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Certified Consultants of the Association for Applied Sport Psychology (CC-AASP) Share Sport Psychology Principles for Politicians

CHAGRIN FALLS, OHIO—November 2015—From candidates in the Presidential primary race to competitive athletes in a race to the finish line, there's a call for mental toughness to perform at a level of personal best. Today's sport psychology consultants are applying principles of performance excellence, helping a broader spectrum of individuals face the challenges of performance under pressure – from competitive athletes and performing artists to business persons and members of the military.

For political candidates, performance under pressure comes in many forms, from stressful debates and media interviews to speaking to less-than-friendly audiences. The principles of preparation apply whether you're walking on stage or into an athletic arena.

Mental skill-building offered by Certified Consultants of the Association for Applied Sport Psychology aids individuals who face extreme pressure and helps them achieve their personal best:

- **Challenge:** Performing after a major loss or when you are coming from behind to move forward to the next competition.
Mental skill: Focus on the task at hand, controlling your thoughts; develop a positive inner voice. This skill set benefits performers on the playing field, and in life. More from Nicole Detling, CC-AASP on mindset: www.youtube.com/watch?v=JkAMI4sR4QE
- **Challenge:** Maintaining focus under pressure/ Formulating intelligent responses to media or debate questions – especially questions you don't necessarily want to answer
Mental skill: Athletes visualize a positive performance and mentally rehearse as they prepare for competition. The final five minutes before you walk on stage or into an athletic arena are extremely important.
- **Challenge:** Managing emotions when your opponent is tearing you down, insulting you, spreading false information
Mental skill: Control emotions and respond intelligently when anger rises. Athletes learn to turn that emotion into positive energy and results.
- **Challenge:** Finding the right professional to coach you on mental skill development. There are so many names and resources on the Internet, how do you find the right sport, exercise or performance psychology consultant?
The Association for Applied Sport Psychology is an international professional organization that promotes the development of science and ethical practice in the field of sport psychology and certifies consultants. The website, www.appliedsportpsych.org provides a Consultant Finder. Obtaining the CC-AASP credential involves completing extensive educational requirements along with a minimum of 400 hours of mentored and applied experience with an extensive evaluation process. More from Dr. Jack Lesyk: <https://www.youtube.com/watch?v=sNyKNBgtio0>