



Smarter Stronger Better Mindset Training

Mental Performance Made Simple: Practical Systems for High Performance Environments

Smarter Performance System

Building awareness, focus, communication, and foundational mental performance systems. A strong starting point for teams ready to begin building practical mental performance systems and competitive consistency.

Program Includes:

- **6 Virtual Team Training Sessions** – live, interactive sessions designed to build core mental skills
- **2 On-Demand Video Lessons** for flexible, asynchronous learning
- **Coach Implementation Training** – one dedicated session to equip staff with tools to reinforce lessons all season
- **Worksheets & Resources** aligned with each training topic to extend learning beyond the session
- **12 Weeks of 5 Minute Mindset™** homework (online, \$99/player value) for consistent, bite-sized training
- **Pre and Post Session Coach Strategy Discussions** – collaborative planning, implementation ideas, and post-session reflection to help reinforce concepts throughout the season

Best For:

- Teams beginning mental performance training
- Offseason or preseason development
- Building foundational systems and shared language

Stronger Performance System

Developing resilience, competitiveness, consistency, and performance under pressure throughout the season. Comprehensive season-long support designed to strengthen focus, communication, competitiveness, and performance consistency throughout the year.

Program Includes:

- **10 Virtual Training Sessions** – spread across the academic year or scheduled flexibly to fit your season's needs
- **Coach Strategy Sessions** – pre-training check-ins and brainstorms to align each session with team priorities
- **Practice Integration** – in-practice activity options provided for immediate application
- **Coach Implementation Training** – one dedicated session to equip staff with tools to reinforce lessons all season long
- **Post-Session Resources** – worksheets, follow-ups, and topic guides to extend learning beyond each session
- **18 Weeks of 5 Minute Mindset™ homework** (online, \$149/player value) for consistent, bite-sized mental training
- **Pre and Post Session Coach Strategy Discussions** – collaborative planning, implementation ideas, and post-session reflection to help reinforce concepts throughout the season,
- **Coach Support** – ongoing email, phone, and text support for questions, feedback, and guidance

Best For:

- Teams wanting season-long accountability
- Programs seeking deeper implementation
- Coaches looking for ongoing support and reinforcement

Better Performance Partnership: Call for pricing

Our most comprehensive package. Designed for teams who want consistent, year-long support and advanced tools to maximize performance.

Program Includes:

- **Up to 2 Training Sessions Per Month** throughout the academic year (or flexible online access as needed)
- **All Features of the Stronger System** are included for a complete foundation
- **Weekly Personalized Team Mindset Videos** delivered during the competitive season to keep athletes sharp
- **Full Year of 5 Minute Mindset™** homework (online, \$199/player value) for steady, bite-sized training
- **Monthly 20-Minute Individual/Small Group Meetings** (captains, position players, or sub-groups) to target specific needs
- **Weekly Mindset Texts** via GroupMe or Slack for ongoing reinforcement and accountability

Best For:

- Highly competitive programs
- Teams seeking embedded support
- Programs committed to long-term culture and performance development

Additional Services (with package purchase)

- On-site/In-Person Integration Workshop: \$1250 - \$2500 (travel fees apply, based on scope)
- Additional 5 Minute Mindset™ work: \$29.99/month (\$24.99/mo. value per player)
- Online mindset assessments: \$99.00 for team

In-Person Team Mental Performance Training (without package purchase)

- On-Site Performance Integration Day: \$2500 –\$4000 (travel not included, based on scope)
- Comprehensive on-campus experience designed to integrate mental performance into training fully. May include team sessions, practice integration, coach strategy meetings, and small-group or positional work. Customized to meet the specific needs of the program.

Athletics Department Mental Performance Training: Virtual \$1250.00 – In-person \$3700.00

- A department-wide session for administrators, coaches, staff, and student-athletes focused on building a shared understanding of mental performance principles and practical application strategies.
- Coach-ready implementation protocols and season-long reinforcement strategies included to support daily use.

BENEFITS OF SSB Performance Mental Training Programs

- **Unlock Full Potential** – empowering athletes to maximize their talent and training
- **Harness the Mind-Body Connection** – using cognitive and physiological tools to gain an edge
- **Build Consistency** – aligning thoughts, emotions, and behaviors to produce reliable results
- **Thrive in All Outcomes** – training the mind to respond productively to both success and setbacks
- **Strengthen Confidence & Identity** – developing a resilient self-image that holds under pressure
- **Handle Life's Pressures** – applying mental skills to sport, academics, relationships, and daily challenges
- **Expand Comfort Zones** – overcoming fear, worry, and anxiety while building courage to compete
- **Shape Winning Habits** – identifying, developing, and sustaining routines that drive performance
- **Boost Positivity & Gratitude** – increasing happiness and perspective for long-term well-being
- **Control the Controllables** – focusing on the process and responding effectively to results
- **Quiet the Noise** – reducing overthinking, perfectionism, and mental clutter
- **Perform with Confidence in Uncertainty** – creating stability and focus even in high-pressure, unpredictable moments

CORE TOPICS in Mental Performance Training

- **Why Mental Training Matters** – understanding its role in success and long-term development
- **The Three Power Moves** – simple, actionable tools elite performers use to take control of their mindset
- **The 4Ps of Peak Performance** – Present, Productive, Posture, and Process as anchors for consistency
- **Reset & Response Tools** – managing mistakes, distractions, and disappointment with proven strategies
- **Confidence, Competitiveness & Consistency** – building the mental edge needed to thrive under pressure
- **Sharpening Focus & Concentration** – techniques to lock in, refocus, and stay present in critical moments
- **Physiology in Performance** – using breath, vision, and body awareness to regulate energy and state
- **Mental Rehearsal & Visualization** – training the mind like the body to prepare for sport and life's big moments
- **Positive Self-Image Development** – strengthening identity and belief systems that drive success
- **Recognizing & Breaking Limitations** – developing awareness of mind/body connections and mental barriers
- **Habit Architecture** – assessing, developing, and changing habits to create consistency, comfort, and confidence
- **Receiving & Using Feedback** – shifting from criticism to growth through constructive response strategies
- **Establishing Standards** – setting personal and team benchmarks for performance and accountability
- **Big Game Preparation** – routines and mindset practices to excel when the stakes are highest
- **The Gratitude Effect** – how appreciation and perspective fuel positivity, resilience, and performance
- **Managing Pressure & Anxiety** – tools to handle fear, worry, and stress with composure
- **The Language of Success** – managing self-talk and choosing words that shape focus, feelings, and outcomes

TOOLS:

Awareness & Identity • Self-Awareness Development • Confidence Building & Positive Self-Image • Leadership & Communication Techniques • Affirmations & Thought Management • Track and Develop Competitive Behaviors	Routines & Habits • Game-Day Routines & Performance Rituals • Breathing & Mindfulness Practices • Habit Building & Breaking Unproductive Patterns • Practice Integration Tools & Implementation Strategies • Implementation Intentions
Focus & Resilience • Mental Rehearsal & Visualization • Focus & Concentration Training • Reset & Refocus Strategies (bounce back from mistakes) • Managing Pressure, Stress, & Anxiety • Mental Toughness Assessments • Physiological Tools for Managing Performance	Growth & Momentum • Journaling & Reflective Practices • Effective Evaluation Tools • Building & Sustaining Momentum • Gratitude Practices to Fuel Positivity & Resilience • Performance Optimization for consistent peak output • Behavior Setting

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