



# *From Sport to Life*

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# ***Athletes' Performance Mission***

To provide the finest performance methods, specialists, and facilities seamlessly integrated to efficiently and ethically enhance our athletes' performance.



**SAY NO TO  
PERFORMANCE  
ENHANCING DRUGS**

# Athletes' Performance Goals

**THEY WILL PREPARE**

IMPROVE PERFORMANCE »»  
**CAREER PRODUCTIVITY**

DECREASE INJURY POTENTIAL »»  
**CAREER LONGEVITY**

MOTIVATION THROUGH EDUCATION »»  
**STRATEGIES FOR SUCCESS**

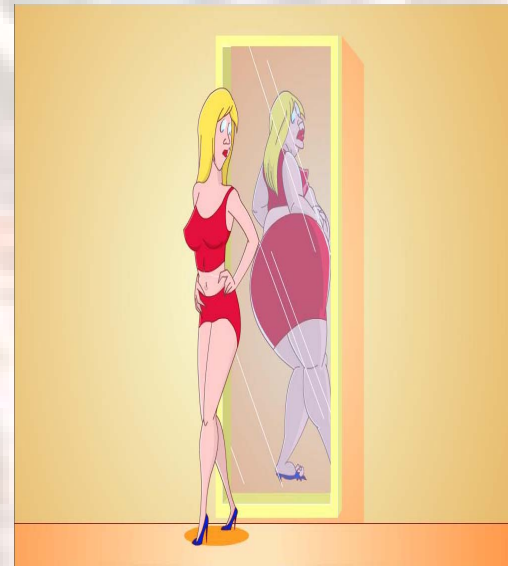
WORK YOUR STRATEGY »»  
**ATTAIN YOUR GOALS**

## Relationships & Results



# What Do I Do?

- Evaluate- Be honest with yourself
  - What is the primary limiting factor?
- Create a training system
- Implement



# American Solution...



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# Performing in Sport

*SPORT (LIFE)*

*IN*

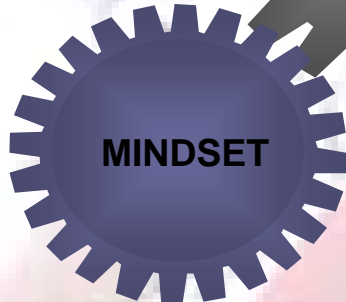
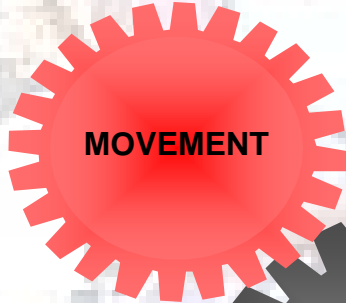
*PERFORM*

*TO*

*CORE FUNDAMENTALS*



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**SAY NO TO  
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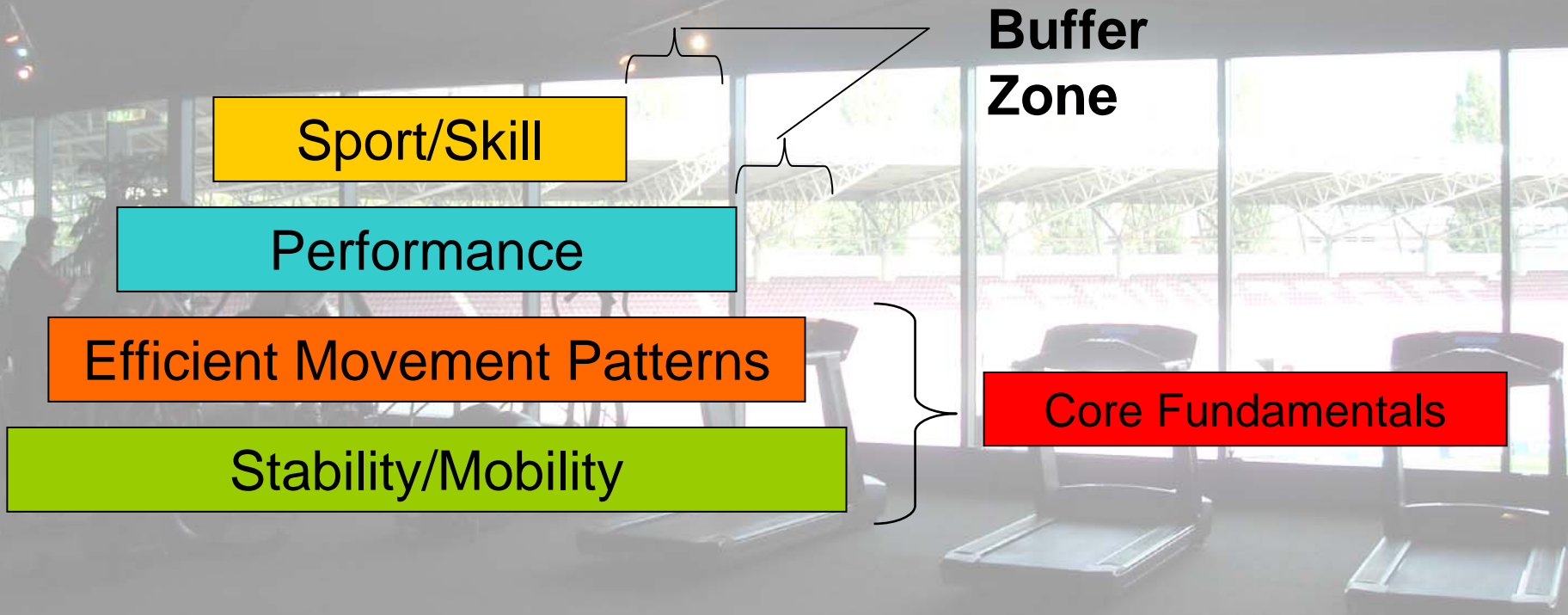
# *Training System*

