

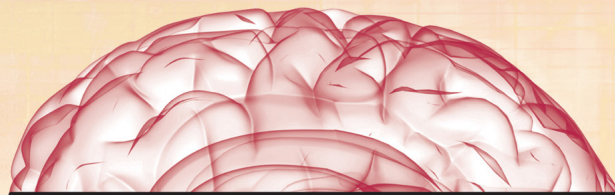
PEAK PERFORMANCE PLAYBOOKS

The Mind and Brain Science of Performance Preparation, Practice, and Optimization



PLAYBOOK III

*PEAK PERFORMANCE
OPTIMIZATION
FOR PLAYERS*



NeuroMentor[®]
Institute for Peak Performance

PLAY TO WIN

David Krueger MD

PEAK PERFORMANCE PLAYBOOK III

The Mind and Brain Science of Performance Preparation, Practice, and Optimization

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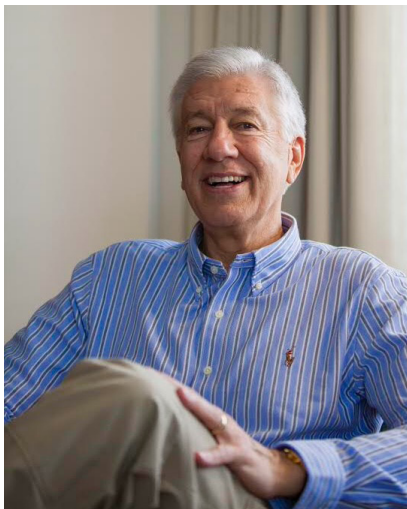
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NeuroMentor® Institute for Peak Performance



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Author of 24 trade and professional books on success, wellness, money, and self-development, and 75 scientific papers, he is Founder and Director of his own Licensed, Specialty-Certified *New Life Story® Wellness Coaching*, and *New Money Story® Mentor Training*. He is Dean of Faculty for Coach Training Alliance, has trained professionals worldwide, worked with executives of Fortune 500 companies, and develops internal mentor programs for organizations. He was named Top Executive Mentor Coach of the Year for 2021 by the International Association of Top Professionals (IAOTP). Dr. Krueger formerly practiced and taught Psychiatry and Psychoanalysis and was Clinical Professor of Psychiatry at Baylor College of Medicine.

He was a founding member of the International Society of Sports Psychiatry, Consultant to the Women's International Tennis Association, and has worked with numerous Olympic and professional athletes and coaches. He is Founder of The NeuroMentor® Institute for Peak Performance, and offers training and private Mentor Coaching for athletes and coaches.

PEAK PERFORMANCE PLAYBOOKS

The Mind and Brain Science of Performance Preparation, Practice, and Optimization

PLAYBOOK III. PEAK PERFORMANCE OPTIMIZATION FOR PLAYERS

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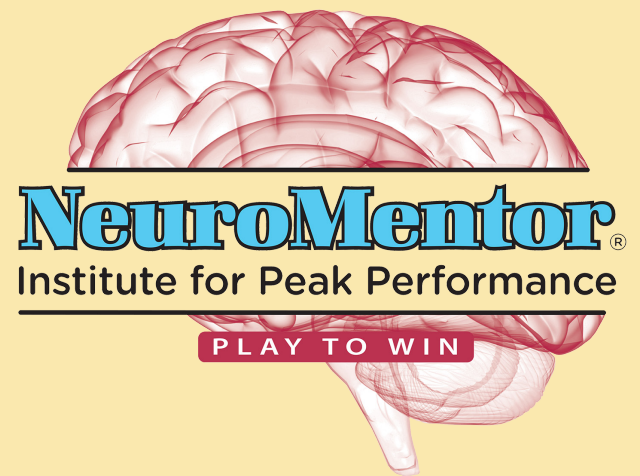
PEAK PERFORMANCE OPTIMIZATION FOR PLAYERS

Basketball coach Mike Krzyzewski spoke about his concern for his star players. “When I am coaching my Duke team, I need to be the best player’s best friend. Being the best player is a lonely position. Even though you get accolades, no matter how good a team you have, there is always some level of jealousy. Always.” Often exceptional achievement results in those star performers’ being left alone and coaches’ or mentors’ focusing on the low performers, taking for granted the continued excellence of the high achievers. According to Krzyzewski, that is a mistake. “Leadership is not just to let the star produce but to be a friend of the star, to motivate the star. Your team is going to go a lot further if your stars push ahead and everybody else has to work to catch up.”

The neuroscience of performance is based on a bedrock foundation of understanding both mind and brain. We’ll address performing under pressure, including pressure management tools for execution strategies to create and sustain success. Playing to win and playing not to lose are essentially different mindsets.

The specific challenges of exceptional achievement include success anticlimax, success traps, unfocused errors, and the brain habituation challenge of continuous success. Strategies for each of these, as well as sustaining and enhancing extreme success, are discussed. Staying at the pinnacle of success is both art and neuroscience, determined in part by the relentless pursuit of improvement.

PEAK PERFORMANCE PLAYBOOK III



A. Optimum Performance Strategies

Distinguish and Address Ideals

Your ideals are your internal standards of excellence. They are your core values, your personal model of what has genuine worth. When we live up to our ideals, we feel a sense of worth and esteem. When we don't, we feel shame and lack of fulfillment. Your ideals resonate with the core essence of who you *are*.

There are dozens of possible ideals. The key is to identify those few that are your guiding priorities, those core ideals that are most important to you, those which you most passionately believe in. Your core ideals may shift or evolve as you progress through life, but they will not stray too far from the “home base” of who you are.

From the list below, choose the three ideals that are most important to you. Be honest. Choose values that inspire you, not those you think you *should* value, that society tells you to value, or that you see others holding as valuable.

This list is not exhaustive; feel free to add others. You may find it easier to work through the list choosing more than three, and then go back over it again to narrow your list down. Once you've finished, fill in the three blanks at the bottom with your chosen three top ideals.

Achievement

Adventure

Beauty

Catalyze

Charity

Connectedness

Contribute

Creativity

Dignity

Discovery

Family

Feel

Freedom

Generosity

Growth

Happiness

Health

Honesty

Independence

Individuality

Influence

Intimacy

Justice

Kindness

Knowledge

Leadership

Learning

Mastery

Peace

Pleasure

Power

Self-esteem

Sensitivity

Spirituality

Success

Teaching

Truth

Winning

Other:
