



**The most powerful Peak Performance program on planet earth.**

**And the only one of its kind vetted and approved by  
US Special Operations Command**

**A White Paper for Athletic Directors**

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### Critical Mental Areas of Improvement

First, CBT is not psychology based which tries to improve the mind. As you know there are thousands of Sports Psychologists and Mental Toughness coaches involved in sports. As good as yours are, you also know that your opponents are also engaging them. CBT is different because it trains the brain, and none of your opponents are currently using it, giving you a significant edge.

CBT is based on Applied Neuroplasticity which creates real changes in the brain very quickly:

- Neuroplasticity is our brain's ability to change physically from repetition, in fact everything we repeatedly do or think forms deeper "ruts" the longer we do it.
- Applied comes from the application of my proven mental process improvement methodology using an Agile approach for continuous improvement, integrating "robust stimulation"
- Robust stimulation is the simultaneous simulation of the brains ability to make decisions (executive function) with the stimulation of the connections to the parts of our brain and body that interface with the real world. CBT is the only program in the world to do this - *"The development of particular neurological connections or skills does not occur gradually over time. Instead, such changes tend to occur suddenly, appearing in short intervals after robust stimulation, it is as if there is a single important trigger and then a functional circuit rapidly comes online."* – Akira Yoshii, MIT Neuroscientist

When you think of performance improvement it is helpful to think of your brain as a computer:

- The applications are those skills that we use in our lives. For example, math and reading, throwing, and catching, swinging a racquet, bat, or club. Upgrading any one of these through repetitive practice can improve performance, but only in that one area. In sports, athletes call this muscle memory, but its really the brain that remembers. And as you know, your best shooter might not necessarily be a great student.
- The operating system is the mind, and you can improve positive mindset through psychology. This may be broader, but it also takes a long time and is often flawed. For example, a Quarterback believing he can make a pass completion under pressure is not the same as being able to do so.
- As we have all experienced, the best way to create a fast improvement in all the applications and the operating system, is to upgrade the processor. In other words, by using CBT to accelerate decision making, improve focus and mental and physical reaction times, all areas of a student athletes' mental, emotional and physical performance will improve very quickly.

Another benefit is improved emotional regulation and impulse control, which will help negative over reactions of players under stress. This has made a huge difference in leadership abilities in the military as well as student athletes.

CBT is extremely flexible and easy to implement. Trainers and coaches (or team captains) can be trained to lead for a few minutes before practices and games creating a quick mental refocus/speedup neuroprimer. The exercises can be practiced anywhere – on the bleachers, on the field, in a classroom and at home.

The following regimen of proprietary exercises is the basis for all CBT with a goal of quickly improving focus, faster and better decision making under stress and faster hand/feet eye coordination speed. This initial session typically takes about an hour and can be done as individuals, teams or in a full auditorium. At the end of this initial training session, participants will keep the proprietary training tool and know how to use it as a quick neuroprimer.

Subsequent sessions will build on this one incorporating progressively harder variations incorporating more parts of the brain and body. Once all the neuronal connections between brain, hands and feet are stimulated, sports specific motions are added. For example, for basketball players shooting, passing, and stealing motions are integrated to make them “unconscious” and much faster and smoother. This allows the athlete to consciously plan his next steps without the cognitive overhead of managing his body motions. As unbelievable as it may sound, the extremely positive results listed in the next section were all obtained with just 3 hours of instructor led CBT and a few minutes of practice before practices, games and classes.

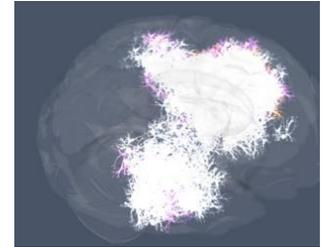
This is the basic regimen of exercises for the first session:

- We always start with a timed **baseline** exercise so participants can experience before the training how difficult it is to efficiently process information especially with distractions. This also provides a beginning metric of focus and processing speed which is a very important measure of ability. *“The speed with which information can be sensed, perceived, understood, and responded to is a critical component of cognitive processing.”* – Neuroscientists Marc Silva and Jaylene Lee.

