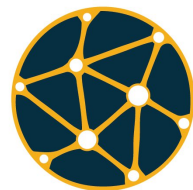




Boomers 2026

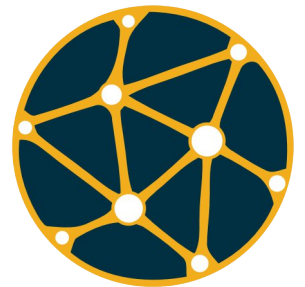
MENTAL CONDITIONING PROGRAM



FIRE & WIRE
PERFORMANCE

OVERVIEW

- Dave & Clay Quick intro
- Intro to the Mind
- The Science & Social Proof
- Tool 1: Breathwork
- Tool 2: Observation
- Tool 3: Visualization
- Tool 4: Meditation
- Spring Training = Experimentation
- Call to Action





“The human brain has 100 billion neurons, each neuron connected to 10,000 other neurons. Sitting on your shoulders is the most complicated object in the known universe.

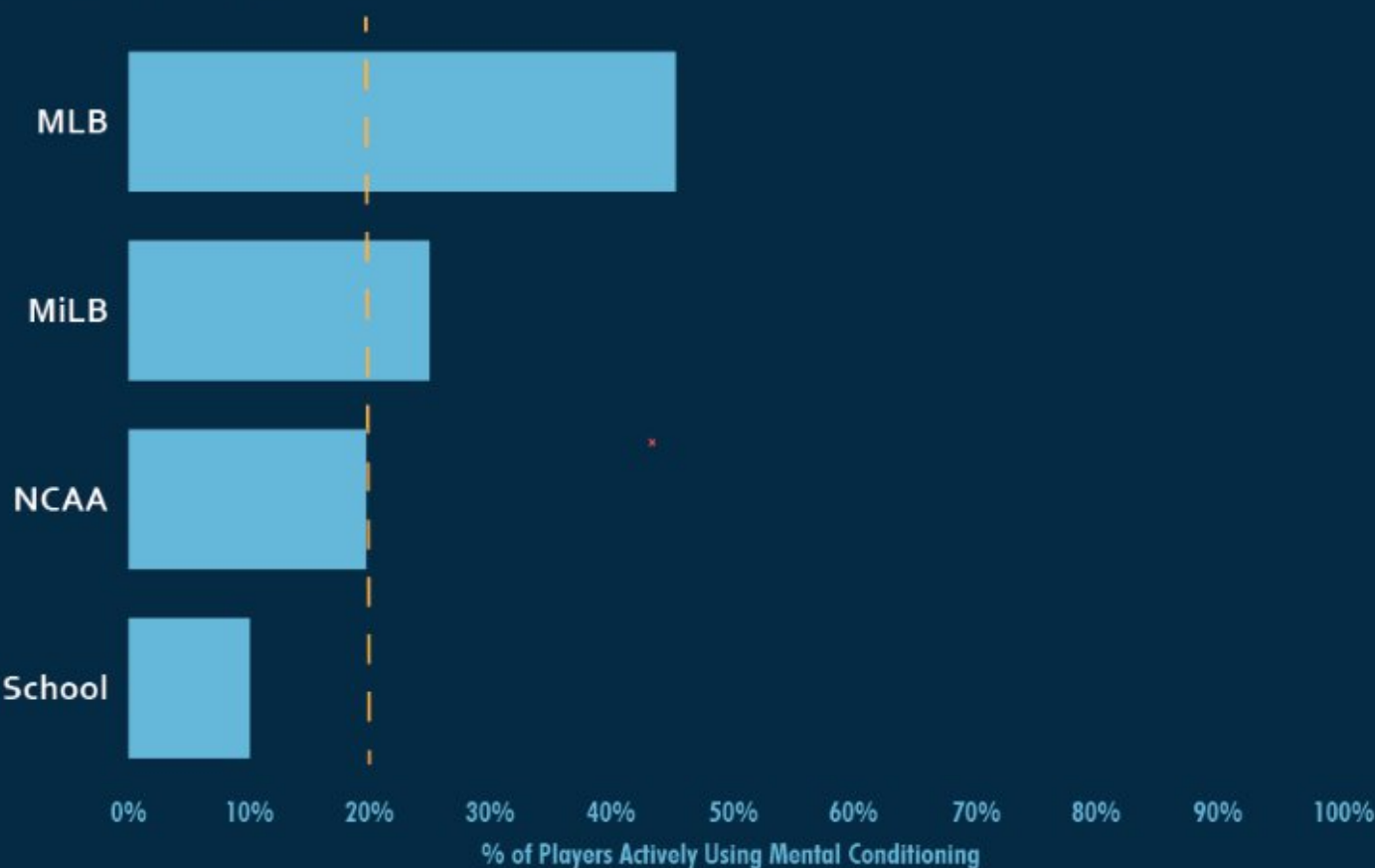
– Michio Kaku






MENTAL CONDITIONING PROGRAM ADOPTION

Across levels of baseball



Values shown as % of players with structured mental training

 **80%**
of players fail to train the neck up.

Why is that?

What does this tell you?

 **YOUR**
Competitive Advantage



⚠️ The Two Killers

🕒 Priority

Most players never make the mind a training priority.

📦 Structure

No system. No tools. No routine.

Both addressed today.

★ The Promise

⚡ Today

You get the tools.

★ This Season

A competitive advantage that most in the league are not Tapping into

Most players bank on performance and wait for confidence. We don't wait. We have 4 tools.



