

PRESENTATION

# UNBEATABLE MIND

Secrets for developing  
the Unbeatable Mind  
and Mental Toughness!  
By Mark Divine

*MENTAL  
TOUGHNESS*



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and Mental Toughness!**

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***MENTAL  
TOUGHNESS***

# WHAT DO THESE PEOPLE HAVE IN COMMON?





# MENTAL TOUGHNESS



# WHAT IS MENTAL TOUGHNESS?

- Control over stress under adversity
- Your ability to understand and use your stress reactions to optimize your performance
- Sharper focus, confidence and resilience

# THE BIG FOUR OF MENTAL TOUGHNESS PLUS ONE

- Focus on your performance objectives through **goal setting**
- Manage stress through **arousal control**
- Create and use experiences in your mind through **visualization**
- Use your awareness of your beliefs and their consequences through **self-talk**
- Develop **power positions** and practice through embodiment exercises

# CAN THE BIG FOUR OF MENTAL TOUGHNESS BE LEARNED?

**Scientific research says, “YES!”**



# COLD-WATER BREATH-HOLD STUDY

- Two groups were immersed to measure breath-hold
- After measuring, one group was taught to use and practice the “Big Four”
- Both groups immersed and measured again
- The “Big Four” groups outperformed by 80 %

**The Big Four mental techniques helped control the cold-shock physical reflex!**





**TOUGH  
STARTS HERE**

# HUMAN STRESS RESPONSE

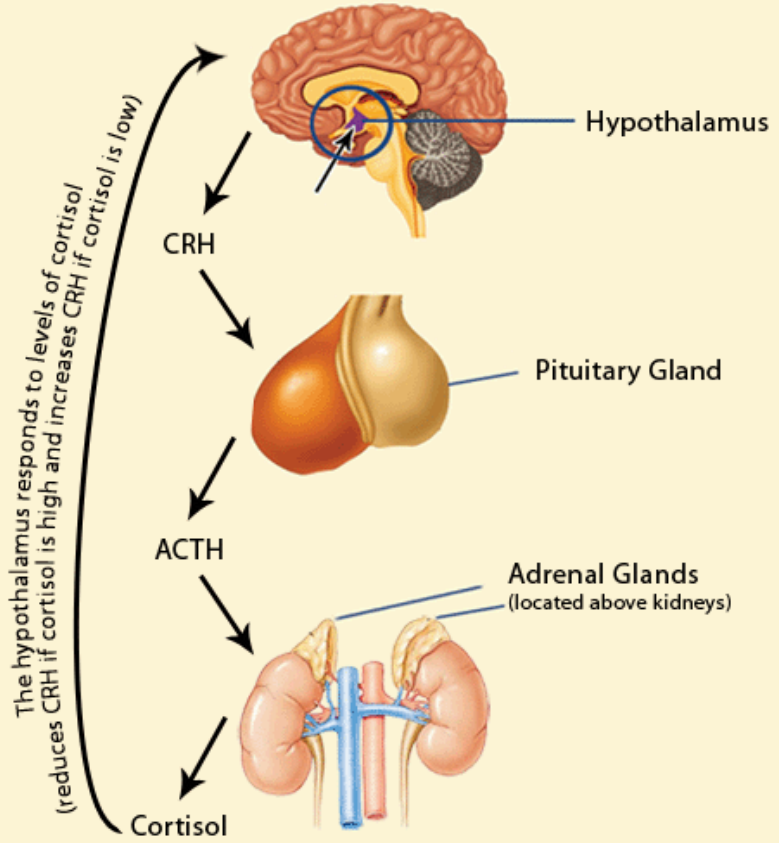
## **Fight, Flight or Freeze:**

- Body's primitive and automatic response to perceived danger
- Starts HPA (Hypothalamic-Pituitary-adrenal) axis
  - Releases hormones like adrenaline

**Control the HPA and you can control performance!**

# **Stress**

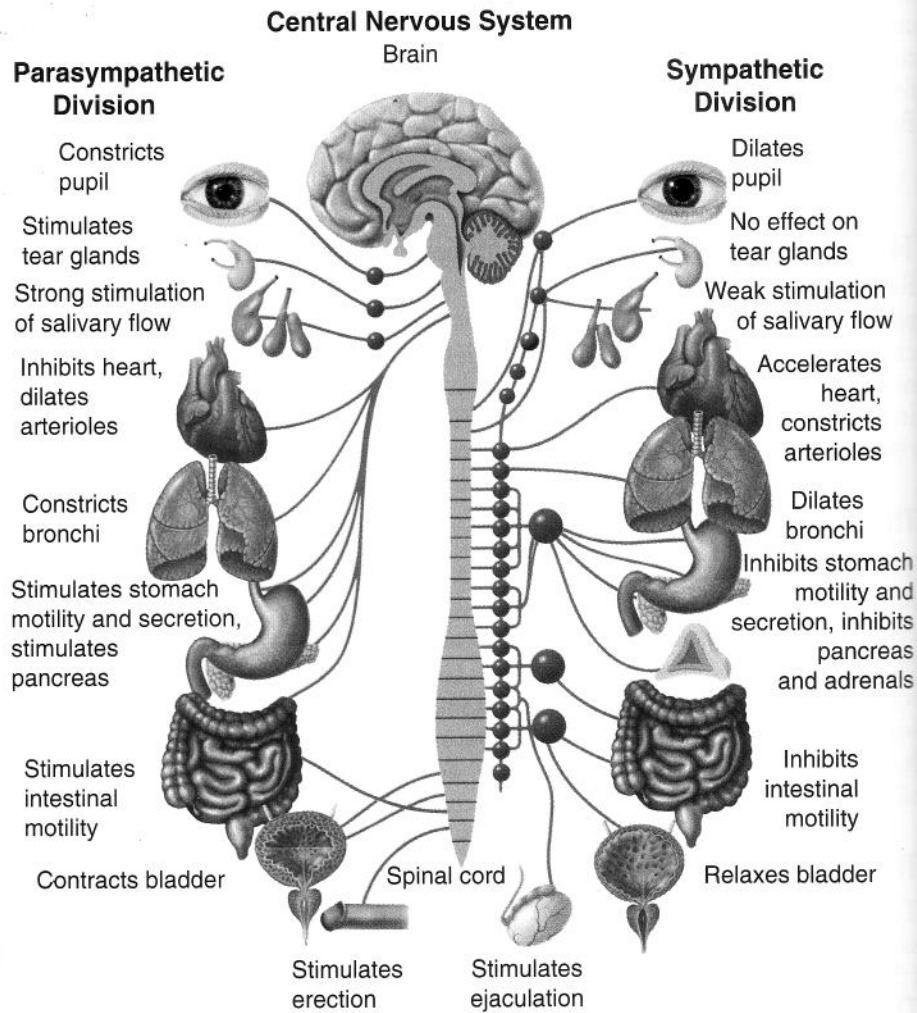
Physical, psychological or environmental



## **Stress & the HPA axis**

# HOW DOES IT WORK?

- **HPA axis**
  - Controls stress reaction and regulates body processes
- **Parasympathetic nervous system**
  - Controls rest and recovery function
- **Sympathetic nervous system**
  - Stress response functions



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# PHYSIOLOGICAL REACTIONS TO STRESS

- Heart rate and blood pressure increase
- Blood vessels constrict
- Blood migrates to extremities
- Muscles tense
- Respiration increases
- Pupils dilate
- Palms get clammy
- Tears and sweat decreases
- Adrenaline released



# COGNITIVE REACTIONS TO STRESS

- Memory, concentration and judgment suffer
- Inability to concentrate
- Confusion
- Repetitive or racing thoughts
- Anger and resentment
- Sense of being overwhelmed
- Lack of confidence
- Desire to escape or run away

# DUMB AND DUMBERER

WHEN HARRY MET LLOYD

IN THEATERS JUNE 13, 2003 A.D.



The Evolution of Dumb





# THE BIG FOUR PLUS ONE

- Goal Setting
- Arousal Control
- Visualizations
- Self-Talk
- Power Positions

# GOAL SETTING

Focus on your future skills and achievement

## **Process Goals**

- Focus on “how”
  - Things you can control

## **Outcome Goals**

- Focus on achievement
  - Milestone
  - Progress
  - Attainment

# WHY GOAL SETTING WORKS

- Direct **attention** to important elements of a skill to be performed
- Mobilize **effort**
- Enhances and prolongs **persistence**
- Fosters development of **new learning strategies**

# GOAL SETTING PRINCIPLES

- Segmenting: A process/technique of arranging and focusing upon goals in manageable periods of time or activities
- Set Specific, Measurable goals
- Set Difficult but Realistic goals
- Set both Long- and Short- term goals

# EFFECTIVE GOALS: THE S.M.A.R.T. APPROACH

- Specific
- Measurable
- Attainable
- Realistic
- Timely

***I will complete the 500 yard swim in 13:00 minutes by the end of the third week of prep.***

# GOAL SETTING PITFALLS

- Fuzzy goals
- Setting too many goals too soon
- Inflexible goals; failure to adjust
- Lack of Process goals
- No follow-up and evaluation
- Failing to recognize individual differences

# VISION AND GOAL SETTING

Connecting your short, medium and long term goals to your Life Vision

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**My 5-year vision is:**

**My 3-year vision is:**

**My 1-year vision is:**

*Steps I will take to accomplish this:*

- 1.
- 2.
- 3.

*Steps I will take to accomplish this:*

- 1.
- 2.
- 3.

