



The Stuff Every Athlete
Must Know
To Grow, in 2024.

WEEK 2/10

#1

KNOWLEDGE

Your brain is a relentless supercomputer, tirelessly scanning every corner of your environment, updating your memories, and sharpening your experiences—all to help you navigate this world with ease and more efficiency.

And, do you know what your brain takes very seriously? Social feedback.

Humans are not meant to live in isolation, so we're hardwired to be highly alert to what others are **doing, thinking, and saying about us.**

If you're out in public and someone is staring at you—whether it's a friend or a stranger—your brain picks up on it pretty quickly, right?

Why hello, awkward eye contact...

Have you ever wondered why a glance from someone can affect how you feel?

“ What’s he thinking? **Is there something on my face?** Why did she look away so fast?

This is your brain simply doing what it’s designed to do: **be aware of other humans, make social connections, and navigate the complex hierarchies of society.**

In a perfect world, where communication and feedback is always constructive (and comes from people you trust), this is a gift. It allows you to grow and adapt faster and more efficiently than trying to figure everything out on your own.

But the world we live in is far from perfect...

We're constantly bombarded with social feedback—whether it's a conversation, a passing remark, a strange look, a message, or a comment on social media...

And let's be real, a lot of what you hear and see isn't necessarily helping you.

Think about it—one misguided comment from a competitor, a coach, a friend, or even a stranger **can really get stuck in your head**, draining your confidence and ruining your day. It can haunt you for months, overshadowing the compliments you received that very same day.

This is negativity bias at work.

- It's that nagging voice that makes **one single** mistake on competition day seem more important than all the brilliant things you did out there.

- It's also why your mind often gravitates toward “**what if it goes wrong?**” instead of “what if it goes right?”.

This bias has ancient roots.

Our ancestors needed to be hyper-aware of dangers in their environment to survive. Their brains became finely tuned to detect threats and risks, and this vigilance was crucial for avoiding harm.

Even though you no longer face the same life-threatening dangers on a daily basis, your brain hasn't changed much. It still prioritizes negativity, picking up on it more readily than positivity. **And, unfortunately, it's not very good at distinguishing between a nasty comment and an actual physical threat.** To your brain, they can feel equally significant.

#2

MINDSET

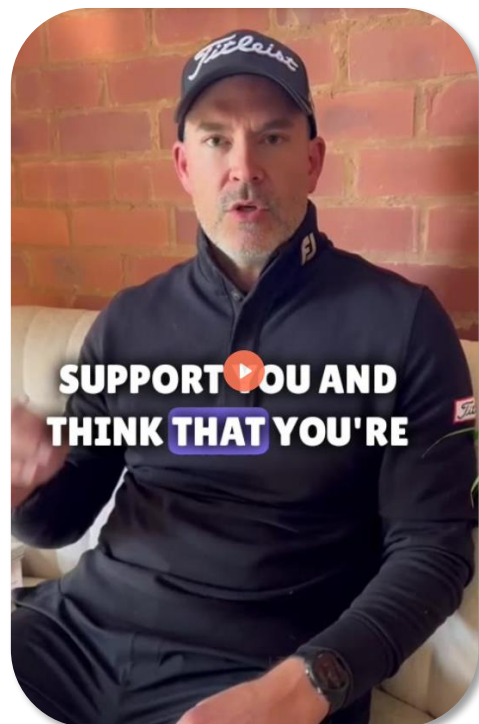
As an athlete, you've probably faced tough times dealing with comments or feedback from others. **You might get triggered by something you see on Instagram that's not even directed at you...**

While we know it's natural to care about what others are doing/thinking and to focus more on negativity than positivity, it can be pretty exhausting, right?

I often challenge my clients with a simple but powerful task:

“Prove them right.”

Click [here](#) to watch.



Why this is a Powerful Mindset

The mantra “I don’t care what anyone says or does” sounds appealing, but it’s not sustainable. **You’re not a robot.** You’re hardwired to care about social feedback and to maintain strong social connections.

A “prove them right” mindset flips the script, while staying true to how your brain is hardwired.

Yes, you have a negativity bias, but that doesn’t mean you’re doomed. It just means you need to put in that extra effort to steer your thoughts—so you’re not wasting precious energy stressing over what the “wrong people” are thinking or saying.

Are you ready to channel that energy where it matters most?

#3

ACTION

Task 1:

Please take the time to write your answers down

1. Who are your biggest supporters?

2. What do they say or believe about you?

Task 2:

In week one, the goal was to train with more precision, intensity and focus because:

“ When you take chances with your training, **you take chances with your performance.**



Before each training or practice session this week, answer the question below:

How am I going to prove my biggest supporters (those who love me and think I'm a great athlete) **right today?**