Tom Hanson

Performance = Potential - Interference

Brian Cain: The 4 Levels of Acceptance

1. This is not for me
2. This might be OK for others
3. I'll try it
4. I can't believe I did it any other way



II. The Science & Social Proof

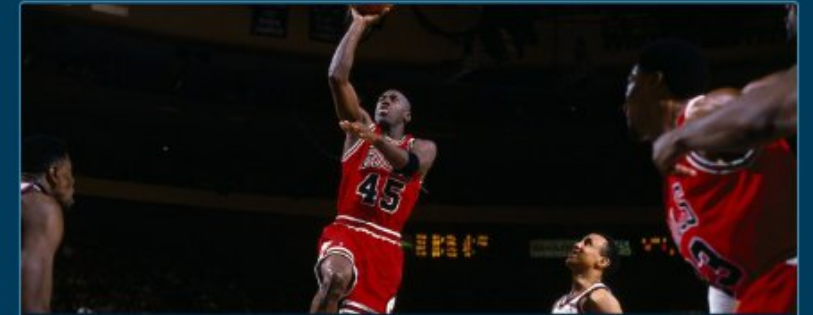
If the best in the world use it...
...maybe there's something to it.



Jack Nicklaus
Psycho-Cybernetics



Barry Zito
Ernest Holmes → Cy Young



Michael Jordan
George Mumford — Meditation



Kobe Bryant
George Mumford — Mindfulness



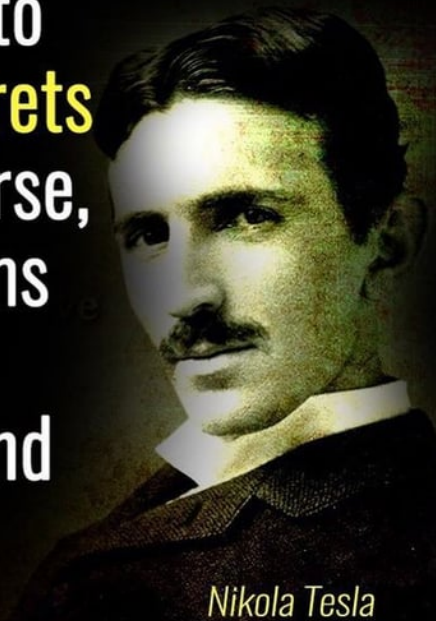
Tom Brady
Transcendental Meditation



Willie Stargell
Transcendental Meditation

“

If you want to find the secrets of the universe, think in terms of energy, frequency and vibration.



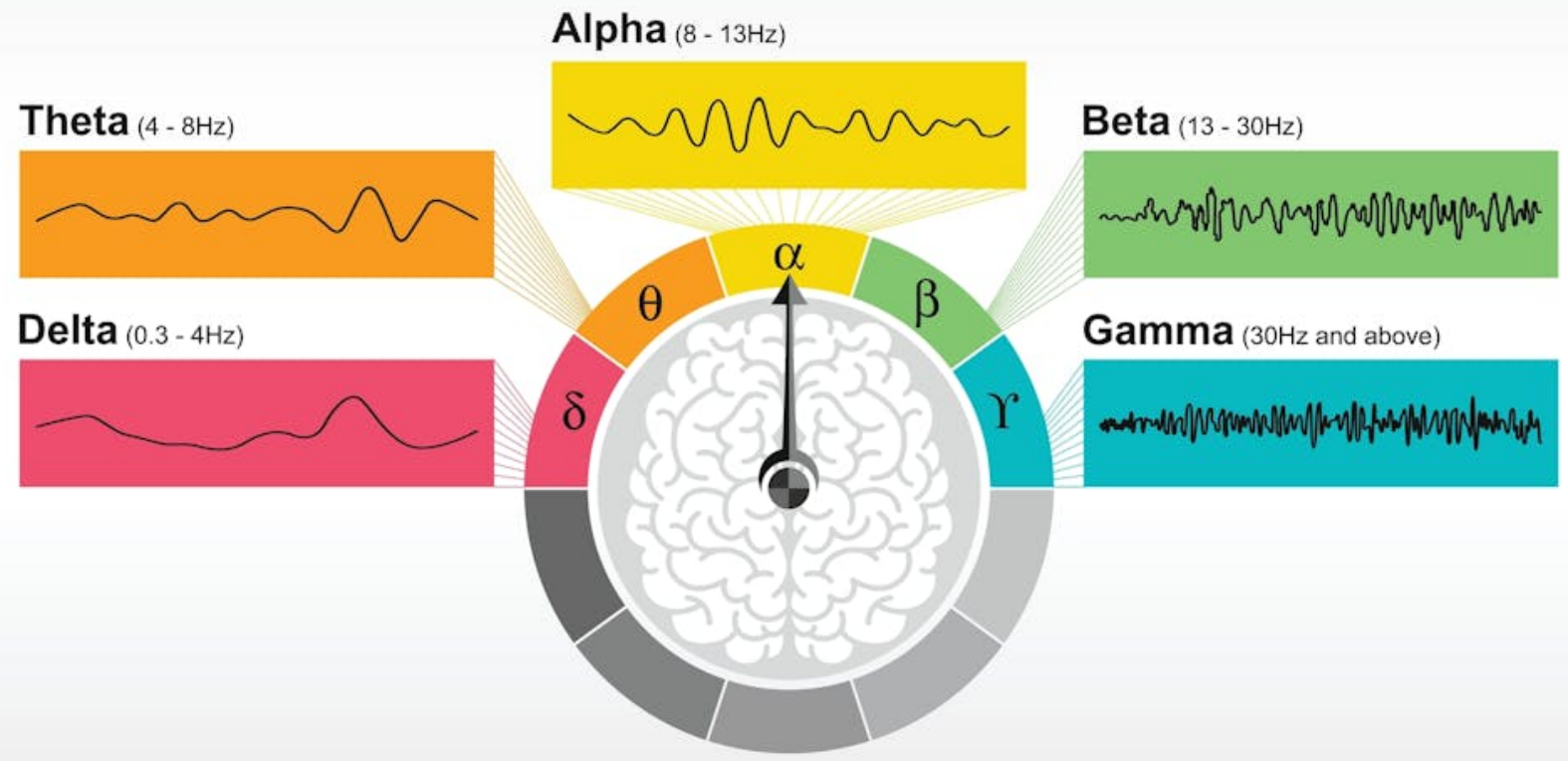
Nikola Tesla

SECRETS2SUCCESS

"Everything is energy and that's all there is to it. Match the frequency of the reality you want and you cannot help but get that reality. It can be no other way. This is not philosophy. This is physics"

- Albert Einstein

5 HUMAN BRAIN WAVES FREQUENCY



THE PLACEBO EFFECT IS REAL PERFORMANCE

OPEN PLACEBO EFFECT → PERFORMANCE IMPROVES EVEN WHEN ATHLETES KNOW IT'S A PLACEBO.

