



21st Century DVD Topics and Speakers

Developing a Winning Attitude: *The late George Allen.* In his last days, Coach Allen turned around Long Beach State, one of the worst programs in all of college football. As one of the greatest motivators in NFL history, Coach Allen shares his folksy wisdom on how to develop a winning attitude in your organization from top to bottom.

The One Key Ingredient of All Winners: *Rob Gilbert.* Discover the one special technique that separates winners from losers. Learn how to develop the mind-set of a champion.

Family Model of Team Performance: *Toni Zimmerman.* Applying family therapy techniques to your team can boost team cohesion and morale. Find out how to strengthen the relationship between you and your players by building trust and establishing proper boundaries.

Motivation: Reward vs. Punishment: *Steve Brennan.* What is the best way to motivate today's athletes? Learn how to balance the delicate relationship between the carrot and the stick.

The Critical Role of "Attentional Focus": *Richard Cox.* Cox clarifies the mental and physical mechanisms involved in developing "attentional focus" or pinpoint concentration.

Practical Guide to Mental Training: *Jon Brunner.* An overview of sport psychology techniques including goal setting, relaxation, confidence building, and improving overall competitiveness. How to sell your athletes on the benefits of mental training.

Winning Edge in Free Throw Shooting: *Peter Greider.* What do the world's best free throw shooters and coaches do to get winning results from the foul line? A state of the art system to increase free-throw percentage is revealed.

Selecting a Performance Consultant: *Robert Stainback.* Specific criteria to select a sport psychology consultant are discussed including the qualities to look for and what to avoid.

Sports Nutrition for the Modern Athlete: *Diana McNab*. Discover the secrets to maintaining a proper diet on the road and staying energized throughout a competition. McNab also reveals the performance destroying foods and beverages that must be avoided.

Coaching and Competing Hypnotically: *James Jarvis*. Discover how to tap into the direct heightened state that occurs in all athletes to enhance performance. The four steps to get your team into a peak performance "zone" more often.

Leadership in Coaching: *William Straub*. Learn how to adapt your role as a team leader by knowing when to take charge and when to delegate responsibility. The five components that make a great leader.

Overcoming Performance Blocks and Breaking Losing Streaks: *Alan Goldberg*. What causes slumps? How can athletes or teams break out once they are in one? Goldberg shares a nine-part system to make sure slumps are a thing of the past.

Mood and Performance: *Wayne Harris*. Harris explores how everyday moods affect performance and how to stay on an even keel emotionally throughout the season. Mood evaluation criteria are explained so coaches can make better player personnel decisions.

Developing a Total Mental Skills Program: *Jack Stark*. An overview of the mental skills program used by the University of Nebraska football and basketball teams. Performance consultant Stark explains how he set up the program with each team.

Extinguishing Burnout: *Michael McKee*. How do you deal with the pressures of coaching today? Learn how to recognize burnout to prevent your emotional gas tank from running dry.

Systematic Approach to Motivation: *Mel Hankinson*. Hankinson examines four coaching styles. Discover the one that is one best suited for your personality.

Psychological Strategies to Help Injured Athletes: *Harvey Dulberg*. Find out new strategies to help the injured athlete recover completely, i.e. mentally and physically. Learn the four psychological stages athletes go through after an injury and what coaches can do to speed up the recovery process.

Imagery Training for Elite Athletes: *Dan Smith.* Learn how and why imagery training enhances performance. Discover a simple method to organize and develop an imagery training program. Examples from the Chicago White Sox, and the University of Illinois football and basketball teams are cited.

Performance Enhancement at the U.S. Military Academy: *Col. Louis Csoka.* Learn how to evaluate a mental training program and what the role of the coaches is in the process. Examples of team and individual training methods are included.

Handling Different Player Personalities: *Elizabeth Brown.* Flamboyant risk takers... Gifted stars... Over and under achievers... Players with a fear of success or failure. Dr. Brown defines the traits that each of these different player personalities possess. Gain incredible insight on the best way to handle each player.