

# ELITE SPORTS MINDS 23

*YOUR COACHING MANUAL FOR SUCCESS*

*Find a quiet place and set aside 15 minutes to absorb this*



## Creating Your Success In Sports And Life

*By Mike Nichols*

Success comes to those who have an open mind to learning new concepts, have the ability to learn new perceptions and put those perceptions into practice

This manual is designed specifically for you to find success in sports and life

A word of Warning - Not everyone that downloads this manual will use it. Not everyone will have an open mind to learning new concepts and learn new perceptions, let alone putting into practice the new learning so ask yourself one question.

***"If I am able to look back in 6 months at this moment, will I have done the right thing for me when the opportunity presented itself to me?"***

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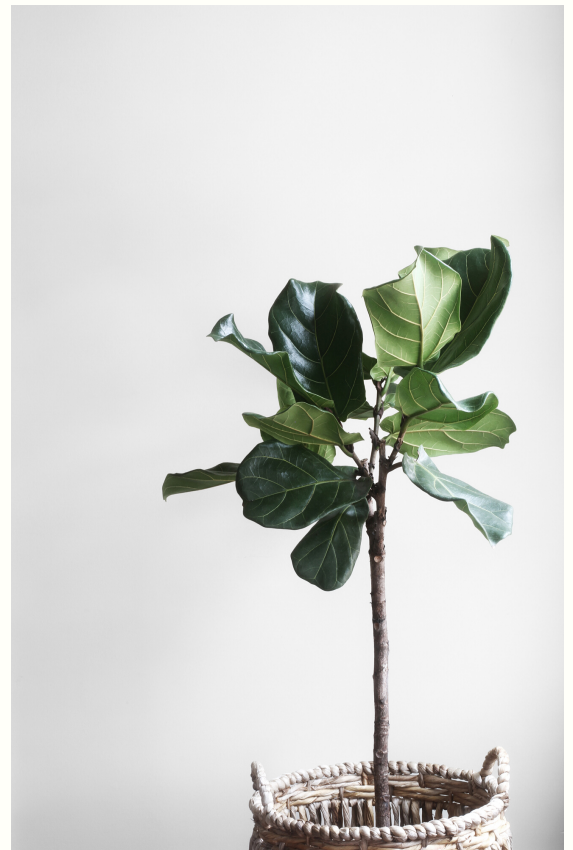
# Creating A System

This system allows you to understand concepts and perceptions much easier than random comments and theories and I want to make this easy for you to understand. There will be a limited amount of jargon and easy to understand ideas for you to grasp with both hands and put into practice, for it's your success that we are striving towards.

The system we refer to is the NEAT System. The NEAT system uses three principles that my clients possess and I believe you have them too, in fact, if you're still with me, you have already demonstrated two of them.

- An Open Mind To Learning
- An Ability To Learn New Perspectives
- An Ability To Put Those Perspectives Into Action

Time will tell if you possess the third principle.



The principles lead to you understanding two components that lead to success and when you understand the two components, we will present you with information to unlock that hidden potential by shifting your perception even more, to you give you the greatest chance to find success in sports and life.

You deserve to know the truth and even though it may go against some of your current values and beliefs, I'm confident you will adapt because you want to succeed.

## DIRECTOR'S MESSAGE

If success was easy, everyone would be successful yet we all know that isn't the case. Some believe there is a secret formula to success and let me tell you this - anything is a secret if you don't know about it

To gain the most value out of this manual, you must take action. If there is a secret to success, taking action is the secret that many fail to understand which is why they are stuck. I urge you to take action when necessary.



# The Two Components

In sports, or for that matter, life and business, there are two components you must understand to find success:-

- Mastering The Skills Of Achievement
- Mastering The Art Of Fulfilment

You have spent years perfecting your craft, improving, overcoming adversity, challenging yourself physically, emotionally and technically that led you to achieving in your sporting career. Perhaps you won an MVP, perhaps you lead a category or perhaps you are the captain of your team.

Whatever your achievement, you deserve to reap the rewards because it was you that put the work in. It was you that stayed when everyone else went home. It was you that had the hunger and desire to be your best on the field of play.

So what now?