**My quarter-year goal is:**

**My monthly goal is:**

**My weekly goal is:**

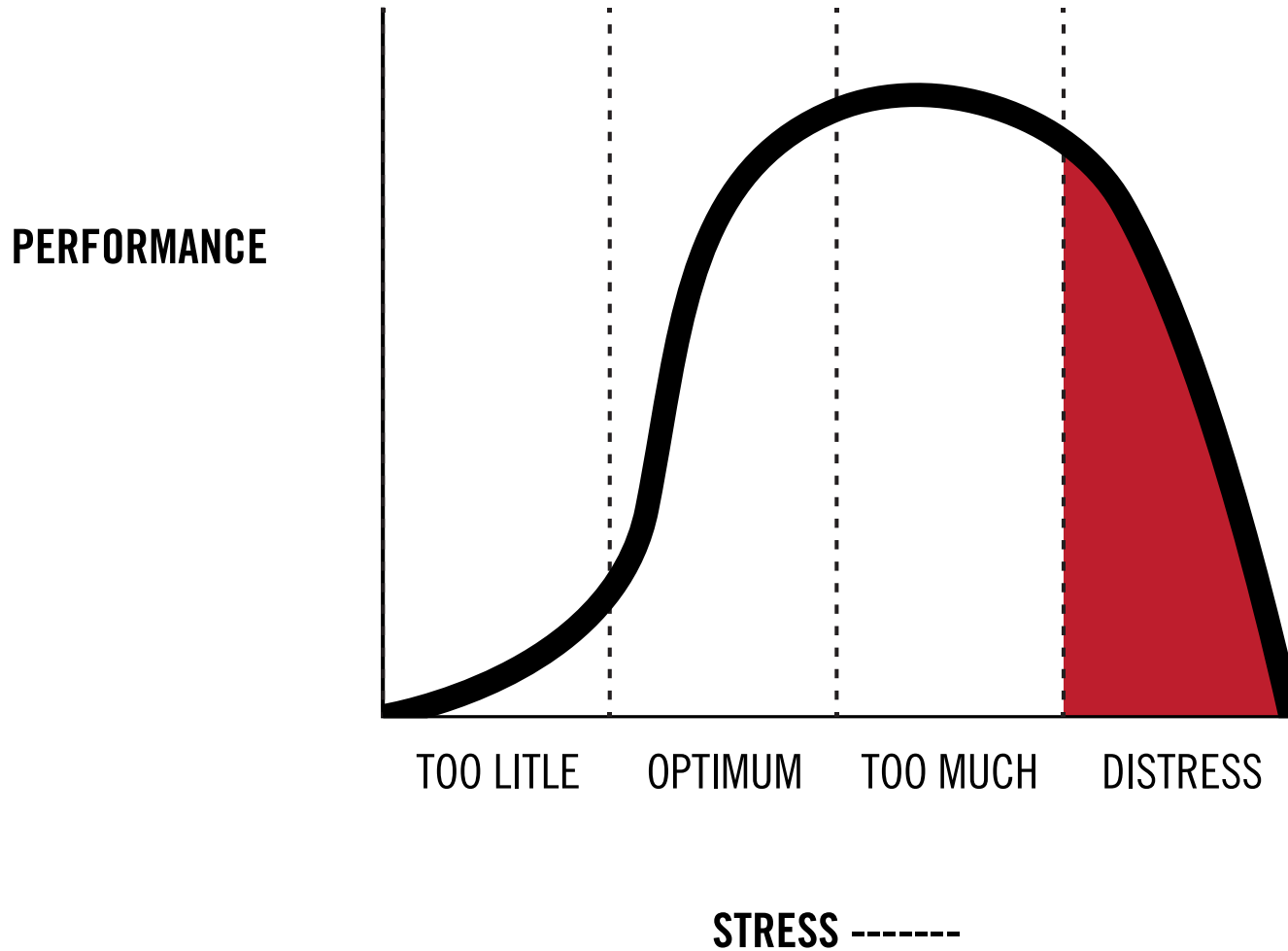
*Steps I will take to accomplish this:*

- 1.
- 2.
- 3.

*Steps I will take to accomplish this:*

- 1.
- 2.
- 3.

# HUMAN PERFORMANCE CURVE





# PRACTICE 1: DEEP DIAPHRAGMATIC BREATHING



## Controlling the human stress response

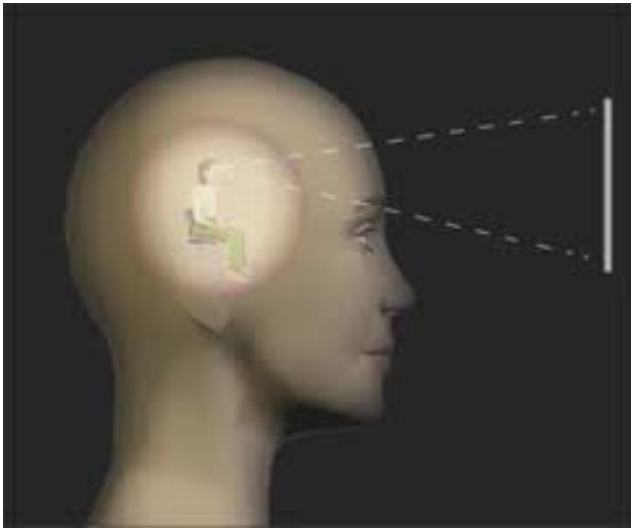
- Theory of Fours: Breath Control
  - Inhale 4 seconds
  - Exhale 4 seconds
  - Continue 4-6 minutes



# THEORY OF FOURS: WHY IT WORKS

- Normalizes human stress response  
(control stress symptoms)
- Forces people to focus on breathing vice stressor
- Centers the mind and gives it focus

# VISUALIZATION



- Creating or recreating an experience in the mind
- AKA: visualization, mental rehearsal/practice

# WHY VISUALIZATION WORKS

- Vividly imagined events stimulates the muscle and nervous system as if the imagined event is occurring
- Visualization creates a motor program in the central nervous system
- Visualization improves concentration, reduces anxiety, builds confidence

**If visualized properly, the first time you see the 'real' event is actually the second time your mind has seen it.**

# INVOLVE ALL OF THE SENSES

- **See** yourself do a perfect sidestroke cycle into the glide
- **Sense** your leg position and movement during the scissor kick
- **Hear** the bubbles as you exhale during bobbing
- **Feel** water flow over your body
- **Smell** the chlorine

# DOES VISUALIZATION WORK?

- Anecdotal reports, case studies and scientific experiments suggest that it improves performance
  - 90% of Olympic athletes use some form of visualization; 97% of them felt it helped
  - 94% of Olympic coaches used visualization during training, with 100% of them noting it enhances performance



# USES OF VISUALIZATION

- Improve concentration
- Build confidence
- Control emotional response
- Practice sport/ tactical skill
- Practice strategy
- Cope with pain and injury

# TYPES OF VISUALIZATION

- Internal Visualization: imagining execution of a skill from your own vantage point (as if you have a camera on your head)
- External Visualization: view yourself from the perspective of a second party / external viewer



