

FAQ Sports Elite Program

How does the NeuroCoach® program work with the Elite Sports Program?

We work with a number of pro-athletes, in almost every sport category. We have found common markers within their NeuroEval® and NeuroCodex® brain maps. Comparing their maps to our normative databases of brain maps we find distinct similarities as their brain engages during an activity or task. Their brains are mentally ready to engage in that activity or task, to a greater degree than the norm. So, there is a difference. There is a region in the brain of those athletes who excel in their sport, that shows optimal engagement (in the zone) within the brain. The EEG shows total immersion and attention to the task or activity. No distractions, just fully engaged in the task at hand.

We see that same optimal engagement in that brain region for those highly motivated in other fields as well; science, math, technology, engineers, scholastics, performers, aeronautics, etc. That region of the brain is fully engaged and concentrates on what is the best option in the moment among all the options offered. It excludes distractions and impulsivity. The attention systems are directed and focused to find the best outcome, quickly. We refer to it as *the optimal zone*, which is the state we are trying to achieve.

The optimal zone is context dependent. So, depending on the sport we wish to apply the NeuroCoach® program to, we adjust the activities to target specific brain areas. Different sports have different distractions and distraction levels. Contact sports (football, soccer, hockey, rugby) may kick the player out of the optimal zone due to brain fatigue or distractions from the crowd or sidelines or team or opponent players. Non-contact sports (tennis, golf, baseball, equestrian, etc.) have other distraction that can take the person out of the optimal zone. So, we modify the NeuroCoach® program and activities based on the sport or professional activity.

Contact sports – soccer – football – hockey

When keeping the individual fully immersed in the optimal zone, and applying it to contact sports such as soccer, hockey, football, those particular sports, we have discovered things in common (from a brain attention immersion point of view). There is a uniqueness that needs to be tailored to those sports and those areas of the brain (attention, distractibility, decision making, multiple points of discrimination, etc). So, we look at common elements, such as reaction time, attention, field of view, can the field of view discriminate between players (teammates vs opponents), access to strategies and plays, memory of plays, etc. We also look at whether the player has a very wide attention span capability or a very narrow attention span capability. Mistakes can be made on either end of that spectrum. Too wide, and the mind is distracted or can “wander” with too many variables or peripheral distractions. If attention is too narrow, the brain may be missing important information due to hyper-focus and not factoring in other variables that are equally important, such as where the players (teammates and opponents) are located, where the ball is in relationship to goal or intended receiver.

We have a program called Attention Builder and Reaction Time Builder within the NeuroCoach® Elite Sports series that focuses on going through each activity and building to the next level and activity. The program starts with the basics and then expands making sure all brain systems are as strong as possible. The goal is to make the brain as resilient as possible so the brain does not fatigue and doesn't get distracted or wander. As every level is mastered, the next level becomes more complex and harder continuing to strengthen brain resiliency, attention, memory, and reaction time until the individual has an optimized brain.

How does the Enhanced Brain Sports Program differ from sport to sport?

When we look at the different Enhanced Brain Programs for Sports, we do look at the different sport and how the brain works when immersed in those various sports. Some sports are more external in nature (contact sports), while others are more internal (golf, dance, tennis). The programs are similar, but the individual stays within their optimal zone and immersed in their focus based on the activity they are doing. There are very specific parts of the brain that allow that to occur. The distractions that occur within each sport are different, so we tailor the program based on those attentional brain systems. This allows the professional to stay within their immersed optimal zone for an optimized brain, thus allowing them to remain an Elite Performer in whatever their sport may be.