

Notes from "With Winning in Mind" by Lanny Bassham
Mental Management System

95% of all winning is done by only 5% of the participants. Winners are convinced and EXPECT TO WIN! Performance is 90% mental.

Mental Management- The process of maximizing the probability of having consistent mental performance, under pressure, on demand.

Mental Management is made up of three Mental Components:

- 1) Conscious Mind-thoughts and mental pictures, controls all the senses. It is what you think about!
- 2) Subconscious Mind- repetition in the conscious creates AUTOMATIC performance from the subconscious.
- 3) Self-Image-is what makes you "act like you". The total of your habits and attitudes. Your performance and your self-image are ALWAYS equal.

Principles of Mental Management

PRINCIPLE NO. 1- your mind can only concentrate on one thing at a time. If you are picturing something positive in your mind, it is IMPOSSIBLE, at the same time, to have a negative thought. ACTION STATEMENT for Principle No. 1-"I take control of what I picture, choosing to think about what I want to create in my life"

PRINCIPLE NO. 2- What you say is not as important. What you cause yourself or others to picture is CRUCIAL. ACTION STATEMENT for Principle No. 2- "I always give myself commands in a positive way. I remind myself that what others are picturing, as a result of hearing me speak, is crucial to proper understanding. Subconscious mind is where skills are developed. Skill is defined as doing something consciously long enough for the process to become automated by the subconscious mind. The conscious mind can only perform one task at a time, the subconscious mind can multi-task BIG TIME!

PRINCIPLE NO. 3- The subconscious mind is the source of all mental power. You perform best when you allow the well trained subconscious mind to do all the work. When the conscious mind over rides the subconscious mind, performance decreases. Consciously, try to go to sleep....you CANT! ACTION STATEMENT for Principle No. 3-"I am so well trained that all of my performance is subconsciously done. I trust my subconscious to guide my performance in competition."

PRINCIPLE NO. 4- The subconscious mind moves you to do whatever the conscious mind is picturing. "Don't hit it in the water" WRONG! Positive pictures demand positive results from the subconscious. ACTION STATEMENT for Principle No. 4- "I realize that my subconscious power is moving me to perform what I am consciously picturing. I control what I picture and picture only what I want to see happen."

PRINCIPLE NO. 5- Self-Image and performance are always equal. To change performance, you must first change your self-image. The self-image is most comfortable in the COMFORT ZONE. Change the zone, change the performance. ACTION STATEMENT for Principle No. 5- "I am aware that my performance and self-image are equal. I am eager to change my habits and attitudes to increase my performance."

PRINCIPLE NO. 6- You can replace the self-image you have with the self-image that you want, thereby permanently changing performance. SELF-IMAGE RESISTS CHANGE!!! The little

voice in your head will resist change and keep you in your comfort zone. ACTION STATEMENT for Principle No. 6- "I am responsible for changing my self-image. I choose the habits and attitudes I want and cause my self-image to change accordingly."

PRINCIPLE NO. 7- The principles of balance: when the conscious, subconscious, and self-image are balanced and working together, good performance is easy. "IN THE ZONE"

TRIAD STATE NEW AT SOMETHING DOES NOT BELIEVE COCKY-NO GAME

*****When you are a frustrated athlete, one of the 3 is out of balance*****

ACTION STATEMENT for Principle No. 7- "I cause my conscious, subconscious, and self-image to move toward being in balance, thereby increasing my performance without frustration."

One habit separates the top 5% of competitors who win from the other 95% who just play:

GOAL SETTING – 10 Steps to Mental Management Goal Setting

Step 1- Decide EXACTLY what you want. Be specific

Step 2- Decide when you want it.

Step 3- List the pay-value. Must be your goal, must be something that excites you or you won't change your habits or attitudes to achieve it.

Step 4- Determine the obstacles in your way: Be Specific. What do you have to change?

Step 5- What is your plan to achieve your goal? A wish is a goal without a written plan.

Step 6- Ask important questions- Is the prize worth the price?

Step 7- Schedule your plan.

Step 8- Start NOW!

Step 9- Never can reach a goal without first setting another one.

Step 10- NEVER NEVER QUIT! May give out but I'll never give up!!

PRINCIPLE NO. 8- The Principle of Reinforcement- the more we talk about, think about and write about something happening, we improve the probability of that thing happening. COMPLAINING IS A NEGATIVE REINFORCEMENT!!

ACTION STATEMENT for Principle No. 8- "I choose to think about, talk about and write about what I wish to have happen in my life."

PRINCIPLE NO. 9- The self-image cannot tell the difference between what actually happens and what is vividly imagined.

Pressure: 2 parts: 1) Anxiety- Fear (Experience Reduces Fear) 2) Arousal- Excitement (Not to high or low) Used properly to reinforce good habits and a winning attitude, rehearsal can greatly improve your chances of success.

3 Phases of a Task

1) Anticipation Phase (What you think about before)

2) Action Phase (What you think about as you perform)

3) Reinforcement Phase (What you think about after)

Where most golfers' fail- Your good shot reinforce. Bad shot, let it go and go to anticipation phase of next shot.

Running a mental program accomplishes 2 crucial functions:

- 1) The mental program is a series of thoughts, that, when pictured, will trigger the subconscious to perform the appropriate action.
- 2) The mental program controls the thought process occupying the conscious mind. An occupied Conscious mind cannot choke nor have a weak shot under pressure.

Mental program has 5 steps.

- 1) Point of Initiation-Always consistent- when you approach or address the golf ball.
- 2) Point of Attitude- What kind of shot are you going to hit and how will it feel to hit it solidly
- 3) Point of Direction- Picture a smooth swing, solid contact and good follow through-Balanced.
- 4) Point of Control- Balance and short concentrated swing.
- 5) Point of focus-Focus on the ball.
If you're running the program, it's impossible to CHOKE!!