- Movement
- Nutrition
- Mindset
- Recovery



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# Movement



Gray Cook, 2004

# Overpowered Performance Pyramid

Skill / Tactics

Performance Training

Core Fundamentals

# Underpowered Performance Pyramid

Skill /  
Tactics

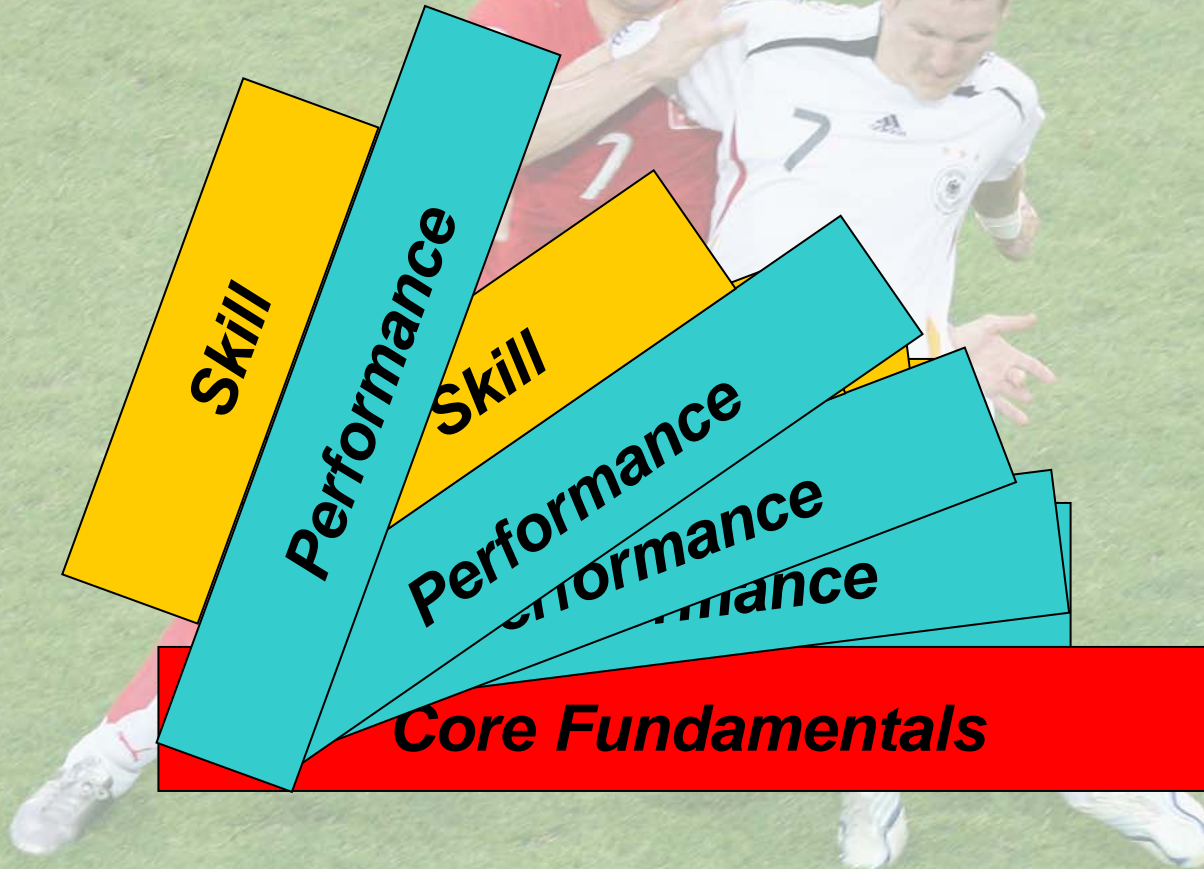
Performance  
Training

Core Fundamentals

Gray Cook, 2004



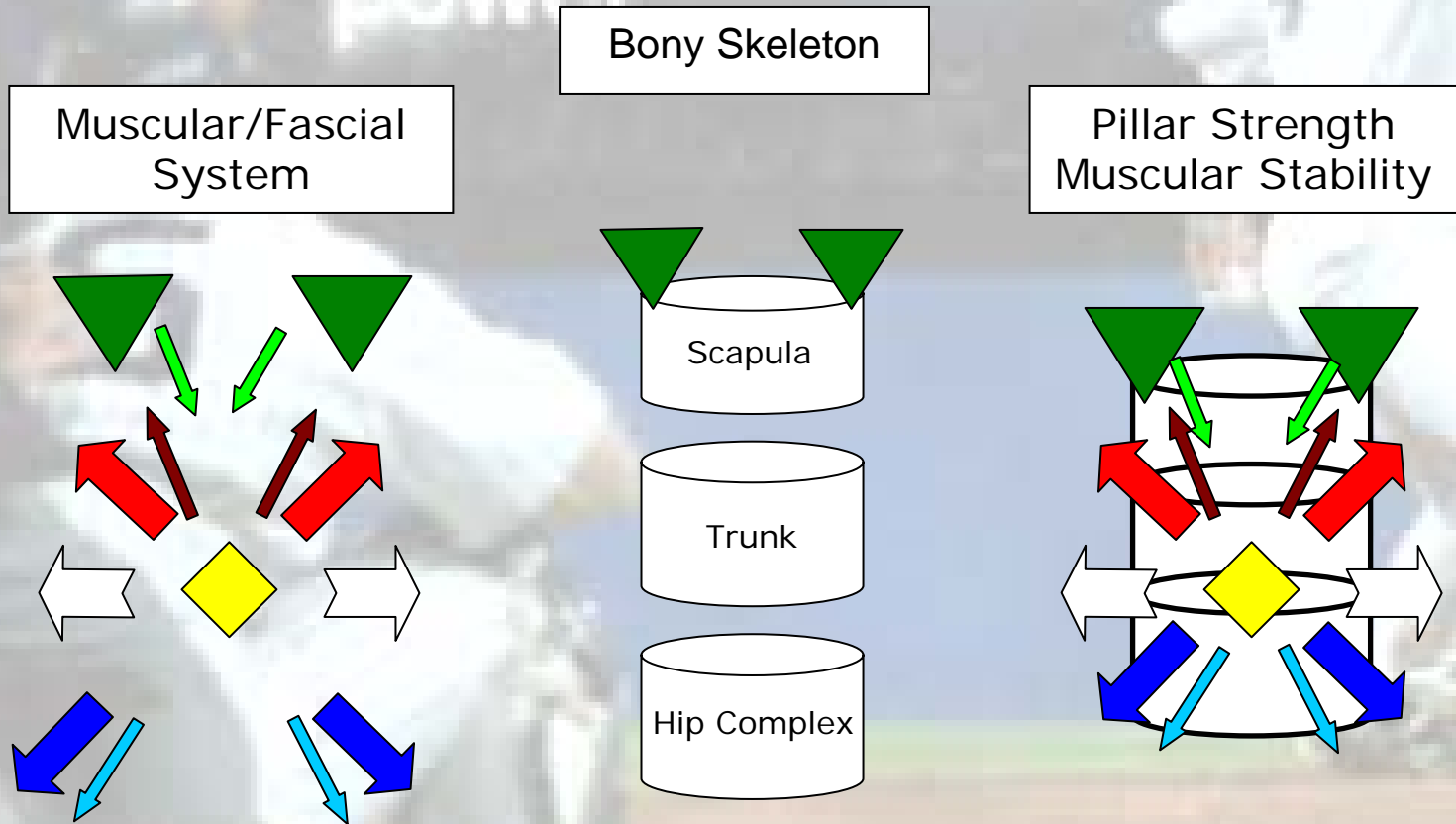
# Poor Foundation...



