



MENTAL TOUGHNESS DEVELOPMENT DAY

By **P**rendan J. Fox



Your journey brings many challenges and difficulties that require you awaken your deepest potential, make personal development breakthroughs, and have a massive impact on friends, family, and co-workers. In this Mental Toughness Development Day, you and your team will be provided with solutions, strategies, and tools to help you:

- ▶ ***Face your difficulties***
- ▶ ***Discover how good you can be***
- ▶ ***Win the day for yourself, and your team***

In the gym, fitness professionals take extra care to exercise with good form, so they can maximize performance and avoid the unnecessary suffering of an injury. We should undertake the same act with our mental faculties, thinking with good form, so that we can maximize performance and minimize unnecessary suffering. **If the body is out of shape, you need an exercise program. Mental toughness programs are what we do to get the thinking in shape.**

The mind and body are intimately linked. Your thoughts can influence your hormones, such as cortisol and adrenalin. Your hormones influence the way your blood is pumped, the sugar release from the liver to provide energy, and your breathing rate. You can't have the body function optimally without the mind. **Your body is the car, BUT THE MIND IS THE DRIVER.**

Most people think that they know how to think. Do you know why they teach people to breathe through labor? Because most people panic when they are in labor and forget to breathe. It's kind of the same way with thinking. Stress and difficulty is inevitable in life, and people forget how to think and get overcome by emotion, make assumptions, react with bad moods, or freeze up. **Self-regulation failure is central to nearly all of the personal and social problems.**

Mental toughness practice can enhance what scientists call "executive function", the set of abilities that allows you to select the appropriate behavior for a situation, inhibit wrong behavior, and focus on the job at hand. We will practice and prepare for every contingency possible. That way, when an obstacle, threat, or stress does arise, you can respond immediately. And if something arises that does throw you for a loop, we use proven tools to recover, adapt, and bounce back stronger than ever. Each journey is unique, but in your role there are common challenges you should be prepared to face:

- **Cultivating Courage to Be Your Best**
- **Developing Adversity Capacity to Handle All of Life's Problems**

- Abolishing Fear of Failure
- Teaching Self Compassion to Yourself and Others
- Working Through Self Promotion Struggles
- Lasting Solutions for Work/Life Balance
- Time Saving Solutions when You're Too Busy To Keep Healthy and Fit

You will learn the techniques of **PSYCHOLOGICAL VICTORY**, with skills and processes drawn from a wide variety of fields including:

- ✓ Positive Psychology
- ✓ Self-Efficacy
- ✓ Self-Compassion
- ✓ Logotherapy
- ✓ Social & Relationship Dynamics
- ✓ Goal-Setting Theory
- ✓ Reality Therapy
- ✓ Non-Violent Communications
- ✓ Emotional Intelligence
- ✓ Ancient wisdom and philosophy from Various Backgrounds
- ✓ Neuro Linguistic Programming
- ✓ The Latest Scientific Findings from the fields of Neuroscience and Psychology

You're the hero that people need. It's important you win - because you're the good guys in society, helping people eat, move and think better so that they can conquer their unique challenges in life. When you win - everybody wins.

ULTIMATELY - this workshop will be all about YOU, and helping YOU bring out YOUR BEST so that you can BRING OUT THE BEST in others!

Schedule (12pm-4pm):

- ▶ **Intro To Mental Toughness**
- ▶ **Mindset Mapping:** A group assessment to pinpoint WHAT tools are needed and HOW MUCH.
- ▶ **Custom Tools For The Group:** Based on the needs assessment of the group, we will go into learning modules from topics that may include self-efficacy, fear of failure, mindfulness, and more.
- ▶ **Group Case Studies:** Putting the tools into practice with familiar problems of the fitness industry, including self-promotion struggles, work/life balance, self-compassion, and more.

Schedule will include a 15-minute morning break, a lunch break, and a 15-minute afternoon break. Content and schedule may be adapted to accommodate the urgent needs and priorities of the group. We don't want to stick too rigidly to a lesson plan or we miss opportunities to let the group lead itself to unexpected discoveries.

Your Mental Toughness Guide

Brendan J. Fox

A proven guide who understands mental transformation

As a Mental Toughness Coach, Brendan has worked with a diverse clientele, including Gold Medal Olympic Athletes, Celebrities, CEOs, and Champions of Business.

Brendan has a strong track record of business development. He currently works as the Head Fitness Trainer at the prestigious Medcan Clinic downtown Toronto, where doctors work side by side with trainers. Has helped build and develop the team from 4 to 45 trainers, averaging close to 250 training sessions a day - *the highest productivity known for any single site personal training location in the world.*

Brendan is driven by the mission to educate, support, motivate and guide people to lifelong transformation, and leadership. He shares relevant, practical and meaningful tools related to motivational psychology, and influential leadership. He gets his message across with sincerity, humour, a deep understanding of human behavior, and a talent for creating practical solutions for the real world.



As seen on:

CityNews CHANNEL

daytime

Global

CP 24 BREAKFAST

OTV CANADA am

BT BREAKFAST TELEVISION

OMNI TELEVISION

toronto [living]

SUN TV

CHCH NEWS

the marilyn denis show MARILYN

The Weather Network

WYLDE ON HEALTH

CFL on TSN