

BUILDING ATHLETES

Max  Health Institute
Institut de la santé

“Moldable Aspects”

- **Physical**
- **Mental**
- **Technical**
- **Tactical**



The Physical Stuff...

Testing

- Metabolic Assessment
- Functional Movement Screening
- Manual Muscle Testing
- General and Specific Tests
- Nutritional

Core Symmetry

- “4” Core categories
 - a. weak and dysfunctional
 - b. weak and functional
 - c. strong and dysfunctional
 - d. strong and functional

Question?

- When should an athlete begin Sport Specific Training?



The Mental Stuff...

Result-based directions...

- Expectations
- Labels
- Timelines
- Win
- Championship
- Dedication
- Pride
- Confidence
- Believe
- Commitment

FUN!!

What do they do?

- Create confusion
- Increase pressure/stress
- When pressure overflows...a new alternative route is sought out to cheat in order to achieve results.



What can you control?

- Effort
- Focus



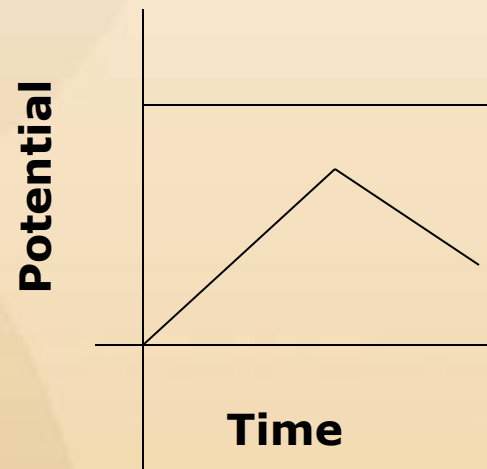
Lets keep it simple!

- For everything we do in life, there are only 2 types of motivation.

- 1. Motivation to achieve success**
- 2. Motivation to avoid failure**

MAF

- Motivation to Avoid Failure : due to stresses over time.
- 20% will maximize potential



The Road to MAF

**Believe in
potential**

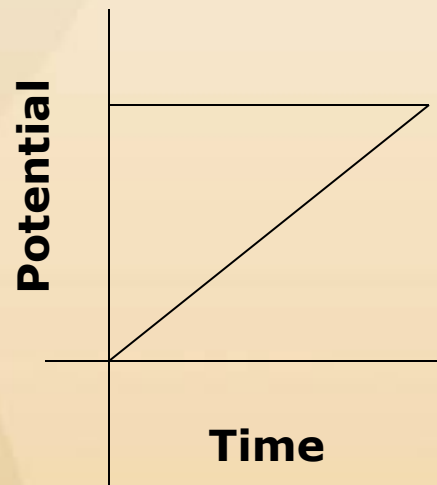
**Urgency
Increases
Timeline
Decreases**

**Pressure
Increases**

**Process
gets cheated**

MAS

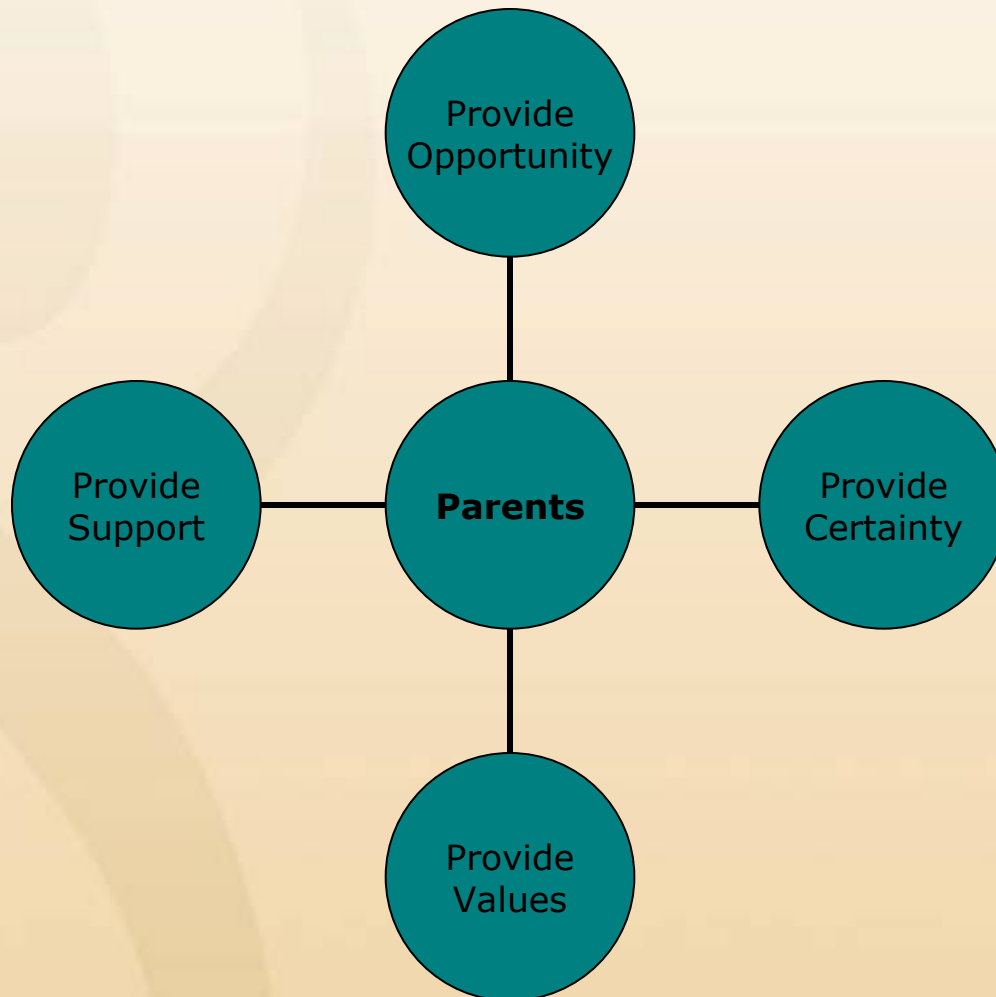
- Motivation to achieve success : parent support.
- 80% will maximize potential



**How do we
keep our kids
on the MAS
side?**



The role of parents...





Caution....

- Parents overstepping boundaries.....
PARENTS BE PARENTS!

The role of coaches...

- **REWARD:**
Effort
Focus



NOT RESULTS!!!

Thank you!!



Max Health Institute

- Surgeons
- Physicians
- Physio/Athletic Therapy
- Massage Therapy
- Exercise Physiology
- Dietitian
- Conditioning Specialists