You don't have to be a sports psychologist to know that how we think affects our performance. You do yourself a disservice if you don't consciously and actively address those thoughts that limit rather than maximise your potential.

Every time you think a thought you experience an emotion, and every emotion triggers a chemical reaction. Molecules such as serotonin, dopamine, oxytocyn and opiates are produced. There is a measurable impact on the hydrogen, oxygen, covalent bonds and water in our body. Our blood pressure, heart rate and immune system are affected and ultimately our physical and mental health and performance.

"If you're not conscious of it you can't control it" Steve Brouggy. The starting point is in becoming consciously aware of your thoughts

The same rules of listening to others apply when listening to yourself. No judgement, no name-calling, no diagnosing, solving, ordering or moralizing. Just listen, understand and accept.

We have approximately 60,000 thoughts a day. Around 87% are negative and repetitive. 99% of all negative thoughts are a gross misrepresentation of reality and most of what you think is going to happen, won't.

You have the right, and in fact the responsibility, to question and challenge your thoughts. Is it true? Can you be absolutely 100% sure it's true? Are there ANY exceptions or alternatives?

How does my mind and body react when I think and believe that thought? How do I act or react? And how does that affect my performance?

Is there a slight or substantial modification to the thought that is believable to you? Are you willing to 'try on' the new thought for a while?

Two success factors to make a new thought stick: quantity and quality. If you've been immersed in a thought all your life and sought evidence to prove it and consolidate it, it's going to take a substantial immersion in the new thought to counteract it. That requires repetition and conviction.