Your sporting career is only temporary and it could end at any moment and when it does, all that material wealth and false sense of success will disappear before you can say "Don't you know who I am?"



Many believe due to the hard work and time spent perfecting the skill of achievement, the material rewards like money, cars, houses, sponsorship deals and freebies at restaurants equate to success. These people are wrong.

To fill the void, they spend more money and for a moment they experience a thrill..but that buzz lasts for a fleeting moment, just as gambling and drinking heavily does.

But your life continues and there is a void that needs to be filled and if you're not already fulfilling your life in other ways, a spiral downwards isn't too far away.

# Mastering The Art Of Fulfilment

You're a skilled achiever. You have worked hard and deserve the material rewards that come your way and now is the perfect time to spend some time mastering the art of fulfilment for the external rewards will only last for so long, and inside, your mind and your spirit are thirsty for more.

Fulfilment comes in the form of raising your awareness of the world around you and giving something back. Your actions will create a sense of fulfilment and they can be anything as simple as being the best parent you can be, forgiving someone who has wronged you or reaching out to someone and offering to help them.



Investing your money wisely is something you should consider. Many athletes believe they are invincible and the money will continue to flow. It won't. As soon as the next best thing comes along, you're taking a back seat.



As Tony Robbins said, success without fulfilment is your greatest failure.

The bubble of sports can be misleading and life can take a backseat as you are in a constant flow of training, competing, recovery, media assignments, keeping up appearances and other aspects of being a professional sports person.

Spending time topping up your cup of fulfilment will keep you grounded and prepared for challenges that come your way

If your sporting career ended now, can you honestly say you are financially stable and if you should never earn a penny again, will you survive? If the answer is no, I urge you to speak to a reputable financial advisor.



# The Hidden Choices

Hidden choices are choices that you miss because your focus is elsewhere or you have a closed mindset.

You may miss the choice at a particular moment in time because you're distracted by something else.

You are bombarded with about 1 million bits of information per second yet you can only process about 40 bits.

Knowing this information, can you understand how easily you can miss an opportunity if your focus is elsewhere or closed?

When you're missing choices, you're missing out on opportunity and valuable information that can help you.



the uncertainty and anxiety came from poor communication between him and the manager.

We created the confidence to consider a new choice and explored how making that choice would remove the anxiety.



When you're feeling stuck and anxious, perhaps it's because you're missing some valuable information which is stopping you from seeing the right choice.

I was working with a footballer who wanted to know how to remove anxiety and the sense of uncertainty. He felt stuck and was considering leaving the game. He saw leaving the game as the only choice and it wasn't one that sat right with him. We talked and as I learned more about his perception of his role and values, we uncovered

This hidden choice became clear and he took action that had an immediate affect.

What's bothering you? Is there something you want to achieve but can't seem to make the right choice?

# How You Make Choices

The obvious, logical choice isn't always the one you will pick!

Why?

Because you are led by your emotions and thoughts.

You are distracted by so many variables, it's easy to overlook the obvious choice.

If you really want to learn to succeed, have you really mastered the skill of achievement or are you pretending you have?

Does being the greatest ever, appeal to you or are you content being average, below average or wherever you would consider yourself to be right now?



He told me a story of when he was playing for a premier league team and the situation was getting the better of him. He was becoming frustrated in the moment and one verbal phrase led to his demise.

He uttered a few choice words to the manager including an expletive and that was it. He chose to speak to his manager in a derogatory manner. Now what would the right choice be? The obvious choice was staring him right in the face, yet he ignored it and that was his career as a premier league player ended.



Your behaviours are how you are being judged. Your performance is how others assess you, perceive you and decide if you're worthy or not.

But it's your thoughts and emotions that drive you so can you understand that by having the right thought, your behaviour will impress the right people at the right time?

There was a former premier league player that approached me wanting some guidance because he wanted one more chance.



# The Formula

As you have just read, a choice led to the demise of a player and he knows he shouldn't have acted as he did. But he allowed his emotions to get the better of him.

Knowing how important it is to behave the right way in challenging situations, would you like to know how to control your behaviour?

