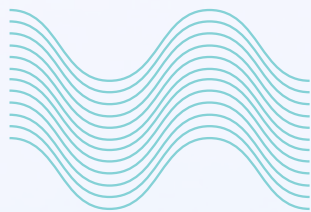


WHERE
PERFORMANCE
MEETS
WELLNESS



mindframe



**PERFORMANCE WELLNESS PROGRAM DESIGNED FOR ATHLETES
BY: JAMES GARDINER AND MATTHEW ARNONE**



**EDUCATE
EMPOWER
IMPACT**



**GROW
PERFORM
LIVE**

James Gardiner of FIRSTAR Therapy

James is a Certified Athletic Therapist, Strength & Conditioning Specialist, and Yoga Instructor who holds a Masters Degree in Kinesiology and Health Science. He has held positions such as Head Athletic Trainer in the Toronto Blue Jays organization, and Rehab Coordinator at York University. As well, he has worked in various therapy, conditioning, and sports injury rehab roles, including working within the York University Athletic Therapy program and as a performance consultant for the University of the Bahamas.

FIRSTAR Therapy sheds light on performance wellness and personal growth. One of the goals of FIRSTAR Therapy is to coach athletes and practitioners on how to access more of themselves in sport, daily life, and job satisfaction. He is thrilled to synchronize with Matthew Arnone and mindframe to develop a collaboration that is passionate and *game-changing*.

“WE BELIEVE BETTER HUMANS MAKE BETTER ATHLETES.”

Matthew Arnone of mindframe

Matthew is a professional soccer athlete in the Canadian Premier League who holds a Bachelor's degree in Kinesiology and Health Science, as well as an Applied Specialization in Mindfulness Meditation. His career has taken him to both international and domestic locations such as the USA, Italy, and most recently Canada. Matthew's passion for optimal performance in his professional career drove him to continue learning, which ultimately led to his discovery of mindfulness. With a focus on growth and a healthier approach to sport and life, Matthew discovered he could achieve peak performance.

mindframe's 'human first' approach brings the athlete experience to the forefront, giving athletes the tools they need to create a safe place in the mind for development. In collaboration with James and FIRSTAR Therapy, we will redefine sport by exploring every corner of the Performance Wellness continuum.

WHAT WE DO



REDUCE:

- Injury
- Stagnation
- Dependence
- Reactive Tendencies
- Burnout

IMPROVE:

- Resilience
- Recovery
- Focus
- Awareness
- Self-Concept
- Performance

FACILITATE:

- Communication Between Body and Mind
- Growth Mindset
- Efficiency of Movement
- Awareness of Quality of Thought and Emotion

WHY IT MATTERS



EXTERNAL STRESSORS:

- COVID-19 Pandemic
- Competition (Reduce Stress)
- Expectations/Judgement
- Sport Culture
- Redundancy in Training

INTERNAL STRESSORS:

- Perfectionism
- Performance Anxiety
- Singular Identity
- Outcome vs. Solution Goal Setting

WE STRIVE TO:

- Fortify Growth in Body and Mind
- Improve Resiliency
- Advance and Enhance Performance
- Improve Performance Through Wellness

HOW IT WORKS



DEPENDENCE → INDEPENDENCE

★ **Phase 1:** Familiarize and Understand
80:20

★ **Phase 2:** Recognize and Explore Potential
60:40

★ **Phase 3:** Execute Through Meaningful Direction
40:60

★ **Phase 4:** Achieve Full Independence
20:80

FIND MORE YOU, NOW.

A HOLISTIC APPROACH TO PERFORMANCE



The collaboration between FIRSTAR Therapy and mindframe brings a flexible, holistic program to athletes. The goal is to enable, empower, and enhance each athlete's well being on and off the field of play through a focus on intentional movement and mindful practices.

PHASE BREAKDOWN

PHASE 1: INTRODUCTION TO MINDFULNESS, INTENTIONAL MOVEMENT, AND GROWTH MINDSET

- Lay the foundations of mindfulness in both body and mind to facilitate growth
- Provide tools for managing quality of thought
- Introduce attentional focus and awareness practices
- Improve understanding of how to enhance performance through wellness
- Appreciation of body's connectedness and the independent range of motion in each joint
- Explore "the edges" of range of movement with focus and intent

PHASE 2: GOAL SETTING, SELF-CONCEPT, AND STRESS RELATIONSHIPS

- Apply mindfulness to learn more about the self and establish consistency in the mind
- Demonstrate the "why" in goal setting and implement practical application of a "growth mindset"
- Understand the stress response by teaching physical and mental tools for disruption
- Establish upper and lower limb connectivity through the natural rotary patterns of human motion
- Enhance control of the body and its available motion through spiral linkages and kinetic chains (fascial, musculotendinous, etc)

PHASE 3: FOCUS, LEARNED EFFECTIVENESS, AND OPTIMAL PERFORMANCE

- Improve attentional focus and awareness to enhance performance
- Create a positive feedback loop that facilitates resiliency and confidence unique to each athlete
- Explore “flow state”, identify factors to (and limiting) flow, facilitate optimal experience
- Direct the most effective motions for sport through associative and dissociative patterning (torso and pelvis, pelvis and hip, lumbar and thoracic spine, upper and lower extremities, etc)
- Develop a learned understanding of force generation and force translation relevant to sport

PHASE 4: MATCH DAY AND FLOW INTEGRATION

- Create mental flexibility and facilitate a healthy relationship to competition
- Restore balance in the body and mind to reduce burnout
- Explore identity and the “human 1st approach”
- Awareness + application of flow in practice
- Integrate intentful movement geared toward having each athlete move efficiently and proficiently
- Implement full flow sessions, including: yoga, guided meditation, progressive muscle relaxation, etc

JOIN THE TRANSFORMATION

GROW TO REACH YOUR PEAK

CONNECT WITH US

We want to hear from you. Connect with Matthew or James for pricing, availability, and more information on how this program can work for you and your athletes.

Our program is fully customizable to suit each organization. We offer both remote and in-person services.

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