



02. Day 1 - Elite Mindset Download

Pillar #1 - Elite Mindset

What is an Elite Mindset?

- » Mindset is **how you see yourself, your situation, and the world**
 - Use the FedEx logo experience
- » Being able to change your perspective
 - Perspective is reality
- » Elite mindset = elite perspective

The FedEx logo is displayed in its standard colors: "Fed" in purple and "Ex" in orange, with a registered trademark symbol (®) to the right.

You must coach mindset in your clients and athletes if they are going to get results.

Growth vs. Fixed mindset / Average vs. Fixed Mindset

Use the FedEx logo and arrow with your clients and athletes so that they see the power of mindset and seeing something that they have always seen with a new perspective, a new mindset.

What is an Elite Mindset?



- » Getting fascinated instead of frustrated
- » Believing adversity is a bend in the road, not the end of the road
- » Dynamic not static—**can grow and change**



Adversity causes you to break through, not to break down when you have an elite mindset.

Adversity is your advantage.

Why is mindset important?



- » Mindset is important for many different reasons:
 - Training your mind is **just as important as training your body**
 - Key in reaching full potential
 - Helps you get results
 - Failure to coach mindset is one of the biggest problems in coaching



The right nutrition and conditioning can NOT outperform a poor mindset.

Why is mindset important?



- Drives your perspective and creates your attitude
- Mindset is in **our control**
- We choose our mindset and can choose to change it
- Research shows a **growth mindset is the key to success**



There are such few aspects of performance that are in our control, we must learn to master all of the aspects of performance that we can control and one of them is mindset.



How to develop an Elite Mindset: *Strategy #1: Define Avg. vs. Elite*



AVERAGE MINDSET	vs.	ELITE MINDSET
PEOPLE WITH AN AVERAGE MINDSET:		PEOPLE WITH AN ELITE MINDSET:
FEEL SORRY FOR THEMSELVES		ARE SO FOCUSED ON OTHERS THAT THEY DON'T HAVE TIME TO FEEL SORRY FOR THEMSELVES
SEE CONFIDENCE AS A FEELING		KNOW CONFIDENCE IS AN ACTION
MAKE AN EXCUSE		MAKE IT HAPPEN
SAY IT'S IMPOSSIBLE		SAY IT'S GOING TO BE VERY DIFFICULT
FOCUS ON HOW THEY FEEL		FOCUS ON HOW THEY ACT AND WHAT THEY NEED TO DO
USE THE PHRASE HAVE TO		USE THE PHRASE GET TO OR WANT TO
WEAR THEIR EMOTIONS ON THEIR SLEEVES		NEVER SHOW WEAKNESS AND ARE BIG WITH THEIR BODY LANGUAGE
SEE FAILURE AS FINAL		SEE FAILURE AS POSITIVE FEEDBACK
FOCUS ON WHAT THEY CAN'T CONTROL		FOCUS ON WHAT THEY CAN CONTROL



AVERAGE MINDSET

VS.

ELITE MINDSET

PEOPLE WITH AN **AVERAGE** MINDSET:

PEOPLE WITH AN **ELITE** MINDSET:

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NEVER SHOW WEAKNESS AND ARE BIG WITH THEIR BODY LANGUAGE

SEE FAILURE AS POSITIVE FEEDBACK

FOCUS ON WHAT THEY CAN CONTROL

How you feel about it has very little to do with how you do about it when you have an elite mindset.

AVERAGE MINDSET... Feelings drive actions

ELITE MINDSET... Actions change feelings so we just ACT vs. waiting till we feel like it

Control what you can control.

How to develop an Elite Mindset: *Strategy #2: Signs of Success*



Be strategic about the signs of success that you hang up around your facility.

HANFORD ATHLETICS

FIXED MINDSET | **MINDSET CHARACTERISTICS** | **GROWTH MINDSET**

Set - YOU HAVE WHAT YOU HAVE	SKILLS+INTELLIGENCE	CAN BE GROWN AND DEVELOPED
HOW THEY LOOK PERFORMANCE FOCUSED	MAIN CONCERN	LEARNING/GETTING BETTER PROCESS FOCUS
SOMETHING YOU DO WHEN YOU'RE NOT GOOD	EFFORT	AN IMPORTANT PART OF LEARNING
GIVE UP/CHECK OUT	CHALLENGES	PERSEVERE/WORK THROUGH IT - SHOW MORE GRIT
TAKE IT PERSONAL GET DEFENSIVE	FEEDBACK	LIKE IT/USE IT TO LEARN
HATE THEM/TRY TO AVOID MAKING THEM	MISTAKES	TREAT THEM AS A LEARNING OPPORTUNITY

Fixed Mindset = I am the way I am...

Growth Mindset = I can be, have, do anything I want with enough time and training.



Focus on the next 200 Feet of your journey.

THE NEXT 200 FEET



200 FEET AT A TIME!"

★ OMAHA, NE

● OXFORD, MS



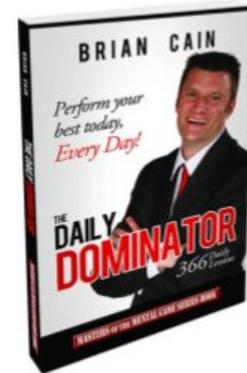
How to develop an Elite Mindset: *Strategy #3: The Mental Minute*



» When/how to use it:

» Where to get content:

- Success Hotline 973-743-4690
- *The Daily Dominator* Book
- This Mini Course
- @BrianCainPeak on Twitter & Instagram



Get your clients to call success hotline daily

Get your clients to read *The Daily Dominator* one page a day

[The Daily Dominator EPUB](#) | [The Daily Dominator MOBI](#)

Coming up next...

- » Pillar #7: Routines & Habits of Excellence
- » What It Is
- » Why It's Important
- » How To Develop It



What's The ONE Strategy you will use with your clients/athletes immediately?