Of course you would because you value your career more than a moment of madness. A moment that could lead to your career ending abruptly, meaning your livelihood, family and other aspects of your life will be negatively affected by your behaviour from one moment. Understanding how to control your behaviour in certain moments is a skill that can leverage opportunity in your direction.



Of course, this scenario is an extreme one but it did happen and I've heard other stories of players making the wrong choice at the wrong moment that led to opportunities being pulled from beneath them. But you are smarter. You have insights.



The formula is simple to understand and I'll give you an example to try out.

A **thought** (Fucking dick! What's he doing!) Leads to an **emotion** (I could rip his fucking head off!) that leads to **behaviour** (Telling him to fuck off!)

Therefore understanding your thoughts and changing them quickly, can greatly improve your chances of behaving in the right way and extending your career.

Insights can be enough to create a new perspective of how you approach your thinking, and when the motivation to improve your thinking is greater than your desire to retaliate and attempt to belittle someone, then you're ready for change.

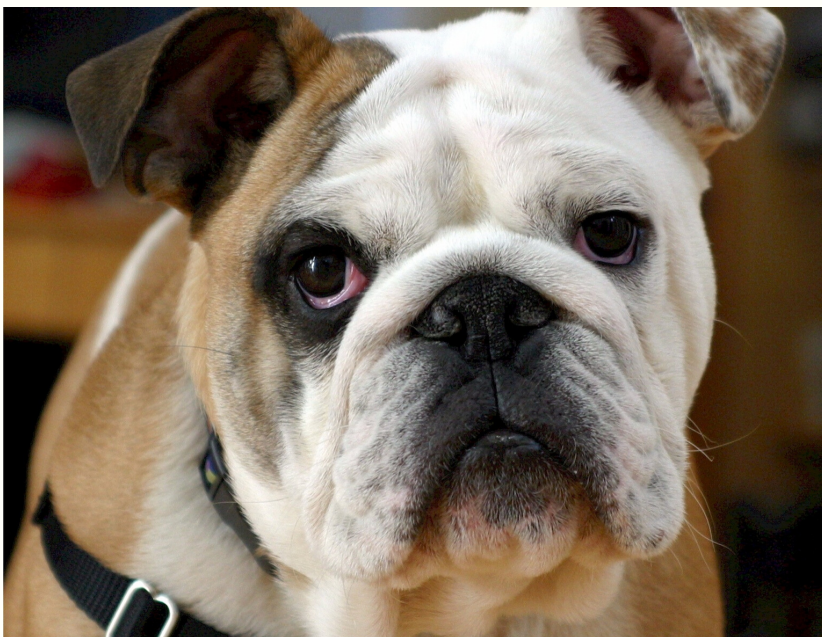
# Beliefs (Mistaken and Limiting)

We touched on beliefs earlier so lets get into the meaty part.

When you were younger, you began to form beliefs about life, people and situations and of course yourself and you fell into a routine of being you, believing what you believe and acting in ways that support those beliefs.

When things are going well for you, your beliefs are aligned with your behaviours. All is good.

But when things are going wrong for you, there's a misalignment in your beliefs and your behaviours but you're struggling to change anything because you are sticking with your belief system that's so far, helped you live a good life so why change your beliefs now?



So is it fair to you that the belief formed so long ago should be the barrier to you finding success or fulfilment in your life now? Just because the belief was formed and supported from situations that supported that belief, is it right to hold onto it



Stubbornness and the inability to see situations from different perspectives, will leave you frustrated and angry but why would you want to stay frustrated and angry? What does that do for you?

It only raises your heart rate, you lose focus and your performance may dip because you're thinking about what to do.

Your beliefs were formed a long time ago born in a moment in time.

even though the new situation in which you are now older, is screaming at you to make a different choice? These are called mistaken or limiting beliefs and will bring you down if you continue to cling to them.



