

THE MENTAL★MINUTE

The Mental Minute - Issue #8 September 2025



COACH SPOTLIGHT:
CURTIS COX

OPRF JUNIOR HUSKIES FOOTBALL

**HOW PROCESS OVER OUTCOME
HELPS YOU CONTROL
THE CONTROLLABLES**

**QUICK TIPS
YOU CAN USE**
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WELCOME to the **September** edition of The Mental Minute! We're excited to keep bringing you impactful insights into **mental performance training**—designed to help athletes, coaches, and parents gain the mental edge when it matters most.

This month, we're diving into **Process Over Outcome**—choosing controllable behaviors over the scoreboard: body language, focus, self-talk. When athletes focus on the job in front of them using **W.I.N. (What's Important Now)**, pressure turns into a plan, and the moment feels familiar.

By implementing go-to routines and remembering to control the controllables **BFS (body language, focus, and self-talk)** with every rep, athletes play faster, reset quicker after mistakes, and build durable confidence. In turn, results follow naturally as the byproduct of doing the right things right, one rep at a time.

THE MENTAL MINUTE is a monthly newsletter intended to educate athletes, coaches, and parents about essential **mental performance skills** and keep you informed about **upcoming training** events and opportunities to book 1-on-1 training sessions with a mental performance coach.

Each newsletter is designed to focus on a specific mental skills (e.g. breathing, mental rehearsal, etc.) and offers **practical insights and techniques** to enhance your current mental performance skillset. Through this newsletter, we aim to support ongoing **cognitive growth** to sustain engagement, personal development, competitive resilience within all sports disciplines through ongoing mental performance education.



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Topic of The Month: **Process Over Outcome**



COACH DANNY, MPM

WHAT DOES PROCESS OVER OUTCOME MEAN? It means focusing on the behaviors you can control (breathing, routine, self-talk, leadership, teamwork) instead of the scoreboard or stat line. It's **controlling response** ($E+R=O$), focusing on **W.I.N. (What's Important Now)**, and executing your next best action with purpose and intent.

WHY IT MATTERS Focusing on process builds **consistency under pressure** because repeatable routines (body language → focus → self-talk) quiet nerves and make the moment feel familiar. When mistakes happen, **focus on what you can control** (flush-it → reset) to shorten bounce-back times, prevent spirals, and protect your confidence. **Process goals** are loops you can train. Over time, **real growth**, stronger confidence, and better decisions transfer from practice to games.

HOW TO TRAIN IT Don't chase results—trust the process. Because outcomes are unpredictable, anchor attention on what you can always control—preparation, mindset, effort, and the task at hand. Run a **simple routine** every play: breathe for 4–6 counts, use cue words (*“attack, fight, win”*), control body language (head up, shoulders back) and execute the first step. When mistakes happen, use a routine: flush the

last play, replay the correct mental rep, run your routine, and get ready for the next play.

In addition, **track what you train**—use a sports journal to rate your BFS (body language, focus, and self-talk) 1–5 after your games during the season. Be sure to include any standout plays or mistakes made.

Over time, focusing on process over outcome helps athletes **control the controllables** regardless of the scoreboard, and stay locked in one rep at a time. As a result, they’ll gain confidence by knowing what they can and can’t control.



Quick Tips You Can Use: **Process Over Outcome**

PARENTS TIP: Help your athlete focus on process over outcome. Before practice or games, have them set a process goal (e.g., pre-play routine, or mistake routine). During play, stick to your routines—and praise visible actions: body language, focus, attitude, and effort. After mistakes, use Flush It→ Reset. In the car, ask how things went: “What do you think went well today? What’s one thing you want to work on for next time?” Consider a 1–5 BFS score after each game to make progress visible.

PROCESS OVER OUTCOME is a performance habit you can train daily—no special tools required. When you lock onto controllables (body language, focus, self-talk), you build consistent execution regardless of the scoreboard. Here are 3 process tips you can start using right now:

USE A “PRE-PLAY” PROCESS

Breathe before every play, and see yourself executing the play successfully in your mind. Use positive self-talk and compete without fear of failure. You have to trust yourself!

FLUSH IT→RESET (POST-MISTAKE PROCESS)

Acknowledge the mistake, negative thought, or setback without judgment. Mentally imagine releasing the mistake, like flushing a toilet or dropping a brick. Redirect your attention to the next play.

ASSESSMENT/REFLECTION PROCESS

After the game, ask yourself how things went: “What do you think went well today? What’s one thing you want to work on for next time?” Consider a 1–5 BFS score after each game to track progress.

Mental Performance Training Opportunities

TITLE	DESCRIPTION	REGISTER
1-on-1 Lessons	Personalized one-on-one mental performance coaching lessons tailored to your specific goals and needs.	Book a Lesson
Warrior Academy	The Warrior Academy is an online, self-paced video training where athletes learn proven skills and tools used by elite performers to build resilience, manage nerves, and perform under pressure.	Join Now
Warrior Academy (In-Person)	In-person with Coach Danny, MPM, athletes learn the same skills and tools used by elite performers to build resilience, manage nerves, and execute under pressure.	Register Now

COACH SPOTLIGHT

CURTIS COX
OPRF JUNIOR HUSKIES



MEET CURTIS: Head coach of the OPRF Junior Huskies 12U, Curtis Cox leads with a servant-leader mindset—spotlighting his staff, building unity, and teaching kids to be “a star in their role.” His core message is simple and powerful: **process over outcome**—win the rep through attitude, concentration, and effort.

STORY: For Curtis, football growth starts with two kinds of conditioning: the body to handle contact and the mind to handle the moment. Practice is **routine and repetition**, fueled by small goals, constant feedback, and praise for “best rep” effort; after games, players recognize each other’s process, not just stats. When mistakes happen, Curtis resets athletes with three quick questions—What happened? What’s different next time? Can you do it?—so bounce-back **turns into confidence**.

GOALS: Looking ahead, Curtis is weaving process into the team’s **daily rhythm**, by using a crisp pre-snap cadence—a steady breath, a brief visual, a quiet assignment cue. Resets are treated like reps of their own, kept under ten seconds—Flush, Replay, Replace, Next Job—so momentum never stalls.



Coach Curtis Cox OPRF Junior Huskies Football

CULTURE IN ACTION: More than a playbook, Curtis is building a culture. He calls football the ultimate team sport and asks every kid to be “a star in your role.” Practice is repetition until instincts take over; game day is attitude, concentration, and effort on display.

Currently, his team spotlights “**process plays**” over stat lines, and when wobble hits he shrinks the moment with three quick questions—what happened, what changes, can you do it? His favorite reminder comes from the mound: “Beat them both. Leave no doubt.” Prepare, **trust your training**, let habits speak; the scoreboard will catch up.



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Using Process to **WIN** - 3 Key Takeaways



1. Attitude Matters

Attitude matters because it shapes your response. Control the controllables, own mistakes, and reset fast. Attitude makes athletes coachable, resilient, and consistent under pressure—staying focused on W.I.N. (What’s Important Now), not the scoreboard.

2. Energy & Effort

Set a high effort standard—urgent first step, full-speed finish, relentless pursuit every play. Energy elevates teammates, shortens setbacks, and creates momentum. Effort becomes identity; outcomes follow the habit of competing hard.

3. BFS (Body Language, Focus, Self-Talk)

Body language, focus, and self-talk are visible controllables. Set posture—head up, shoulders back—then lock attention on the next play. Use cue words to steer thinking, reset mistakes, and play fast. Score BFS 1–5 after each game to track progress.