STRENGTH

LEG EXTENSION MAX

▲ +3.8% to +23.8%

Low Response



High Response



Weightlifters told they received anabolic steroids (but given placebo) increased max lift output.

ENDURANCE

3-KM RACE TIME

▲ 9.7 sec faster

Baseline



Placebo



Runners injected with saline placebo ran faster, reported lower effort, and higher motivation.

CYCLING

10-KM TIME TRIAL

▲ +1.3% to +3.1%

Lower Gain



Higher Gain



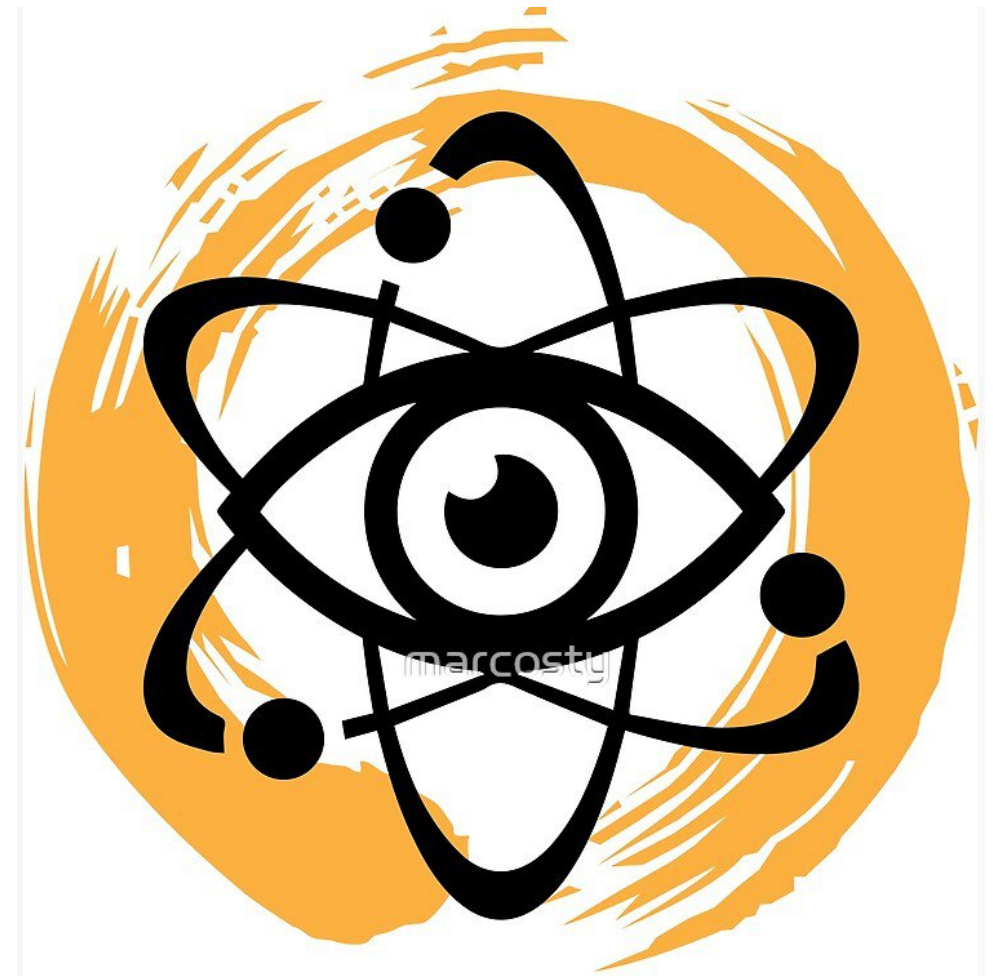
Cyclists improved time-trial performance after placebo intervention.

Data from peer-reviewed placebo studies in strength, running, and cycling performance.

BELIEF ISN'T 'SOFT' — IT'S A PERFORMANCE VARIABLE. EXPECTATION CHANGES OUTPUT, EFFORT, AND DECISION QUALITY.