# What You Say To Yourself Matters

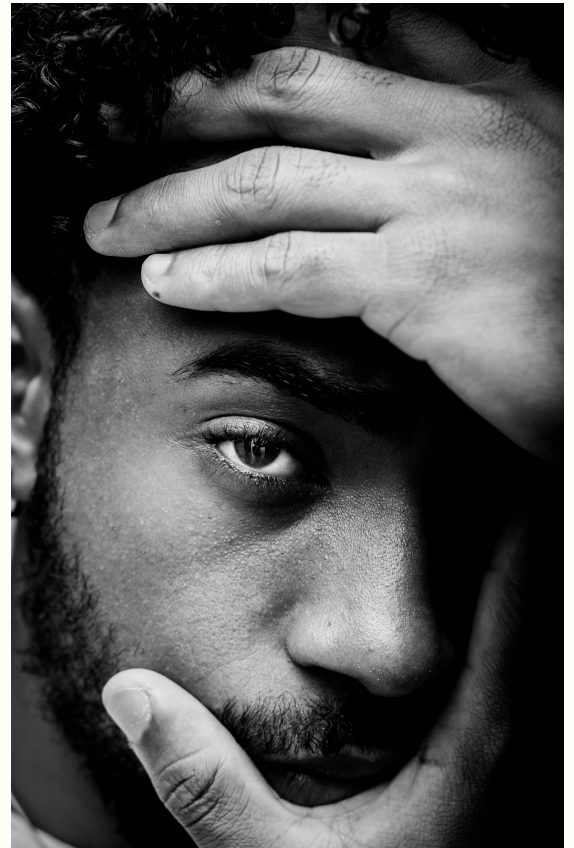
You have an Inner-voice that likes to chatter, sometimes randomly, and can leave you wondering where the words came from yet it's the inner-voice that has the power to drive you to success.

*"Whether you think you can't or you think you can't, you're right"* was a quote by Henry Ford and emphasises how much our thoughts determine our success or failure and when it comes to sports, your inner-voice has to be telling you the rights things. Self-talk will guide you.

When coming up against an opponent that usually gets the better of you, there is a tendency to slip into negative self-talk "We've got no chance!", "Here we go again, another loss!", "What's the point!?" Your previous experiences have



performance up a few notches, just by thinking differently? What if you could change "We've got no chance!" to "We have a chance!". What if you could change "Here we go again!" to "Let's do this!" Your body naturally acts in a way that supports your thoughts as long as you believe that thought



tricked your mind into thinking each time you meet, the outcome will always be the same because you are a creature of habit and when the habit is losing to the same person every time, it can be hard to break that habit...or is it?

Remember it's your thoughts, that drive your emotions that lead to your behaviours meaning the **power** of your words have the power to change your **behaviour**.

What if you could turn your

so give yourself the best chance to change the outcome by changing your thoughts. You deserve to compete with those better than you because competing against those who are better, can only improve your game when you create the right thoughts. **You got this!**

# Be The Best You can Be

Win win win! That's a common line you hear coaches yelling at their players as if by shouting these three words, will somehow instil a winning attitude and an ability to win.

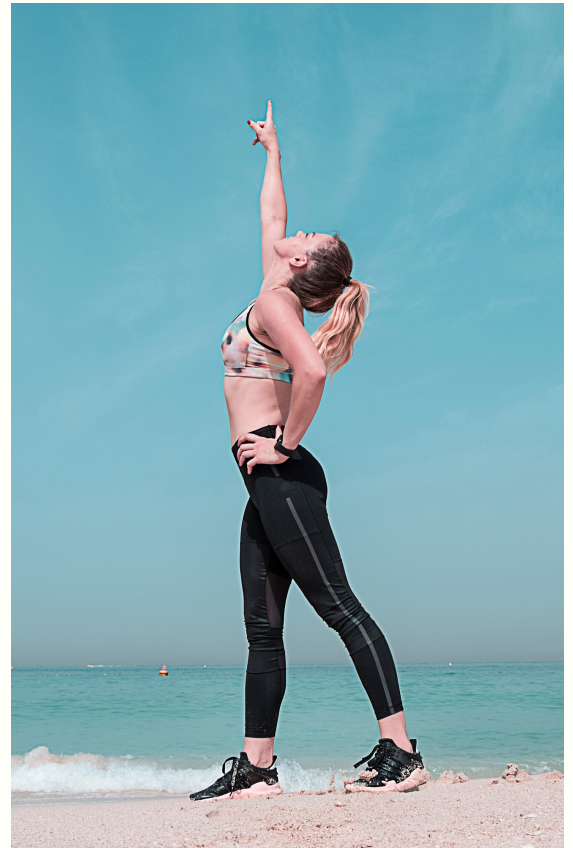
Unfortunately, this line can be counter-productive to a player that's perhaps weaker minded than the coach believes, and will see their form dip. Just think about a player you know who's form has dipped. You may know them personally or through media but if you can think of a player who's form has dipped, I can tell you almost for certain, it's because of the way the coach spoke (or yelled) at them.

