

How Phone & Social Media Use Impact Athletes Brains, Behaviour and Performance

CEO & Founder of MGA: Larissa Mills, B.A., M.Ed.





Hello Everyone, my name is Larissa Mills, Cognitive Behavioural Sports Specialist, CEO and Founder of Mental Game Academy

Let's find out if you are addicted to your phone?

























































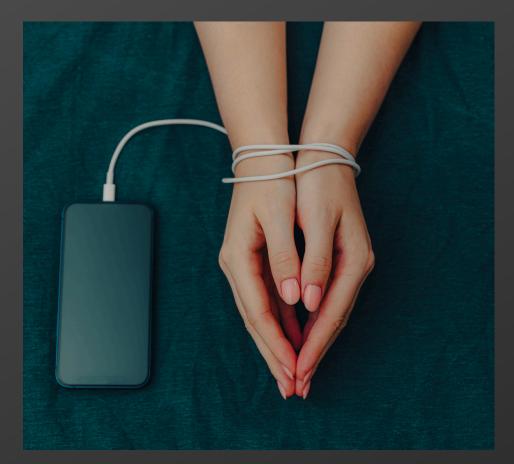








Coach SURVEY Questions



#1-How many Social Media apps do you have on your phone?

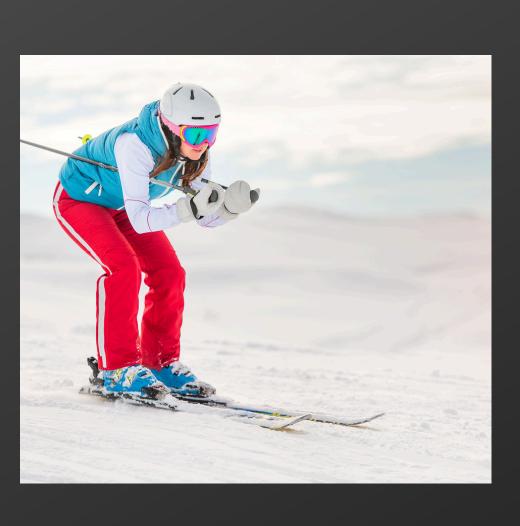
#2-How many hours do you scroll/day?

#3-Do you have your social media notifications on all day?

#4 Do you feel you need to check your phone during work hours?

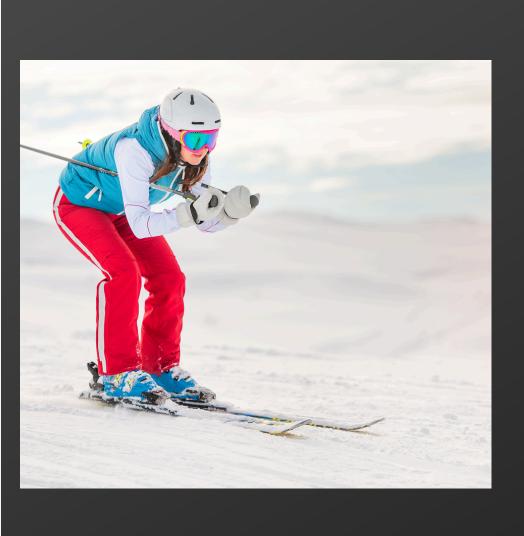
#5 Do you comment or interact on social media?

Coaches, your problem is not x's and o's of skiing



Coaches, what are your main challenges with developing athletes today?

Coaches, your problem is not x's and o's of skiing



Coaches, what are your main challenges with developing athletes today?