EFWAG

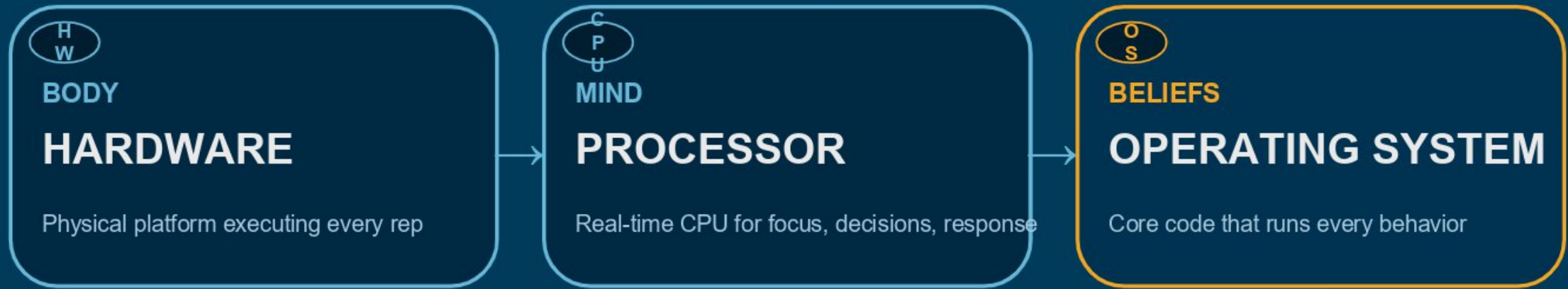


***Energy Flows
Where Attention Goes***

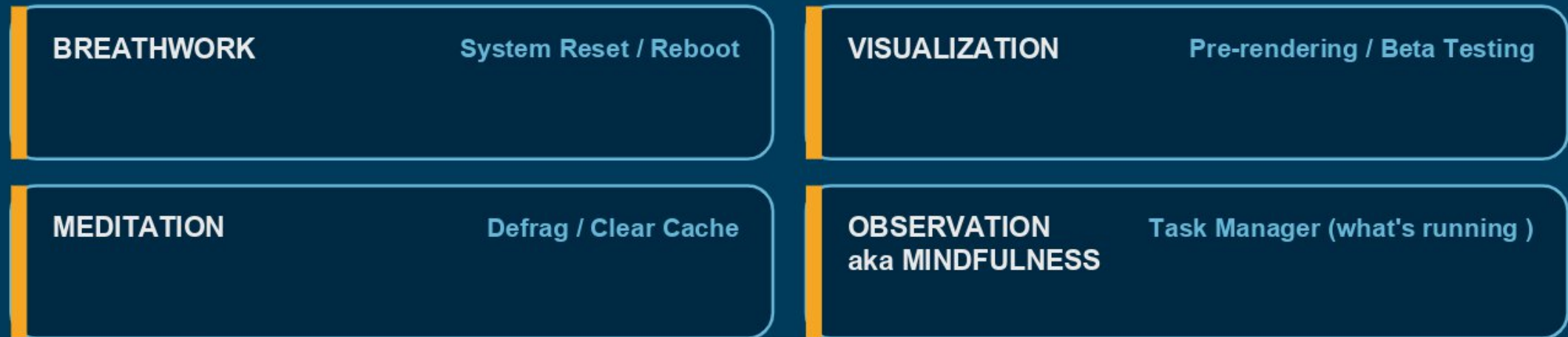


BIO-ELECTRIC QUANTUM SUPERCOMPUTER

Mental Conditioning Architecture for Elite Performance



THE 4 TOOLS = HIGH-PERFORMANCE SYSTEM UTILITIES



Train the system daily. Upgrade the OS intentionally. Execute under pressure.



TOOL 1

BREATHWORK

Reboot, System Reset

The only part of the autonomic nervous system you can manually override.

 Nervous System

 HRV

 Override



Breathing Techniques

Technique	Main Effect	Best Use Phase	Brainwave Target
Box Breathing	Parasympathetic balance	In-game reset	Alpha
Double Tap	Rapid stress relief	Acute stress event	Alpha
1:2 Long Exhale	Deep calm	Pre-performance	Alpha/Theta
Alternate Nostril	Hemispheric balance	Visualization, prep	Alpha coherence
Coherence Breathing	HRV optimization	Daily training	Alpha entrainment
Belly Breathing	Grounding, proprioception	Meditation, recovery	Alpha/Theta
Wim Hof	High energy activation	Pre-game amp up	Beta/Gamma spike



1. Box Breathing (Navy SEAL Method)

Also called "Square Breathing," this is useful for calming nerves before high-pressure moments.

- **Method:** Inhale (4s) → Hold (4s) → Exhale (4s) → Hold (4s)
- **Use Case:** Before at-bat, mound visit, or post-error reset.
- **Physiological Basis:** Balances autonomic nervous system (ANS), engages vagus nerve, promotes alpha dominance.



2. The Double Tap , *Huberman Sigh (Huberman Labs-Validated)***

A double inhale followed by a long exhale; proven to rapidly reduce stress.

- **Method:** Two quick nasal inhales (second one short and stacked) → Long exhale through mouth.
- **Use Case:** Mid-game anxiety, post-failure reset, shift from sympathetic to parasympathetic.
- **Research:** Andrew Huberman et al., 2023 – Immediate reduction in cortisol and HR.



3. Long Exhale Breathing, 1:2 Ratio Breathing

Extending the exhalation calms the nervous system and improves parasympathetic tone.

- **Method:** The exhale is double the time of the inhale
 - Inhale 3s → Exhale 6s
 - Inhale 4s → Exhale 8s
 - Inhale 5s → Exhale 10s
- **Use Case:** Pre-performance routine, during visualization, recovery periods.
- **Neurological Benefit:** Reduces amygdala reactivity; promotes alpha-theta transition.



4. Alternate Nostril Breathing (Nadi Shodhana)

Balancing technique from yoga that regulates hemispheric activity in the brain.

- **Method:**
 - Close right nostril → Inhale left (4s) → Exhale out the mouth
 - Switch
 - Close left nostril → inhale right (4s) → Exhale out the mouth
 - Repeat
- **Use Case:** Mental reset during slumps, promote left/right hemisphere integration.
- **EEG Effect:** Shown to synchronize alpha rhythms and reduce performance anxiety.



✓ 5. Coherence Breathing (Heart Rate Variability Synchronization)

Also called resonance breathing. Your aim is to have your inhale and exhale time the same cadence. The optimum duration generally falls between 5 and 6 seconds.

- **Method:** Inhale 5s → Exhale 5s
- **Use Case:** Daily baseline training, HRV optimization, recovery work.
- **Data:** Improves baroreflex function, used in biofeedback for elite military units.



6. Belly Breathing

An awareness-based technique that engages diaphragm, ribs, and chest.
One hand on chest. One hand on belly.

- **Method:** Inhale slowly expanding belly → ribs → chest; exhale in reverse
- **Use Case:** Embodiment practice during meditation or mental rehearsal
- **Benefit:** Increases interoceptive awareness and proprioception—key for hitting, fielding.



7. Wim Hof Breathing

High-arousal state technique to generate energy and focus.

- **Method:** 30 deep breaths → last breath hold after exhale → short recovery breath → repeat
 - Breathe in 100%
 - Breathe out 80%
 - on #30 breath, hold after a full exhale, record your hold time
 - Repeat 2 more times
- **Use Case:** Pre-game activation. You can do this prior to a cold shower or cold plunge. After the 3rd cycle of 30 breaths, you can immerse yourself in freezing cold water and be little effected by the temperature.
- **Mechanism:** Triggers controlled stress response, increases adrenaline and alpha-gamma coupling.