We then start to target critical cognitive processes with the robust stimulation necessary for fast neuronal changes:

- **Anticipation.** Another name for intuition, this helps you “see” ahead and primes your brain to anticipate a different type of information. *“On the slalom I noticed that I was able to “see ahead” much further ... I was also able to break out of the ruts that have been holding me back – I can recover quickly from errors without getting stressed. I am able to plan my next turn while I was still in one, I can really ski much faster without falling because I can see the snow conditions much further out!”*. – Daniella Hemsley, US Ski Team
- **Pattern Recognition & Focus.** Critical to everything we do including reading and playing music, relationships, reading, math, and memory. This is especially important for athletes since the faster they can recognize the patterns of their opponents as well as their own to make necessary changes the more competitive they will be.
- **Working Memory.** The ability to hold information in your short-term memory so it can be quickly accessed. This is critical to effective communications, recalling and processing coaching and performing effectively with less stress.
- **Flow State.** Trainees will start to experience this as their brains start to “release” basic decision making into their unconscious to anticipate and focus on the upcoming harder variation.
- **Added Anticipation.** We then extended the spread of symbols so that the patterns needed to be anticipated. This also starts to extend peripheral vision.

- We follow this training with another timed **baseline**. Participants are always amazed at how much faster they are able to process after literally just 30 minutes of CBT, often as much as 10% faster. They are also processing smoother and less distracted by those around them.
- **Add Hands**. This increases the speed of connections between your brain and hands (which you use for most of the things you do including all sports) and fully engages both sides of your brain, since the right side of your brain controls your left side of your body and vice versa. This increases the connection speed between both hemispheres and now stimulates all four lobes, both hemispheres and memory simultaneously. This is especially powerful because the brain will physically rewire around any blocks to meet the tasks, we give it.
- **Create “Zombie Thinking”**. Neuroscientists call the transfer of conscious mental effort to the unconscious creating a “zombie system”. The goal is to create 2 completely different zombie systems – mental processing and hand coordination – in synch. This frees the conscious from thinking about what the hands need to do, freeing it for strategizing, planning, and anticipating. We do this with a series of hand techniques which create tension between the vocal decision making and the cues and rhythms of the hands. Yet within a minute or so, everything becomes smooth again. It’s this tension that accelerates the creation and strengthening of the neuronal connections.
- **Speed Drill**. We finish with what athletes call the Speed Drill. This is the last baseline, but this time also engaging the hands. Amazingly most participants can actually perform this faster and smoother than the last one even with the added cognitive load of the hands.
- This Speed Drill becomes a very powerful 1–2-minute neuroprimer that they can use individually or as a team for a quick mental speed booster anytime – before practices and games, reading and studying. Golfers use it between holes and some athletes at halftime. The goal is to go as fast as possible, making sure NOT to stop for mistakes! This is a great psychological boost as you overcome the urge to correct mistakes real time which disrupts your flow. As you get faster, your attention will improve as you become aware of mistakes but not be compelled to focus on them and your accuracy will improve as well.



CBT exercises are portable and easy to use individually or as a team. When practiced as a team, everyone synchronizes their mental processing which unconsciously helps teamwork, communication, and spacial awareness, critical to peak performance especially in stressful games.

After 15 years of continuous improvement and success in the military, business, and sports this is your opportunity to bring the most powerful peak performance program on earth to your program!

**“We don’t rise to the level of our expectations; we fall to the level of our training”  
- Archilochus (Navy Seal maxim)**

**Students:**

*"Class averages across the Marine Corps for Infantry Squad Leaders Course range in the low 80's with several drops per class. This course is designed to be difficult because these young Marines will be leading their squads into combat, making decisions that used to be made much higher up, often by Colonels. The two classes with Combat Brain Training averaged 93 and 94, highest we've ever seen."* – Maj. Matt Tracy, Officer in Charge, School of Infantry



*"I used to have to read my texts several times in order to get it, now I read it once and I can move on...same thing in my math classes. I'm able to do problems on the fly...I've noticed I'm much more relaxed when I take my tests."* – Tyler, 8<sup>th</sup> Grade Student



*"Personally, I have noticed that I can focus with more distractions than most of the students around me. I'm usually a pretty good student, but in this instance (statistics test) I noticed a dramatic improvement in focus, I almost felt my understanding of the questions was multiplied."* – Dylan Camp, NDCP HS Student

*"What are you doing to my head? I have a 4.0 this semester and I've never had more than one A before."* – Ben Spengel, UW Whitewater



*"Amazing, my LSAT score increased 10 points after the training to 174 out of 180!"* – Kate Cox, prospective Law Student

*"I'm a believer! Our current LEAN certification class requires intensive memorization. 3000 words and the answers have to be verbatim. 30 question test and I missed just one letter! It allows me to focus at a higher level AND I retain the material faster so I spend less time going over the material. Thanks again!"* – Tim Green, Six Sigma Student

*"Your program was the best thing to happen to our students for their emotional health."* – Chris Anderson, Director of Student Wellness, St. Bonaventure University