- Athlete behaviour, parent behaviour, entitlement, ego, lack of work ethic, attitude, focus, processing, weak communication
- Weak mental skills, can't handle feedback
- Distracted, overwhelmend easily, anxious

AUDIENCE EXPERIENCE

- Text someone while memorizing this.
- Meet me at Avenue and Lexington

Peas, Dough, Broccoli, Steak, Candy,
 Bread, Soya Sauce, Leeks, Cheese, Ham,
 Apples, Grapes, Tape

In order for Athletes to Master Sport IQ, they need to Master Mental IQ first and their Phones



NHL, OHL, NCAA, OUA, Sports Leagues, Clubs and Associations

Social Media STATS

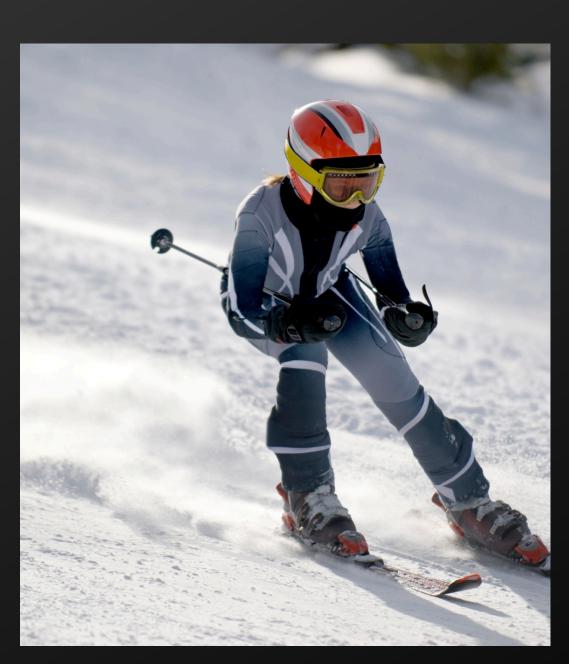