Intermittent Hypoxia: 60-90 Seconds Daily

1. Boosting Physical Performance

One of the most well-known uses of Intermittent Hypoxia is in sports science. Athletes simulate high-altitude conditions using hypoxic chambers or training masks. Why?

- ▮ **Increased red blood cells:** Intermittent Hypoxia stimulates erythropoiesis, improving oxygen delivery to muscles.
- ▮ **Improved VO₂ max:** Endurance and oxygen efficiency increase.
- ▮ **Mitochondrial efficiency:** Cells become better at producing energy under stress.

2. Enhancing Brain Health and Neuroplasticity

Intermittent Hypoxia isn't just for the body. It's a potent stimulus for the brain.

- ▮ **Neurogenesis:** Intermittent Hypoxia promotes the formation of new neurons, especially in the hippocampus (linked to memory).
- ▮ **Neuroplasticity:** Useful in recovery from strokes and spinal cord injuries.
- ▮ **Resilience:** Short bouts of hypoxia can improve cognitive function under stress.

3. Activating Stem Cells and Regeneration

One of the most exciting frontiers of IH is its ability to **mobilize and activate stem cells:**

- ▮ **Hematopoietic stem cells (HSCs):** Released from bone marrow, supporting blood and immune system health.
- ▮ **Endothelial progenitor cells (EPCs):** Promote vascular repair.
- ▮ **Mesenchymal stem cells (MSCs):** Aid in tissue regeneration and anti-inflammatory effects.
- ▮ **Neural stem cells (NSCs):** Support brain repair and plasticity.



TOOL 2



OBSERVATION

*The Director's/Gamer's Chair
Task Manager*

Mindfulness — rebranded. Eyes-open training.

“*I think about baseball as soon as I wake up in the morning, I think about baseball all day. I dream about baseball all night. The only time I don't think about baseball is when I'm playing it.*”

— Carl Yastrzemski

“*You can't think and hit at the same time*”

— Yogi Berra

“*Don't think. It can only hurt the ball club.*”

— Crash Davis



The Space Is Where Champions Live.



STIMULUS

The pitch. The call. The error.



THE GAP

Your Training Lives Here



RESPONSE

Chosen. Intentional. Controlled.

Between what happens and how you respond.



▶ LIVE DRILL

2-minute Director's Chair Exercise

DEMO



Cat & Mouse

Close your eyes and say to yourself: "I wonder what my next thought is going to be." Then become very alert and wait for the next thought. Be like a cat watching a mouse hole. What thought is going to come out of the mouse hole? Try it now.

TECHNIQUE



Yes! Thank You

When a negative thought arises — notice it, say "yes, thank you," and let it pass. No resistance.

🕒 Take a seat. Coach leads. 2 minutes of eyes-open observation.



TOOL 3

VISUALIZATION

Pre-Rendering Engine / Beta Testing

Free Reps. Zone Priming. Neuroplasticity.