And for a class of inner-city HS students struggling with trauma related debilitations: - *"The results are amazing! The class average ACT scores jumped 3 full points after 8 weeks of your Brain Train Breaks (10 minutes 3x a week). Grades also improved and negative behavioral incidents dropped significantly."* – Mark Hamstra, Chicago Bulls College Prep Class Advisor

## Athletes and Teams Improve Regardless of Sport

**Football:** *"Playing the position of Quarterback involves a lot: blitz recognition, coverage identification, route progressions, hot reads, adjustments from coverage rolling, my own footwork and timing. Combat Brain Training has allowed me to improve the skill of task switching with great efficiency while improving extended focus and anticipation... it has helped speed up my decision-making process to a "flow" state – fast accurate and unconscious."* - Trevor Harris, Quarterback, first season with CBT QB rating 10 pts higher than Tom Brady



This same year that Trevor Harris led the CFL in most QB stats his team the Ottawa Redblacks also led in sacks allowed. He asked me to "protect the quarterback!" So, I gave an hour of CBT to the Offensive Line via Zoom – no more sacks allowed for the next 3 games!

The next year the Redblacks brought me to Ottawa to CBT the whole team during their bye week halfway through the season. They had a winning record the rest of the season and made it all the way to the Grey Cup (the CFL's Superbowl).



*"I can remember more, and it helps my ability to balance and recall multiple calls and adjustments in my head at the same time - this is a huge deal in football!"* – Nick Roach, Linebacker, Oakland Raiders

*"I know this has helped my game. I can accelerate off the line quicker and in the last game I sensed a linebacker coming at me from my blindside in time to block him, never happened before."* - James Wagner, Offensive Lineman

Justin Jackson, running back and leading rusher in Northwestern History experienced CBT as a volunteer for Rikki Ellison's Youth Impact Program. Even though he only got through the basic exercises he valued them highly. His roommate QB Clayton Thorsen said he practiced them before every game in 2016 (1,524 yards). The next year, despite this the head coach declined CBT for the team. I met with Clayton and Justin in private, and he had another record-breaking year in 2017.



*"My decision making is much faster, and I can see the possible paths as they develop quicker."* – Josh Ferguson, Illini Running Back after 133 rushing yards against North Carolina

**Basketball:** *"I have been working out and exercising my basketball skills with a coach for 8 hours a day for the past several months to improve my skills. Yet after CBT, my focus and reaction time have improved significantly, beyond anything my regular training could have accomplished."* – Ollie Bailey, European Pro. First player in his league to win the scoring title and MVP as a rookie

The Loyola Ramblers Basketball team had lost 5 games in a row before CBT and the head coach was worried about losing his job. After 3 CBT sessions, and integrating the exercises into their practice routines, they flipped to a winning record. When asked if the players were practicing the exercises, he said 'I don't have to remind them, they do it them religiously before every practice and



game! They wouldn't do that if they didn't believe it was making a difference." The following year they made it to the NCAA Final Four.

*"Players are commenting on how much the game is slowing down for them in their mind. In addition to saying that the CBT is helping them, several of the players are improving rapidly and their stats are validating it. Higher shooting percentage, more pass deflections, two guys got in help position enough to take the first charges of their careers. We are sold"* – Bill Curry, Varsity Basketball Coach, Westinghouse College Prep

The Penn State Fayette basketball team had lost 5 of 7 games before CBT, 4 wins in a row after. More importantly average points per game increased from 78 to 90, Field Goal percentage from 41.6 to 46.8 and free throw percentage from 67.2 to 74.9. *"Thanks John... For everything! I do see a noticeable difference in everything we're doing, especially the intangibles (focus, getting a step quicker, etc.) The guys are really enjoying it."* – Mark John, Penn State Fayette Men's Basketball Coach

**Baseball:** *"John's training just makes sense... As an athlete it's so important to be in the "zone" and this training helps you to get there and stay there. No matter the mental obstacle, John's training can help!"* – Taylor Cole, LA Angels pitcher

*"His game has improved considerably since starting CBT. He is steady as a rock, no errors ever and his hitting is solid. No more questioning at the plate – he takes control of the pitcher."* – Father of HS Player

*"I'm sure it helped! On Saturday, he had quite the game... 5 of 6 at the plate, 2 homeruns, a double, 5 RBIs."* – Father of U14 baseball player, first game after starting CBT

*"In baseball we tell hitters not to think about the ball, just react. Your program actually improves the hitter's ability to anticipate the balls motion, swing and hit the ball unconsciously."* – Chris Harang, Baseball Hitting Coach

**Soccer:** *"Your training has helped me so much! I can anticipate the ball and "know" where it is coming from so much faster. My reaction times are beyond what I thought possible!"* Cat Perez, Goalie for the Columbia National Women's Team, allowed the second fewest number of goals 4, (except 3 by Brazil) in the South America World Cup Qualifying Tournament and only 1 against the USWNT after starting CBT. Brazil and the USWNT are the top two women's teams in the world.



