

Cerebral Athlete Program

Purpose:

Our purpose is to mentor the next generation of athletes and help them develop the skills necessary to succeed in both sports and in life. The mission is to transfer the knowledge that we've gained over the course of our collegiate and professional careers to help guide and advise athletes of all ages. If we can change the way you think and behave when it comes to athletics, then we can have an enormous impact on the trajectory of your success. We want to aid in each athlete's development so that they can hopefully avoid some of the pitfalls we experienced but also learn, at an early age, how to respond to adversity and thrive in any environment.

About the program:

The mental aspect of competitive sports can be exhausting. Professional athletes, such as Michael Phelps and Kevin Love, have written extensively about their mental struggles. Youth sports, in particular, can be a daunting emotional rollercoaster. The highs and lows of competitive youth sports will inevitably take a toll on your mental health. Our 6-week mindfulness and mental strength program is designed to help you learn how to cope with who you are as an athlete and a person while also helping you to develop the mental strength necessary to flourish in the competitive world of sports.

All of the topics we cover will have real-life application and will equip the athletes with tools to use in both their sports career and their personal lives. A lot of the skills we learn as athletes translate over into other areas of our lives and we don't even realize it. We want to develop mentally strong athletes who can respond and persevere through any situation. The development of mindful athletes who are aware of themselves and their surroundings is paramount to our success. This program gives you the opportunity to learn from those who have experience at a high level and can provide a support system to help you grow and achieve even greater heights.

Please see the curriculum below to get a better idea of what we will cover throughout the program.

About the Instructor:

The program is led by 10-year veteran professional soccer player, Brandon Miller. During his professional career, Brandon has experienced a variety of successes and low-points. He currently uses his experience to teach and mentor youth athletes in multiple sports. In 2020, he began studying sports psychology under the tutelage of a number of doctors and sports psychologists. From his studies, and his experiences in professional sports, he developed the Cerebral Athlete Training Program. As an athlete, he understands the mental toll competing at a high level every day can take on you. His aim is to use his knowledge to help the next generation learn to deal with success and adversity in the best way possible. In addition to being a professional athlete, Brandon runs a successful goalkeeper-specific soccer brand called Prime Focus Goalkeeping.

Curriculum

Week 1: Who are you?

Discussion: We aren't just talking introductions here, we want to go in-depth to figure out who you are as an athlete and who you are as a person. One of the main goals for our program is to get players to understand that they are so much more than just an athlete. Sports is often a massive part of your life but it isn't the only thing that defines you. You have many strengths as an athlete and a person; sometimes they intertwine and sometimes they don't. Let's figure out who you are and what makes you special.

Questions:

- Why sports? Why did you choose your position?
- Three strengths & weaknesses as an athlete
- Three strengths & weaknesses as a person?
- What is self-efficacy and how does it affect you?
- What are your goals for soccer?
- What is one specific goal for the week?

-Core Values worksheet

-Strengths/Weaknesses worksheet

Week 2: Setting Goals

Discussion: Shoot for the stars, at worst you'll land in the clouds. I've lived that motto for most of my professional career and it's gotten me a number of individual and team awards. Aim high. That is what we want to teach every athlete. Don't let the limitations of others affect you and what you want to achieve. We will go in-depth on the process of developing goals and why they are important to your mission of success.

Questions:

- Why do we limit ourselves?
- How does fear play a role in our decision-making process every day?
- How can you reach the goals we discussed last week?
- How can the habits of today help you reach success in five years? (leads into next week)
- What is one specific goal for the week?

-Goal-setting worksheet

Week 3: Building Habits

Discussion: A very wise person once said "you are what you consistently do". To better understand that quote, we will break down all of the baby steps that are necessary to build and maintain habits and how those habits will eventually lead to long-term success. We will discuss the importance of mentality, both on and off the field, and how it plays a role in pretty much everything you do.

Questions:

- How do habits play a role in long-term success?
- How does inner drive impact your habits?
- What motivates you? (Intrinsic vs. Extrinsic)
- How do you respond to negative emotions?
- What is one specific goal for the week?

-Habit tracker worksheet

-Habit evaluator worksheet

Week 4: Overcoming Adversity

Discussion: Injuries. Losing. Getting benched. Tough teammate situations. These are all examples of adversity that YOU WILL experience throughout your career as an athlete. This week, we will discuss a variety of adverse situations you'll experience as an athlete and how you can respond to those situations to help you grow as a person. Adversity is inevitable, success after adversity isn't. Life is all about how you respond to certain situations and our mission is to show our athletes how to do just that.

Questions:

- What are some obstacles you currently face as an athlete?
- How do these obstacles affect you both on and off the field?
- What are some of the best ways to respond to adversity?
- How can injuries play a part in your mental well-being?
- What is one specific goal for the week?

-Daily affirmations worksheet

-Overcoming adversity worksheet

Week 5: Thriving In Any Environment

Discussion: No matter what level of soccer you're playing, you're going to experience new environments. Whether it's switching youth clubs, going to play in college, or signing with a new pro team; new environments are inevitable. Sometimes it doesn't even take much of a change to completely alter the environment you're used to. New coach, new teammates, new practice facility. All of these components can drastically affect the world that you're used to. Learning to adapt and thrive in new environments is key to growing as an athlete.

Questions:

- How does your environment impact your success?
- How does your environment affect your mental health?
- How do you respond to new coaches? Teammates? Clubs?
- How do you respond to criticism? From fans? On social media?
- What are some ways to succeed in a variety of environments?
- What is one specific goal for the week?

-Mindfulness activity

Week 6: Defining Success

Discussion: Learning how to define success for yourself and envisioning what that looks like to you is one of the keys to developing your path. We will take a deep dive into the various ways to define your own success and the best practices. We will also tie together everything we've discussed over the course of the program.

Questions:

- How do you define success? (Individually & collectively)
- Who defines your success?
- What does success look like for you?
- How do you take what you've learned over the past six weeks and apply it?
- What's next for you?

- What is one specific goal for the week?

Pricing

This is a six week program. You have the option of doing a self-directed program, instructor directed group program, or a one-on-one instructor led program. The self-directed program allows you to go at your own pace but you will miss the in-depth discussions on each topic. The group program consists of 6 (one-hour) weekly zoom meetings to cover the topics outlined above. This program gives you full access to the curriculum while also being able to engage and discuss once per week during the meetings. The last option, one-on-one, allows you to completely individualize the program to tailor your needs. You will have weekly meetings with your instructor to take a deep dive on the subject of the week. Group and one-on-one programs will receive weekly emails to reinforce the topics discussed and outline how to best prepare for the upcoming weekly meeting. The program will have coursework outside of the weekly meetings for participants to complete. It must be stressed that this program is only as effective as the work you put into it. The weekly emails will contain “reminders” about the coursework but personal accountability will be at the forefront for every individual.

Self-directed course: \$69.99/participant

Instructor-led group course: \$199.99/participant

One-on-one instructor-led course: \$299.99/participant

Upon registering, you will receive a survey to be completed before the week one meeting. Please fill out with as much information as possible so we can accurately adjust the curriculum for the group.

For more information, please email us at primefocusgk@gmail.com.