

Learning to control Your brainwaves ...



AT LEFT, HENRY HOPKING, WORKS WITH A CLIENT – LEARNING TO CONTROL HIS BRAINWAVES.

We've all experienced it – a target is missed because of a momentary lapse in concentration and more often than not, it's an easy target! Worse yet, you go on to miss the next target because you're now frustrated. How do you prevent this from happening?

There is as much mental stamina required for shooting as technical expertise. Athletes in all sports are very much aware of this and as a result we have seen the rising popularity of sports psychologists. The margin of winning can now be so slight that any edge your competitors have, you too must follow suit.

At the end of the last millennium, emphasis in sport was on physical or technical perfection. This might require endless hours

being spent in the gym or thousands of cartridges being fired on the Skeet range. As technology has improved we have been able to monitor and refine our methods of training. But now in the new millennium, a quantum leap has been made in sporting excellence. It is now possible to train your brain just as you would have previously trained your body – and clay shooting is leading the way.

NEW TECHNOLOGY

Thanks to newly developed technology, it is now possible to measure and learn sustained levels of intense concentration. This is not psychology, but a training system that measures your brain waves. After all, if someone asks

you to focus and concentrate, do you really know what true concentration is? Isn't there always an element of doubt in the back of your mind whether you are in the right mental state? More often than not this happens just as you pull the trigger! Unfortunately, concentration is not something that we have ever been taught.

Peak Performance Training in the UK has developed a 'Brainwave Conditioning System™'. With recent advances in technology it is now possible to accurately measure your mental state or brain waves while shooting. Furthermore, it is now also possible to train someone how to control their brain waves on demand. It is by learning to control them and ensuring that you are using your brain in the most

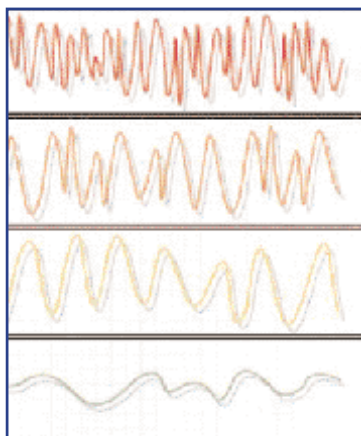
efficient way for shooting, that leads to a significant improvement in performance. The system has been proven with great success.

We all have brain waves – and not just at inspired moments. When we are tense, under a lot of pressure or feeling stressed, our brain is working at a very fast speed that is referred to as the 'beta' state. In this state it is impossible to focus and is often the reason why some athletes appear to crumble when the pressure is on, such as in a shoot off situation.

Conversely, when we are asleep, our brainwaves slow down and we are then in what is called the 'delta' state. For focus and concentration what is required is a happy medium between the two states. This is referred to as the 'Alpha' state, where your brain works at between 8 and 12 cycles per second. If you can learn to put yourself into this state on demand, you will have total focus and concentration.

LEFT AND RIGHT

We have two sides to our brains, the left and right hemispheres. Some people refer to themselves as being more 'left' brained if they are a logical person and others as being 'right' brained if they are more artistic. However, for peak performance in sport, such a shooting, what is required is to be able to utilize both hemispheres of the brain equally or in balance. Peak Performance Training specializes in teaching these exact skills to top athletes.



BETA 14-30 Hz
Normal alert consciousness but not
focussed for shooting

ALPHA 8-13 Hz
Relaxed, calm and focussed
– perfect shooting state

THETA 4-7 Hz
Deep relaxation
and visualization

DELTA 1-3 Hz
Deep sleep

While ensuring that you are totally focused by accessing the Alpha state, you must also be balanced. This is when athletes are able to enter what has become known as ‘The Zone’. For some this comes naturally, to others it is an elusive state occurring momentarily in an athletic career. With the Brainwave Conditioning System™ it is now possible to be trained to control your brain waves and to ensure perfect balance. It also is possible to learn these skills in just a matter of days.