The Chicago Soul Professional Indoor Soccer Team had a 4-game losing streak. 2 days after the first CBT session they beat the only undefeated team in the league. 3 games later they had their first shutout 11-0. Players said, *"I can read the game easier, react faster and track the ball and other players better"* and *"I can anticipate the ball much better and react faster"*. – Jeff Richey, Chicago Soul Keeper, after CBT - MISL single game record 45 saves, and 1<sup>st</sup> in the league with 471.

*"The other parents commented on what I noticed – his decision making, and movement anticipation speed was much faster. He's scoring more goals but most importantly is developing into a real leader."* – Father of one of top U-15 soccer players in the US



**Volleyball:** *"I love your program! We will include the exercises as part of our daily practice regimen and track their results with our other metrics."* – Ben Miglin, Coach, Premier Volleyball Academy

*"This is just what the players need – better focus and execution. It's been great for taking their focus off themselves and making them better team players."* – Tim Vande Schraaf, Director, Eastside Volleyball

**Hockey:** *"I've played hockey my whole life, but never experienced it like I do now with CBT. It's almost like I can see where the puck needs to be, as opposed to where it is, and then without thinking I get it there. My goals and assists total per game has doubled!"* – Pierre DeBar, Semi-Pro Player



The Wisconsin Badgers Hockey Team after 2 hours of CBT had their longest winning streak (3) of the season and beat the reigning champs Minnesota Duluth twice in a row.

**Lacrosse:** *"I really notice the difference in my focus. I can get my head into the flow automatically!"* – Millie Hurt, only 15yr old to qualify for UK U20 Lacrosse Team

**Tennis:** *"I am playing the best tennis of my life. I'm seeing the ball and preparing for my shots earlier. Now I'm able to maintain better balance which leads to consistent quality shots the longer points go."* –Bangoura Sekou, Tennis Pro

*"I can see the ball breaking much sooner and am better prepared mentally than I have ever been."* – Preston Faykus, elevated from 2.5 to 5.0 since starting Combat Brain Training

**Golf:** *"I played golf for the first time since our training and found myself unusually able to stay in the present. I'm usually finding my mind wandering ahead plotting future holes and expected outcomes or belaboring past holes and mistakes. This time however I had to consciously think back to determine my score in relation to par. This is something I wouldn't have believed possible before the training. Had the best round of the year"* – Ben Hansen, Amateur Golfer

*"Thank you, John, for your help. There is no doubt the brain training really helped our whole team this year".* Jed Curtis, Evanston High School Head Golf Coach

*"I can't believe you cured my yips! At my age I thought my best years of golf were behind me. I started doing the exercises for a few minutes every time before I played, and I had my best year ever! I even shot 2 66's."* – Jim Kennedy, Club Champ

**Running:** *"I did my brain training before my weekly long run this morning. Wow! I felt like my pace quickly jumped into my run, like I was already warmed up! My arm swing and breathing also seemed more methodical. Thanks for all you do!"* – Darnell Warner, Marathoner

**Teachers and Coaches:** *"I am a big believer, John! I see the difference not only in the players but for myself. I find that when I run through the exercises before practices and games that I can process more faster, and I don't get stressed...the guys loved the training and I run through some myself before game and at halftime – love it! - Jaime Elizondo, Offensive Coordinator, Ottawa Redblacks, CFL Grey Cup Champs*

*"The instructors loved it – they could add more new material and required much less remediation time."*  
– Maj. Matt Tracy, Officer in Charge, Marine Corps School of Infantry

**15 years of positive performance improvements regardless of starting cognitive or physical baseline, vocation, or avocation.**

What type of leader are you? One who is willing to embrace the tip of the spear, or one who is complacent and plays it safe? The sooner you jump on this unique opportunity the further you will be ahead of your competition.

If the former, contact me and I will meet with you in person or virtually to help you transform your program beyond what you thought possible.

Call me – 847-791-1825, or email me at [john@combatbraintraining.com](mailto:john@combatbraintraining.com) and here is a link you can use to set up a Zoom meeting at your convenience - <https://calendly.com/peakacceleration/peak-acceleration-consult>