 Free Reps

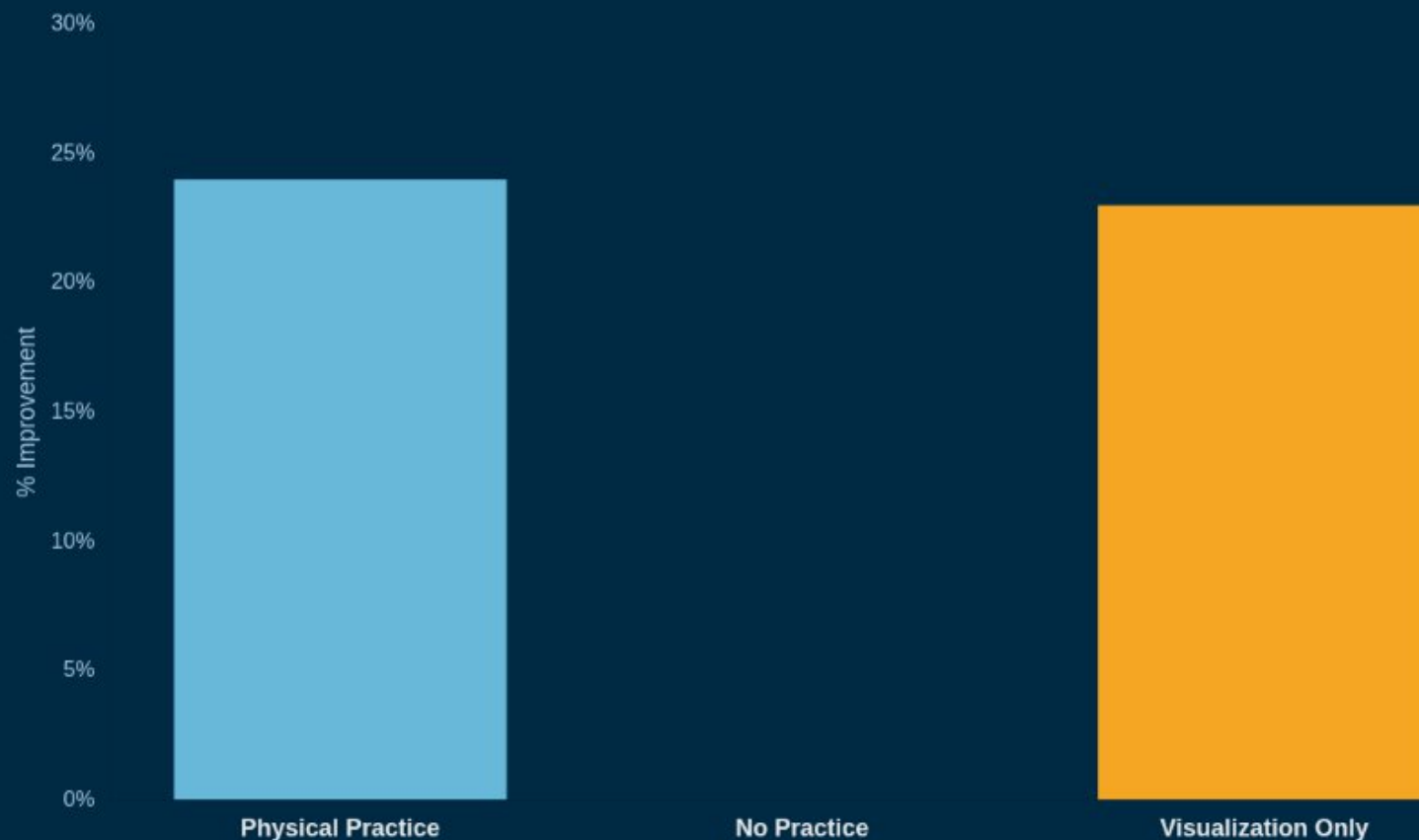
 Zone Priming

 Neuroplasticity



THE FREE THROW STUDY

3 groups. 30 days. Same result.



Visualization \approx Physical Practice



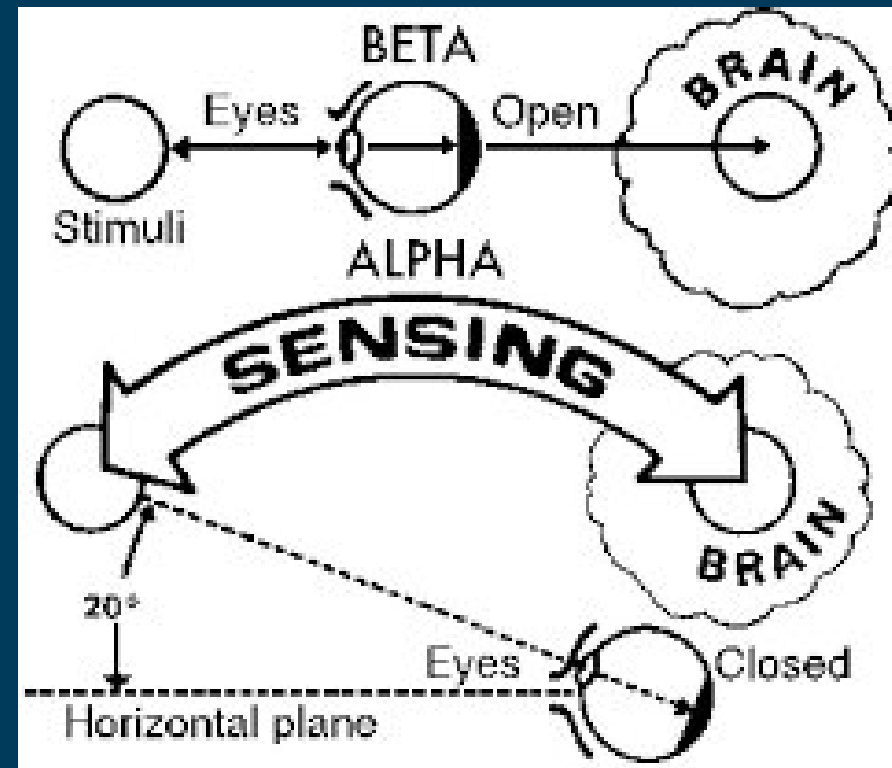
Neuroplasticity

Your brain builds real neural pathways from vivid mental rehearsal — same as physical reps.

FREE REPS.

Visualization is Free Reps

It's a Physiological Override.





▶ **GUIDED SAMPLE**
2-minute Flash Visualization



Close your eyes.