Six Guidelines to Building Subconscious Skills

- 1) Guideline 1- Catch yourself doing something right. Not what am I doing wrong, what am I doing right? Focus on what you're doing great!
- 2) Guideline 2- Train 4-5 days a week. 2-3 you will not improve, only maintain.
- 3) Guideline 3- Where you are, Be all there.
- 4) Guideline 4- Rehearse the 18 hole tournament while you practice. Don't practice to practice; practice to compete as if it's for real.
- 5) Guideline 5- when you are playing well, play a lot. Reinforce good habits. If you're playing bad, go work on some other aspect of your game-bad habits will reinforce bad habits.
- 6) Guideline 6- We raise or lower ourselves to the standard we are around. Always train with someone better-they will raise the level you play or practice. Seek opportunities to be around people who are where you want to be.
- 7) Guideline 7- Make a bet with yourself-when you win, pay off! Set a goal and reward yourself when you're successful.

GOAL STATEMENT- Your goal-write it down in first person, achievements that are within reach and not out of sight- achievable goal. Move towards that goal EVERY day. Self talk-book "What to Say When You Talk To Yourself".

Changing the Self-Image is the most important skill you will ever learn-how to change the self-image.

- 1) You must be willingly to go thru change.
- 2) You must identify the habits and attitudes that you need to change.
- 3) You must set up a new self-image that is in direct conflict with your old self.
- 4) You must exchange your old self-image with the desired new self-image.

Then MOST powerful tool for changing the self-image is DIRECT AFFIRMATION- it is a paragraph written in first person present tense that describes a person's goal, pay-value of the goal, plan

to reach the goal and habits and attitudes affecting the goal. (Michael Jordan- Stuart Smalley skit)

STEP 1- Define the goal.

STEP 2- set a time limit to achieve the goal.

STEP 3-List the personal pay-value of reaching this goal

STEP 4-outline the plan to achieve the goal.

STEP 5-write the direct affirmation in the first person present tense- beginning with "I".
EXAMPLE: "I am the best putter on the golf team. I am scoring lower because I am making more long putts and my putts per round are always under 36. I see every putt go in the hole and I am making my team better because of my putting. I am the best putter on my team."

STEP 6- make 5 copies in your own hand writing on note cards.

STEP 7- place cards in 5 prominent areas-bathroom mirror, fridge, car,ect

STEP 8-each time you see a card, read it aloud. Read it for 21 days, take the cards down for 9 days, then repeat or change the goals.

If you have a poor attitude, it is likely because of negative reinforcement. Repetitive change of your thinking habits is the best way to bring about a permanent and positive change of attitude. Either you will become the person you want, with the changes you want, or you will stop reading the affirmation cards- IT IS JUST THAT SIMPLE.

PRINCIPLE NO.10- The principle of value: we appreciate things in direct proportion to the price we pay for them. Bigger the price, more we appreciate the reward. (Why kids are given things and don't take care of them). ACTION STATEMENT for Principle No. 10 "I realize that the problems I must overcome to reach my new goals, just increase the value of the goals, once they are achieved."

SEVEN STRATEGIES OF THE MENTALLY TOUGH

- 1) Principle of transportation- where you move from being good to being great. The attitudes and habits must change for you to move.
- 2) Your past is not a prison-let the PAST GO!!
- 3) Imitate the champions- do what they do-if you're the best in the world at what you do then don't change a thing. If you're not, then look at what the best in the world (or state,city,ect) are doing and imitate the champions!!
- 4) Train hard, compete easy. It is possible to try too hard in competition. Game day should be a fun day!
- 5) Visualize before game day-mental rehearsal.
- 6) Take all problems as a positive- you can't always control what happens but you can control how you handle the setbacks. Even the negative things can have a positive side if you look hard enough. Obstacles are only obstacles if we allow them to be. Let the NEGATIVE GO!!
- 7) Dream BIG! Shoot for the stars....you just might get there!

REVIEW- RECAP

10 PRINCIPLES OF MENTAL MANAGEMENT

- 1) When the conscious mind has a positive thought, it cannot, at the same time, have a negative thought.

- 2) What you picture is crucial.
- 3) The subconscious mind is the source of all mental power.
- 4) The subconscious moves you to do whatever the conscious mind is picturing.
- 5) The self image and performance are always equal.
- 6) You can replace the self image you have with the self image you want, and, therefore, permanently change the performance.
- 7) When the Conscious, subconscious and self image are balanced and working together, good performance is effortless.
- 8) The more we think about, talk about, or write about something happening, we improve the probability of that thing happening.
- 9) The self image cannot tell the difference between what actually happens and what is vividly imagined.
- 10) We value things in direct proportion to the price we pay for them.

Mental Management Goal Setting System

- 1) Decide EXACTLY what you want.
- 2) Decide when you want it.
- 3) List the pay-value.
- 4) Determine your obstacles.
- 5) Determine a plan to get the goal.
- 6) Ask important questions, including "Is the prize worth the price?"
- 7) Schedule your plan.
- 8) Start NOW!!
- 9) Never reach a goal without first setting another one.
- 10) Never, Never Quit!!!

Direct Affirmation:

- 1) Define the goal.
- 2) Run it for 21 days, rest nine days, then repeat or change the goal.
- 3) List the pay-value of reaching your goal.
- 4) Outline the plan to reach the goal.
- 5) Write the direct affirmation.
- 6) Make 5 copies of the cards.
- 7) Place cards in prominent places.
- 8) Read and visualize your direct affirmations daily.