One method of mental preparation that is popular with top athletes is visualization. Many studies have been done on the effectiveness of this technique. This can be in a form of imagining yourself hitting the targets and noticing how effortless it feels. This is effective in that it sends a clear instruction to your brain of what you are trying to achieve. In essence when it comes to the real thing, you have already made your plan, so all you need to do is shoot! This will help eliminate the distracting little voice in your head telling you to give the target another two feet of lead. Another effect of visualization is that it helps put your brain into a relaxed state, slightly slower than that required for focus. So, at any time you feel nerves getting the better of you, the best thing you can do is to visualize – simple yet so

powerful. The undoubted benefit of Peak Performance Training is that you can see the benefits of visualization using computer technology, thus reinforcing your belief in the system.

Another simple technique is to focus on your breathing. When under pressure your breathing becomes shallow, resulting in less oxygen getting to the brain and muscle tension creeping in. A few deep breaths helps to ensure you are fully relaxed with a clear head ready to shoot.

Peak Performance Training is now recognized as one of the world’s experts on mental enhancement training. The technology and system is being used for a variety of applications including, memory training, speed-reading, stress management and helping children with dyslexia. Dominic O’Brien, a director of the company, is in charge of executive training. O’Brien is eight times World Memory Champion!

Henry Hopking, who has developed the sports training course, has helped various of his clay shooting clients to win many titles, including four World Championships. Hopking also trained Richard Faulds MBE before the Sydney 2000 Olympics at which he won the gold medal in Double Trap. Faulds says, “It had been over a year since I had shot 50 straight in double trap but I did

it on the third day of training and then shot maybe seven or eight more over the next six weeks. It was just before the World Sporting at Southdown which I won, shooting really well.”

Sergei Alexandrov, Russian Sporting Champion 2002 says, “Peak Performance Training enabled me to become Russian National Champion. The skills I have learnt from Henry Hopking means that I can take any amount of pressure in competition, consistently maintaining my concentration better than anyone else.”

Inna Kotova – Russian Ladies Sporting, FITASC and Compact Champion in 2002 says, “The training has given me great confidence in my shooting knowing that I can depend 100% on the techniques taught by Peak Performance Training to win competitions. I now understand how to switch into the right mental state when it is important to keep focused.”

The client list of successes in clay shooting is impressive, starting with the World FITASC Champion and Euroean Junior Olympic Trap Champions in 1999; Olympic Gold Medal, Double Trap and World Sporting Champion in 2000 and World Sporting Champion, World FITASC Champion, Russian Sporting Champion and Russian Ladies Sporting, FITASC and Compact Champion this year.

Henry Hopking also trains professional golfers and has been attributed with Nick Faldo’s recent surge in performance. To top it all, this year Hopking was awarded the title of ‘Second most creative mind on the planet’ at the Mind Sports Olympiad. These guys certainly walk their talk!

The key to all of these applications is learning to control your brain waves. There is not one ‘state’ for golfers and another

for shooting and yet another for studying. They all require high levels of concentration, which is achieved by putting yourself into the Alpha state.

As Richard Faulds said after the Sydney 2000 Olympics, “Brainwave technology is the future of competitive sports.” It is clear to see that in the next few years those who recognize the importance of mental training and embrace this form of technology will be the champions. To be coached personally by Henry Hopking, courses can cost anywhere from \$1800 – surely a small price to follow in the footsteps of his previous successes? We watch with great interest to see the results over the next year.

Until now this training has only been available with Peak Performance Training in the UK and Europe. Early in 2003, Henry Hopking will be travelling over here to the US with his Brainwave Conditioning System™ and holding a limited number of private coaching sessions. This will be the first opportunity that athletes, including clay shooters, in the US will have access to this form of training.

More information about this can be found on their web site:

www.peakperformancetraining.org

Emails can be sent to

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