Breathe in through Nose, out through mouth

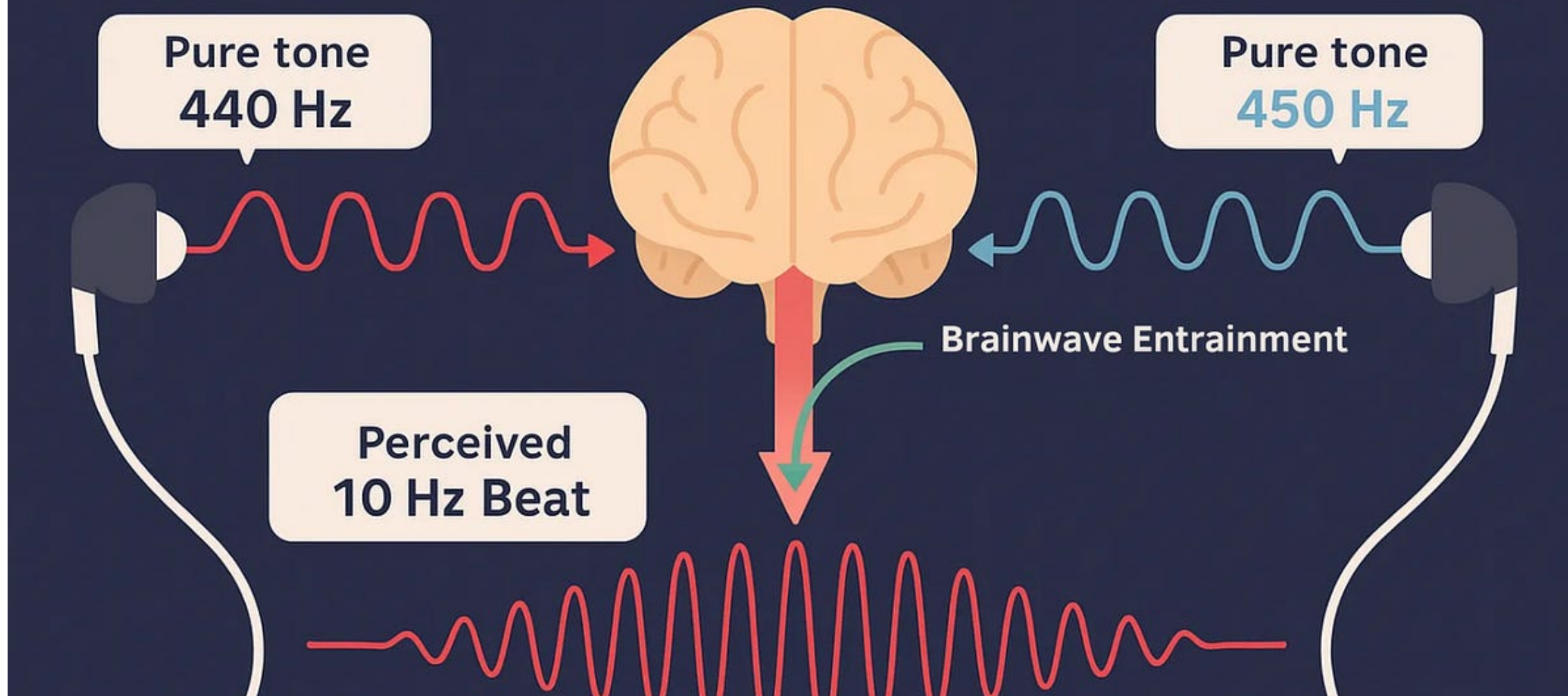
Listen for Dave's Instruction

Feel it like it's already real.

 **DEMONSTRATION** — Binaural Beats — Coach Demo



Binaural Beats





TOOL 4

MEDITATION

Mental De-frag, Clear Cache

What is it? How will it make me better at baseball?

Clear the cache. Reset neural noise. Access clarity on demand.



Count Backwards

50 → 1

25 → 1

10 → 1

Count backward in your minds eye. Go deeper every time.

Body Scan

Relax and Release tension from head to toe.

Relax your scalp and long exhale.

Relax your eyes...

Relax your m Release tension in each area.

Silent Mantra

Use a made up word.

Breathe in through nose, out through mouth.


Repeat to yourself on the out-breath.

Freestyle

Sit. Breathe. Let thoughts pass. No rules.


Use Binaurals

Best Practices:

 Same time daily

 5–20 minutes

 Quiet space

 After breathwork



TRANSCENDENTAL MEDITATION

Mantra-based. 20 minutes. Used by some of the greatest performers alive.



Tom Brady

7x Super Bowl Champion

TM Practitioner



Willie Stargell

Hall of Fame — Pittsburgh Pirates

TM Practitioner



Larry Bowa

MLB All-Star, Manager

TM Practitioner

"It's like a phone charger for the body and mind"
— Jerry Seinfeld on TM

○ DEMONSTRATION

2-minute Flash Meditation — Follow Coach's Lead

大谷翔平 2012

1.0 体のケア	1.1 サリメント	1.2 FSQ 90kg	1.3 ストラップ改善	1.4 体幹強化	1.5 軸の矯正	1.6 角度を付けた	1.7 上げボールをたく	1.8 リストの強化
2.0 柔軟性	2.1 体づくり	2.2 RSQ 130kg	2.3 リリースポイントの安定	2.4 コントロール	2.5 不安をなくす	2.6 力まない	2.7 キレ	2.8 下半身主導
3.0 スタミナ	3.1 可動域	3.2 野球杯	3.3 下肢の強化	3.4 体を動かす	3.5 メカニカルコントロール	3.6 ボールを前にリリース	3.7 回転数アップ	3.8 可動域
4.0 明確な目的	4.1 喜ばない	4.2 頭は冷静に	4.3 体づくり	4.4 コントロール	4.5 キレ	4.6 軸をまわす	4.7 下肢の強化	4.8 体重増加
5.0 自分に強い	5.1 メンタル	5.2 毎週直に	5.3 メンタル	5.4 大リーグ 8球団	5.5 スピード 160km/h	5.6 体幹強化	5.7 スピード 160km/h	5.8 肩周りの強化
6.0 涙を流さない	6.1 勝利への執念	6.2 仲間を思いやる心	6.3 人間性	6.4 運	6.5 変化球	6.6 可動域	6.7 ライターキャッチボール	6.8 ピッチングを増やす
7.0 感性	7.1 愛の人間	7.2 創造性	7.3 おいづ	7.4 イジメ	7.5 部屋を片づ	7.6 ボールを増やす	7.7 ノック完成	7.8 スライターのキレ
8.0 思いやり	8.1 人間性	8.2 感謝	8.3 道具を大切に使う	8.4 運	8.5 審判への態度	8.6 遅く落差のあるカーブ	8.7 変化球	8.8 投球者の投げ球
9.0 礼儀	9.1 信頼の人間	9.2 継続力	9.3 アス思考	9.4 応援される人間になる	9.5 本を読む	9.6 スレットと同じフォームで投げる	9.7 スライタからボールに投げるコントロール	9.8 実行力をイメージ

Body Care	Take Supplements	FSQ ² 90kg	Improve instep	Core Strength	Maintain Body Axis	Create Angle of Delivery	"Hit" the Ball from Above	Wrist Strength
Flexibility	Body	RSQ ² 130kg	Consistent Release Point	Control	Remove Insecurities	Don't Overpower	Sharpness	Lead with Lower Body
Stamina	Range of Motion	Meals ³ PM: 7 bowls AM: 3 bowls	Lower Body Strength	Don't Open Up Body	Control Mental State	Release the Ball in Front	Increase Spin Rate	Range of Motion
Set Clear Goals	Don't Let Plays Affect Emotions	Calm Mind, Burning Heart	Body	Control	Sharpness	Turn Along Body Axis	Lower Body Strength	Increase Body Weight
Thrive on Adversity	Mental Toughness	Don't Get Caught Up in the Flow	Mental Toughness	Get drafted 1st overall ¹ (8 teams)	Speed 100mph	Core Strength	Speed 100mph	Shoulder Strength
Don't Make Waves	Dedication to Winning	Be Considerate to Teammates	Personality	Karma	Pitch Variance	Range of Motion	Practice Catching Liners	Pitch More
Emotions	Likability	Planning	Greetings	Pick Up Trash	Keep Room Clean	Increase Ball Count	Perfect the Forkball	Sharpness of Slider
Consideration	Personality	Thankfulness	Take Care of Equipment	Karma	Show Respect to Umpires	Slow, Dropping Curveball	Pitch Variance	Pitch for Finishing Batters
Politeness	Reliability	Persistence	Be Positive	Be Someone People Want to Support	Read Books	Use Fastball Form for All Pitches	Strike/Ball Control	"Deep" Image

1. In the NPB, first round picks are chosen by a bidding lottery.

※Taken from Sports Nippon newspaper

2. FSQ, RSQ are weight training machines.

3. "bowls" refer to bowls of rice.



