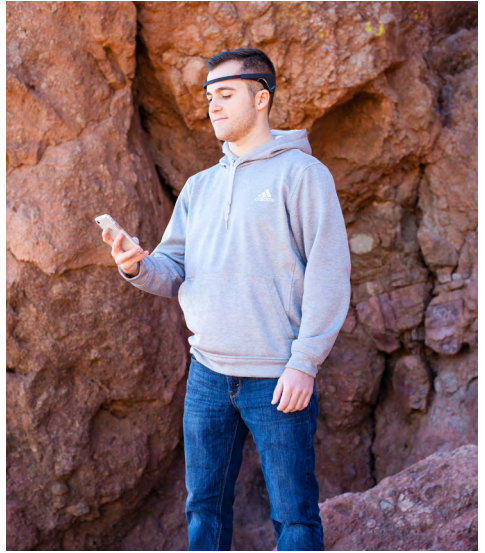
Mahsa Durbano MSc

President/CEO of Limitless Performance and Co-Director of Mind Gym. Miss Durbano is a Mental Skills Consultant, who provides Psych training and counseling services to professionals, Olympic, elite, collegiate, high school, amateur, recreational, and youth athletes, as well as musicians, actors, performers, and business professionals. Mahsa works closely with athletes of all ages



and abilities in helping them perform to their full potential, while understanding the importance of supporting the dynamics between the athlete, their parents and coaches in reaching their goals and navigating the world of competitive performance. She serves organizations such as the National Basketball League, Canadian Pro Basketball League, The Humber Hawks, Brock University, Ontario Colleges Athletic Association, Grand Valley Golf D2, ASU Sun Devils Womens Team D1, Ontario Professional Development League, International Football Club, Sail Canada Jr. Team, and Team Canada development Tennis. In her journey of academia, she has had the opportunity of guest lecturing at Niagara College, and Humber College.

www.LimitlessPerformance.ca



Contact us to learn more of how we can assist you and your organization to achieve optimal performance



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