Gray Cook, 2004

# Pillar of Strength

POWER



# ***Movement***



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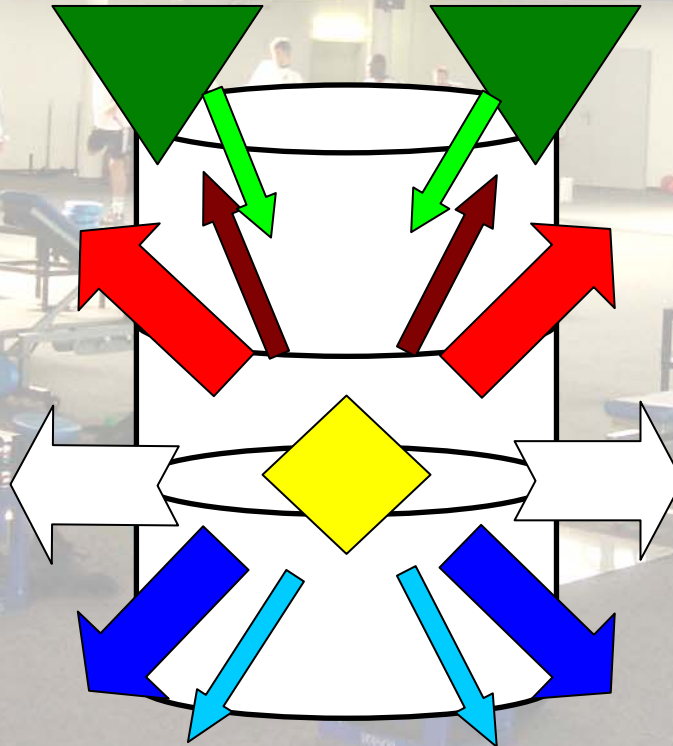
# Lack of Pillar Strength

Lack of Pillar Strength  
=  
Instability and Loss of Energy

SHOULDER

TORSO

HIPS



# *Its all about optimizing performance*



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# ***Nutrition- Food Is Fuel!***

- Carbohydrates
  - Provide glucose (fuel) to the muscles and brain
  - Provide glucose to refuel and refill energy stores
  - Not enough = low energy = decreased performance
- Protein
  - Helps to build and repair muscle
  - Aids in the maintenance of red and white blood cells
  - Helps to maintain immunity
  - Build your meals around protein
- Fats
  - Aids in mental clarity
  - Cellular repair
  - Absorption of fat soluble vitamins

# ***Nutrition- Barriers to Success***

- What will keep you from attaining your goal?
- Poor Planning
  - Lack of good quality, easily accessible food
- Poor Implementation
  - Make the effort to eat
  - Starvation === Lost Muscle ===  
Skinny Fat People/Slow Metabolism

# Mindset- Performance Lifestyle Management

- **Create the Support System**
  - Family
  - Friends
- **Avoid:**
  - Smoking
  - Recreational Drugs
  - Poor Nutrition
  - Late Nights
  - Negative Attitudes
  - Poor Relationships
- **Stress is cumulative!**



# Mindset- Risk vs Reward



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# *Recovery- Identify Sources of Stress*

- **Environmental**
  - Temperature, Humidity, Altitude, Terrain, Pollution
- **Psychological/Social**
  - Family Problems, Personality Conflicts, Boredom, Psyching Up Too Frequently, Pressure to Perform
- **Physiological/Biochemical**
  - Sleep Disorders, Nutritional Status, Prescription or Recreational Drugs, Nutritional Supplements
- **Anatomical/Structural**
  - Injury, Overuse, Poor Exercise Technique, Poor Biomechanics, Surgery



# ***Strategies For Relaxation & Stress Reduction***

- Sports Psychology Techniques
  - Progressive Muscle Relaxation
  - Visualization & Imagery
- Sleep Management
- Music, Lighting, Aromatherapy
- Breathing Techniques, Meditation
- Time Management
- Vacation



# Summary

- Take a close look
  - What do I want to work on?
- Work your **SYSTEM**
  - Training + Recovery =  
Adaptation/Goals/Success
- Most Important.....

*...Hunt Your Goals...*



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**... and Enjoy the Process!**



**Athletes**<sup>®</sup>  
P E R F O R M A N C E



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