



Practical Mental Performance Systems for High Performance Environments

Helping Athletes and Teams Perform More Consistently Under Pressure

SSB Performance helps athletes, teams, and coaches build practical mental performance systems that improve focus, competitiveness, communication, connection, and execution under pressure.

Through applied tools and coach-friendly strategies, teams learn how to manage pressure, reset quickly, strengthen accountability, and create environments that support consistent high performance.

This is not training designed to fix problems, encourage athletes to “think more,” or provide occasional motivation.

This work is about building practical systems and daily behaviors and habits that help athletes, coaches, and teams manage pressure, direct attention, communicate more effectively, compete consistently, and perform at a higher level.

Why Coaches Connect with This Work

Unlike many mental performance consultants, Julie Jones brings more than 26 years of Division I coaching experience, including 23 years as a head coach, into every session, workshop, and team partnership.

Her work combines applied mental performance strategies, attentional control, competitive behavior training, and performance under pressure systems with the practical realities coaches and athletes face every day.

The result is research-based training delivered in coach-friendly language that teams can immediately apply in practice, competition, communication, and daily team culture.

Core Areas of Focus

Performance Under Pressure

Helping athletes and teams execute more consistently in high-stress environments through attentional control, emotional regulation, reset systems, and competitive routines.

Focus and Attention Training

Teaching athletes how to direct, sustain, and regain focus during practice and competition using practical attentional control strategies.

Competitive Behaviors and Consistency

Helping teams separate confidence from competitiveness while building behaviors that support consistent performance regardless of circumstances.

Performance Language Systems

Improving self-talk, accountability, team communication, emotional awareness, and shared language to strengthen trust and daily individual execution and team interactions.

High Performance Environment Systems

Helping teams build the daily behaviors, accountability, communication, and emotional consistency required for sustained performance under pressure.

Signature Performance Systems and Concepts

Three Power Moves™ → A practical framework for helping athletes manage thoughts, responses, and physiological state under pressure.

Plan Mode vs. Play Mode™ → Helping athletes separate preparation and analysis from trust and execution during competition.

Response-Ability → Teaching athletes and teams to focus on controlling their response, influence, and next action regardless of circumstance.

Competitive Behaviors → Separating confidence from competitiveness by identifying behaviors that athletes can consistently control under pressure.

Reset Systems → Practical tools and routines that help athletes recover quickly from mistakes, distractions, pressure, and emotional disruption.

Physiological and Attentional Control → Helping athletes manage breathing, body language, visual focus, emotional regulation, and attentional direction to perform more consistently under pressure.

Focus and Refocus Training → Helping performers recognize distractions quickly and intentionally redirect attention to the present task.

Evidence Journals and Confidence Systems → Building confidence through awareness of preparation, behaviors, growth, and previous success rather than emotional fluctuation.

Control the Performance Circle → Teaching athletes to identify what is within their influence and direct energy toward controllable actions and decisions.

Self-Talk and Performance Communication → Helping athletes and teams improve the way they talk to themselves and each other to strengthen focus, confidence, accountability, connection, and performance under pressure.

Services Include

- Team workshops
- Seasonal mental performance programming
- In-person team sessions
- Virtual sessions
- Coach education and support
- Practice integration strategies
- Competition preparation systems
- Individual athlete support
- Conference keynote presentations

Who We Serve

SSB Performance works with:

- Collegiate athletic programs
- High school and club teams
- Coaches and athletic departments
- Elite athletes
- Leadership groups and organizations
- Businesses ranging from local organizations to Fortune 100 to Fortune 500 companies

Programs range from youth athletics to elite competitive environments across the country.

The Goal

The goal is building systems that athletes, coaches, and teams can rely on consistently when pressure, adversity, and competition are at their highest.

SSB Performance

Practical Systems. Competitive Behaviors. Performance Under Pressure.

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