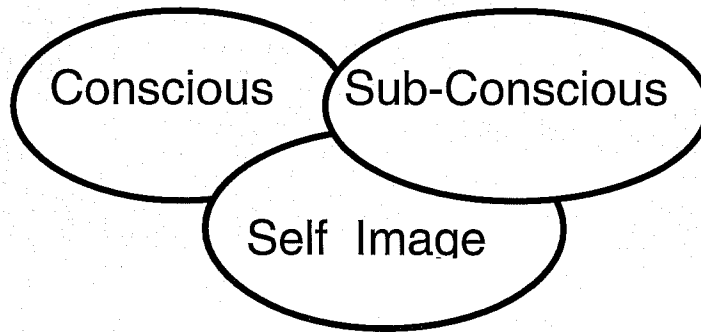


Performance Balance



THE THREE MENTAL MANAGEMENT COMPONENTS:

1. The Conscious Mind: (Thoughts)

- The source of your thoughts and mental pictures.
- Controls all of the senses: seeing, hearing, smelling, tasting and touching.
- What you picture or think about.
- The images you hold in your mind.

2. The Subconscious Mind: (Skills)

- The source of your skills and power to perform.
- All great performances are accomplished subconsciously.
- We develop skill through repetition of conscious thought until it becomes automatically performed by the Subconscious mind.

3. The Self-Image: (Habits & Attitudes)

- It makes you “act like you.”
- The Self-Image is the total of your habits and your attitudes.
- Your performance and your Self-Image are always equal.

...with winning in mind...

Ten Principles of Mental Management

- 1. When the Conscious Mind has a positive thought, it cannot, at the same time, be thinking negatively.**
- 2. What you picture is crucial.**
- 3. The Subconscious Mind is the source of all mental power.**
- 4. The Subconscious moves you to do whatever the Conscious Mind is picturing.**
- 5. The Self-Image and Performance are always equal.**
- 6. You can replace the Self-Image you have with the Self-Image you want, and, therefore, permanently change performance.**
- 7. When the Conscious, Subconscious and Self-Image are balanced and working together, good performances are effortless.**
- 8. The more we think about, talk about, or write about something happening, we improve the probability of that thing happening.**
- 9. The Self-Image cannot tell the difference between what actually happens and what is vividly imagined.**
- 10. We value things in direct proportion to the price we pay for them.**