The Ohtani Blueprint

🎯 HARADA METHOD

At 17, Ohtani drew his future on a 9-grid.

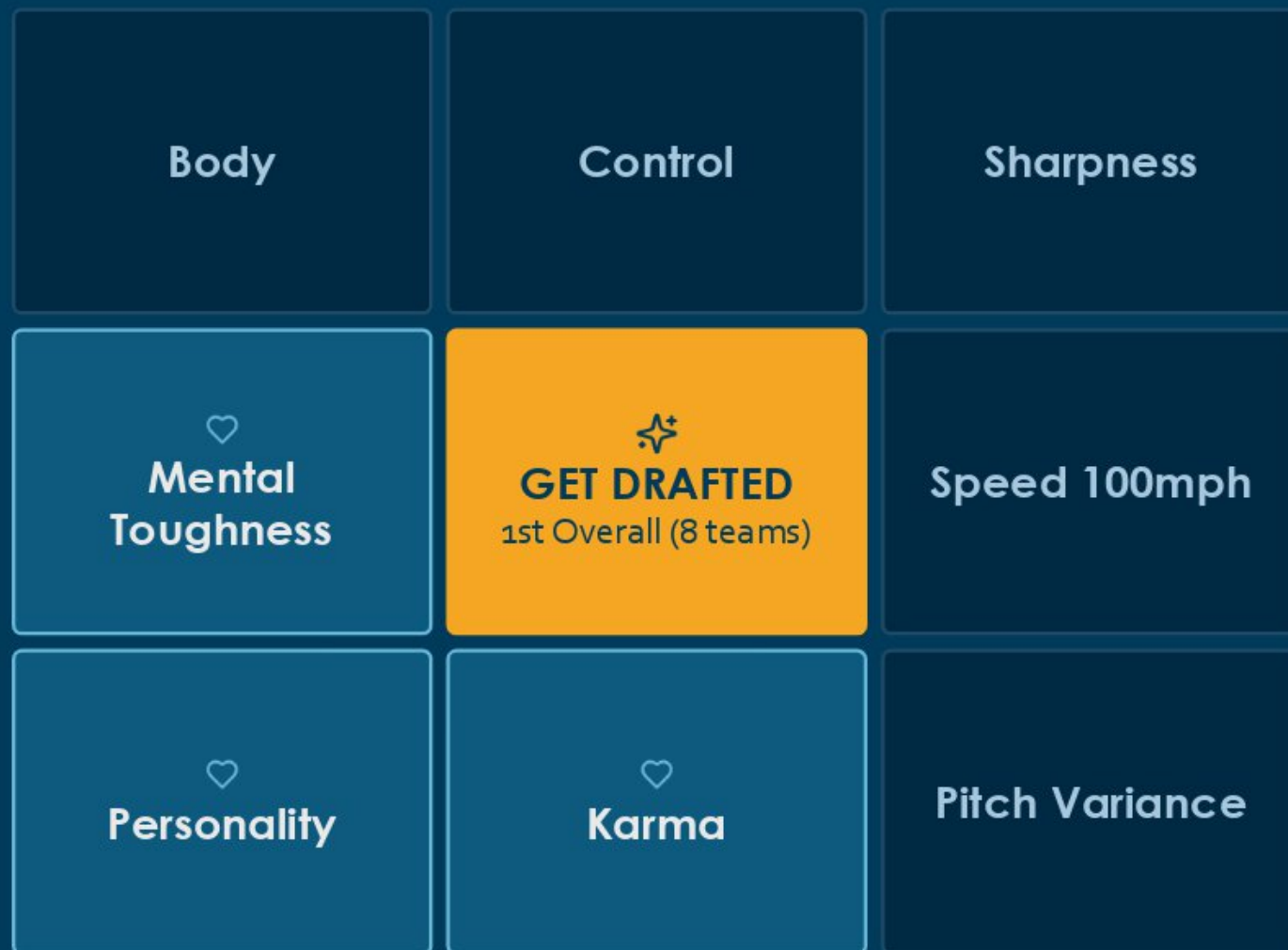
Center = one clear Main Goal. Eight Support Goals around it.

Each Support Goal becomes its own 9-grid of daily actions.

🧠 3 of 8 Support Goals = MENTAL

Mental Toughness \u00b7 Personality \u00b7 Karma

Result: 1st overall. All 8 teams selected him.



● Main Goal ○ Mental / Mind Set ○ Physical / Technical



300

SECONDS

= 5 minutes

Reduce the Barrier to Entry.

No excuses. Every player has 5 minutes.



Two Paths. Your Choice.



80%

Hope you feel good on game day.

- × No routine
- × No tools
- × Reactive mindset

OR



20%

COMMAND how you feel.

- ✓ Daily routine
- ✓ 4 proven tools
- ✓ Proactive mindset



Be Open. Be Curious. Explore.



No Stigma

Coming to us **INCREASES** your stock.
The strongest players invest in every
edge.



Confidentiality

All conversations stay private. Always.
No exceptions.



Low Barrier

5 minutes minimum. That's the only
ask. Start tonight.



Day 1 is Tomorrow. 5 Minutes. →



Clay

Mental Conditioning Coach

📞 **(512) 287-9833**

Here through Opening Week



Dave

Mental Conditioning Coach

📞 **(615) 934-8991**

Here through Monday — 1-on-1s available

📍 Jim Beam Club on Sunday