Winning is an outcome. There's a process, a dedication and placing unrealistic expectations on players will drive them towards exasperation, rather than success. There is a formula for winning, just as there's a formula for losing.



feel the substance in knowing you can only be as good as you can be in that moment. It feels right.

You can control how you play, what you say and how you respond, but you can't control the other team, the other players or the weather so please learn to accept playing your best in the moment, takes you on the path to winning. Even in a loss



There are variables that impact on the outcome of a game. some of those in your control and some of those out of your control, so telling someone to win, is simply an unrealistic expectation with so many variables out of your control.

To remove the sense of pressure when the thought of winning becomes too much, focus on simply being the best you can be with the tools you have.

Immediately, the pressures will be lifted because you can connect with and

you are learning and growing and learning and growing are parts of the formula to winning.

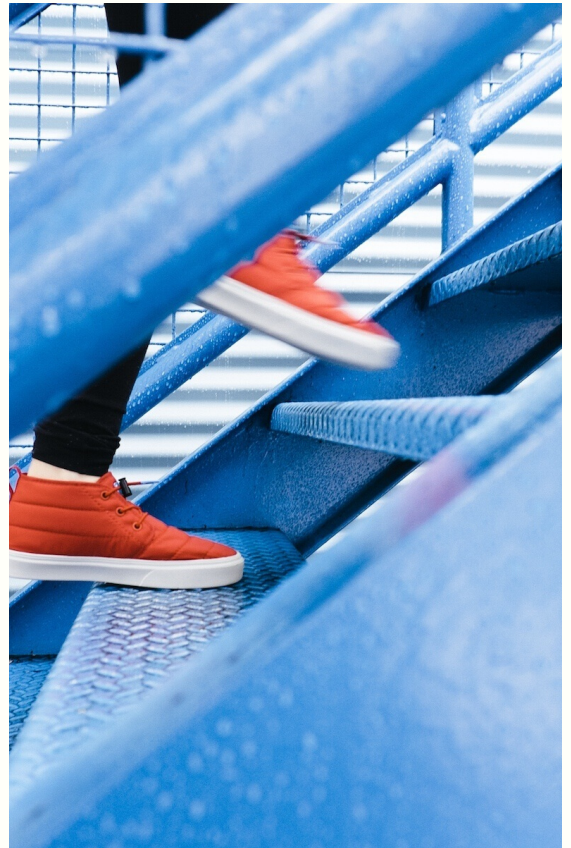
**You can't win unless you learn to lose** said Kareem Abdul Jabbar, the NBA leading all time scorer, who forced the NBA to ban the dunk!



## Recap And Next Steps

You have the information and now it's time to take action so let's recap to clarify what you've learned:-

- There are three principles that you need to succeed
- There are two components to success
- There is a formula that helps you understand why you do what you do and how to change your behaviour when the outcomes you're experiencing aren't what you want.  
(Thought - Emotion - Behaviour/Performance)
- There are always choices
- Your inner-voice will drive you to success or failure
- Mistaken and Limiting Beliefs will hold you back. Learn to adapt to your situations today
- Strive to be the best you can



Thank you for investing in this manual, because my work wouldn't be useful if you didn't show attention. It would be meaningless.

You have chosen to invest your time and money into learning about yourself as a sports person on a much deeper and purposeful level than many of your competitors. You have gained an edge!

You deserve to grow and improve performance because you made a choice.

If you've connected with this and decided you want to know more about how your mind can influence your achievements and fulfilment, I'd like to extend an invitation to talk and help you discover a quicker way to improve both on and off the field of play.

visit me at [elitesportsminds23.org](https://elitesportsminds23.org)

You have the concepts, now all you have to do it **take action**. Don't look back in six months and regret not making the right decision.