# BASICS OF VISUALIZATION TRAINING

## **Vividness**

- Use of all your senses
- Create or recreate as closely as possible the actual experience
- Include emotions and thoughts

## **Control**

- Manipulate your images
- Make them to what you want them to do

# WHOLE PERSON VISUALIZATION PRACTICE: FUTURE ME IN ACTION

1. **Visualize:** see in your minds eye the scene if it's a mission or the full implementation of a particular skill. Walk through it very slowly and carefully. As your practice continues, you can increase and decrease the speed of the walk though.
2. **Auditory:** hear in your mind what's taking place with the expression of a particular skill
3. **Tactile:** feel the objects of the visualization with your hands and other body parts as if they were solid objects, and the feel of the wind and possible contact with others
4. **Interoception:** experience your body from within as you practice the skill in your mind – add as much passion and emotion as you can summon.

# SELF-TALK

**Your internal dialog and beliefs effect your performance**

- Past experiences
- Biases
- Prejudices
- Stereotypes





# RELATIONSHIP BETWEEN BELIEFS AND REACTIONS

- Negative symptoms/ consequences
- Identify your won patterns
  - ID negative beliefs that lead to negative outcomes
  - ID positive beliefs that lead to positive outcomes

# ABC = CONTROL / RESULTS

## Activating Event

**SEAL Drown:**  
proofing

**SEAL Drown:**  
proofing

## Belief

**Negative Belief:**  
I'll sink and drown

**Positive Belief:**  
I can adapt and  
manage my arousal

## Consequences

**Result:**  
Panic

**Result:**  
Overcome anxiety and  
drown-proof successfully

# HOW SELF-TALK WORKS

- Thoughts influence emotional / physiological responses
- Events themselves do not lead to emotional. Physiological responses
- Self- Talk play a key role in our reactions to situations

# WHAT DOG ARE YOU FEEDING?

## **The Dog of Courage or the Dog of Fear?**

Feed the Dog of Courage:

1. Encourage yourself to work hard and do the right thing
2. Challenge your own negative beliefs
3. Practice, Practice Practice
4. Encourage others
5. Use Power Statements “ I am a Warrior”

# TECHNIQUES TO IMPROVE SELF-TALK

- **Activating Event:** I failed 500 yd swim
- **Belief:** Negative belief that I am not a good swimmer
- **Thought replacement:** I will practice harder and I am becoming a good swimmer
- **Consequence:** Improve confidence, fewer stress symptoms, Pass the swim



# POWER POSITIONS

**“You got to stand for something  
or you’ll fall for everything”**

*–Malcolm X*



Research in the field of embodied cognition continues to show that body positions, which express power and confidence show decreased levels of cortisol (stress hormone) and increased testosterone. Standing tall, strong, calm and confident actually helps make you that way.



# POWER POSTURE PRACTICE

We embody our mind states. So, our body reflects our mental state but we can also use our body to shift our mental states. Stand up and find a posture that means power, courage and strength to you.

# WHEN TO USE THE TECHNIQUES: TIMING IS EVERYTHING

## **Pre-Event:**

Goal setting  
Arousal control  
Visualization  
Self-Talk  
Power  
Positions

## **During Event:**

Self- Talk  
Arousal control  
Power  
Positions

## **Post-Event:**

Self Talk  
Goal Setting



**COMMANDER MARK DIVINE**

# ABOUT UNBEATABLE MIND ACADEMY

- The Unbeatable Mind Academy is an on-demand, whole-person developmental training developed by retired Navy Seal and entrepreneur Mark Divine. The proven, step-by-step process trains your mind to be quiet, focused, and alert -- in short, to be absolutely unshakeable.

(Continues...)

- Each monthly lesson is chock-full of visual, audio and written content. Mark Divine teaches goal and micro goal setting techniques, learned in the SEALs, along with visualization, warrior yoga, meditation, proper fitness and nutrition.

*“Unbeatable Mind is absolutely BRILLIANT. It is the only program I know of that coherently merges wisdom from many different lines of intelligence to develop the complete person. The impact is that I feel supercharged, extremely focused, fueled by a greater cause, and armed with tools to help me pursue my purpose with vigor. Thank you again for everything!!”*

- Doug Chow, Crossfitter and Professional investor, managing several billion dollar global tech companies