



# CEP MINDSET

*Achieve Consistent Elite Performance*

Dr. Cassidy Preston & the CEP Team

[info@cepmindset.com](mailto:info@cepmindset.com) | 1-888-407-1530

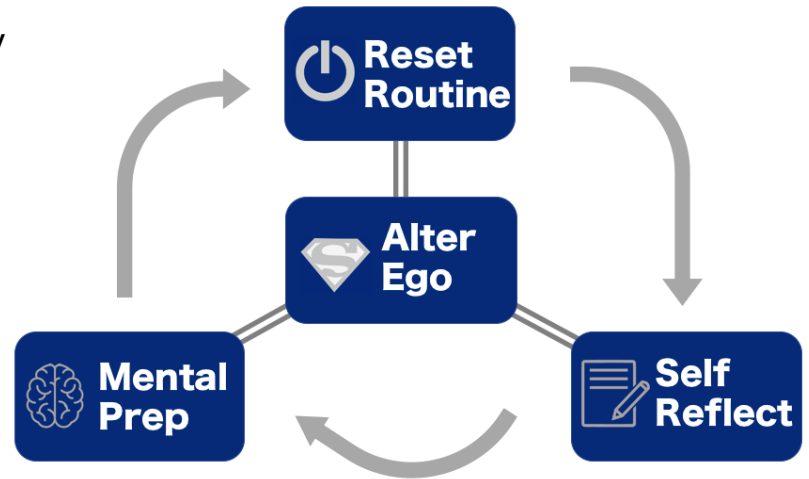




# 4 Fundamentals

The **4 Fundamentals Strategies** are designed to help athletes play in the zone by teaching them to be process-focused, composed, resilient, and confident.

The Alter Ego is at the core of fundamental strategies. The other 3 strategies create a continuous Prepare-Play-Reflect Process that maximizes the athlete's ability to show up as their best self. When athletes consistently implement these cyclical strategies, it results in an upward spiral in their mindset and performance.



## ALTER EGO

This helps athletes define and contrast their best mindset (i.e., in the zone) and worst mindset (i.e., in their own head).

[CLICK HERE FOR THE ALTER EGO VIDEO](#)



## RESET ROUTINE

Athletes use this during practices and games to clear their minds and activate their best self Alter Ego.

[CLICK HERE FOR THE RESET ROUTINE VIDEO](#)



## SELF-REFLECTION

Athletes use self-reflection after practices and games to improve self-awareness and strengthen their Alter Ego.

[CLICK HERE FOR THE SELF-REFLECTION VIDEO](#)



## MENTAL PREPARATION

The final of the 4 fundamental strategies helps athletes set clear intentions and ensure they show up as their best self.

[CLICK HERE FOR THE MENTAL PREPARATION VIDEO](#)

# Pregame Talk in a Box

## Top 10 Mental Game Concepts & Strategies

1

### SCREW IT & LET IT HAPPEN

#### *Stop Overthinking & Play Free*

Help your players detach from the results by reminding them that playing is a choice - they could quit. There are no need to's, have to's, or should's. Accept the range of results and just play.

[CLICK HERE FOR THE SCREW IT VIDEO](#)

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2

### THE 3/4 ATTACK MINDSET

#### *Stop Playing Scared and Safe*

Encourage your players to be willing to cross over into the 4 zone. Mistakes are learning opportunities. Focus on maximizing their impact with a thrive vs survive mindset.

[CLICK HERE FOR 3/4 ATTACK MINDSET VIDEO](#)

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3

### CONFIDENCE VS CAPABILITIES

#### *Stop Yo-Yo Confidence*

Remind your players that confidence is not about results and praise. Instead, focus on their capabilities and don't allow them to give excuses for not owning all of their capabilities.

[CLICK HERE FOR CONFIDENCE VS CAPABILITIES VIDEO](#)

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4

### OWN YOUR STORY

#### *Resilience & Grit to Overcome Adversity*

Help your players take ownership of their story. Don't allow them to be the victim. Encourage them be the narrator and author of their own story. See the silver linings & embrace challenges.

[CLICK HERE FOR OWN YOUR STORY VIDEO](#)

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5

### TIGERS VS BLUEBERRIES

#### *Stop Worrying About Failure*

Remind your players that they don't need to fear failure (i.e., tigers). Encourage them to know what they want to do and focus on having an impact and thriving (i.e., blueberries).

[CLICK HERE FOR TIGERS VS BLUEBERRIES VIDEO](#)

# Pregame Talk in a Box

## Top 10 Mental Game Concepts & Strategies

6

### ZOOM IN VS ZOOM OUT

#### *Channel Nerve and Perform Under Pressure*

Help your players get the right perspective: Speck of dust (relative size), 10 years from now (relative time), & checkers example (relative context). It's just a game - see it for what it is.

[CLICK HERE FOR ZOOM IN VS ZOOM OUT VIDEO](#)

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7

### THE ORIGIN STORY

#### *Reignite the Love of the Game*

Players can focus on achieving desirable results, but don't let them lose sight of why they play the game in the first place. Have them stay connected to their origin story (e.g., flowerbed story).

[CLICK HERE FOR THE ORIGIN STORY VIDEO](#)

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8

### REDEFINING SUCCESS

#### *Focus on the Process*

Encourage your players to stop focusing on society's general definitions of success. Instead, help them create their own definitions of success based on what they can control.

[CLICK HERE FOR REDEFINING SUCCESS VIDEO](#)

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9

### POWER STATEMENT

#### *Overcome Mental Blocks & Limiting Beliefs*

Show your players that their limiting beliefs are not true - they are the elephant with the small rope and stick. Help them to take ownership of their beliefs by developing a power statement.

[CLICK HERE FOR POWER STATEMENT VIDEO](#)

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10

### DEVELOPING DISCIPLINE

#### *Motivation vs Discipline, Habits, and Environment*

Encourage your players develop the discipline to do the little habits consistently to make a big difference over time. Help your players create an environment that supports their habits.

[CLICK HERE FOR DEVELOPING DISCIPLINE VIDEO](#)



# Team Programs

At CEP, our purpose is to help your team achieve **Consistent Elite Performance**.

In order to do that, you need to go Beyond the X's & O's so your team can develop the right mindset & a winning culture.

The problem is, like most teams, your athletes struggle with their confidence, resilience and leadership skills.

This can be frustrating & discouraging because you want to develop your players' mindsets, but it requires filtering through endless online resources filled with clichés & 'fluffy' motivational jargon.

When a coach tries to take on this daunting task without an effective system, they end up struggling - like they are *'putting bandaids on bullet holes'*.

That is why the **CEP Mindset & Leadership System** has 3 simple steps that have helped hundreds of teams develop the right mindset and a winning culture.

1

## BREAK IT DOWN

*3 CEP Assessments  
to increase awareness &  
determine priorities*

2

## INTEGRATE THE TEAM

*We implement our proven  
mindset & leadership  
strategies with your team*

3

## SUPPORT THE COACH

*Coaches are provided  
the tools & support to  
build a winning culture*

When you join our programs, your team will stop struggling with their mindset and start achieving **Consistent Elite Performance**.

[CLICK HERE TO BOOK A FREE CONSULTATION](#)