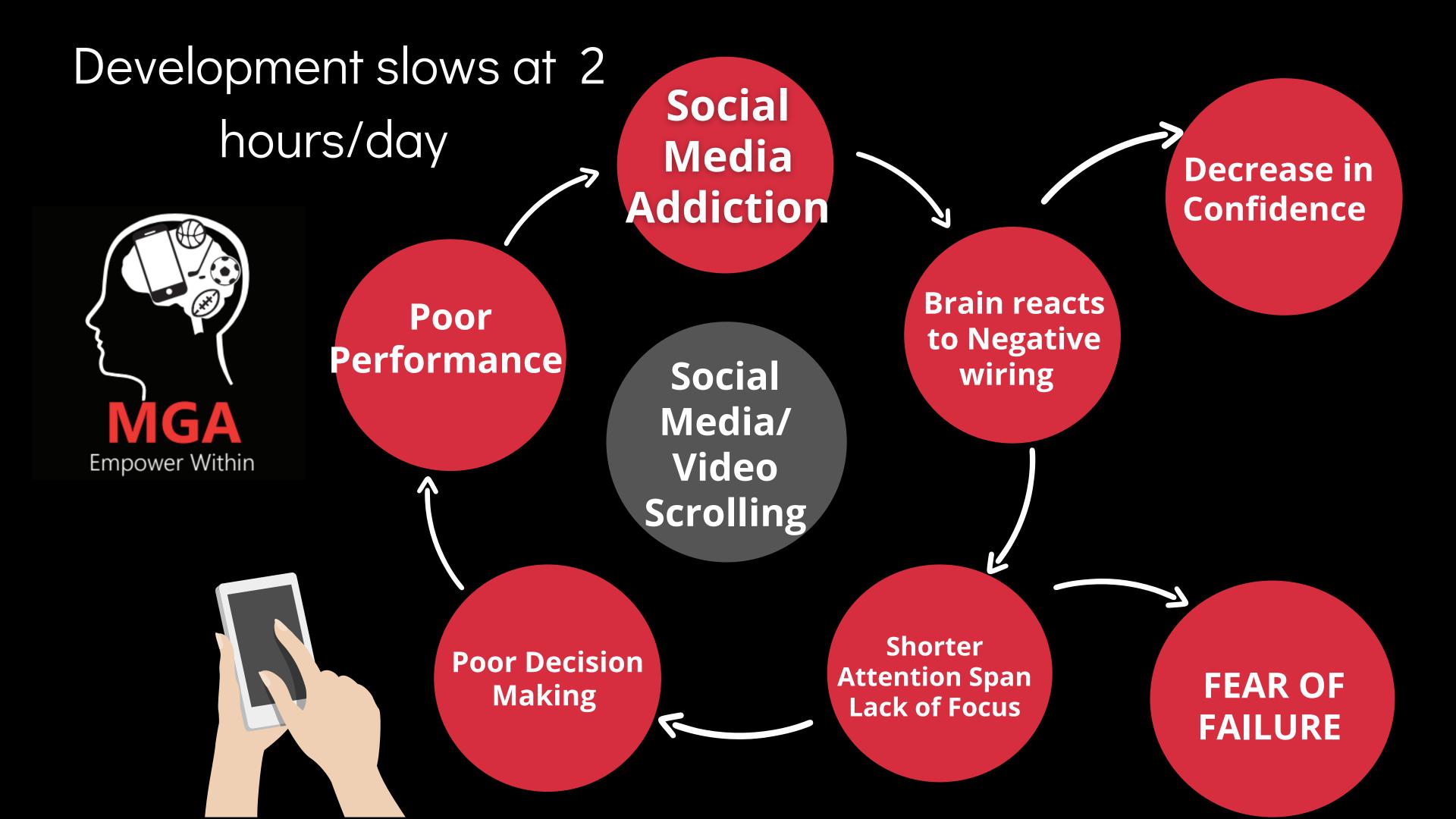
Athletes Social Media World

- 5 social media apps, 3 hours of video watching a day.
- Porn over 14- watch at night
- Gambling over 14- Gamble before games
- Boys are on their phones more than girls by 1 hour/day
- 25 hours of social media scrolling/watching a week and only 3 hours of practices.....

5 Ways Phones & Social Media Slow Athlete Development and Mental IQ

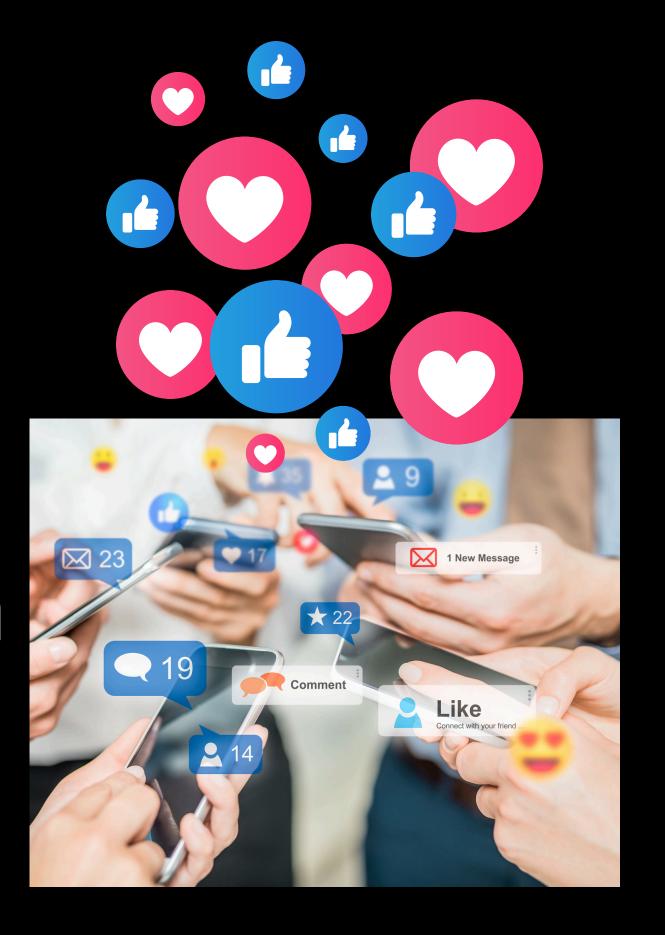
- 1. Decrease Focus
- 2. Tank Self Esteem
- 3. Create bad habits & Addiction
- 4. Cause poor Decision Making
- 5. Cognitive Processing is slowed





"WHEN YOU SCROLL, IT TAKES A TOLL"

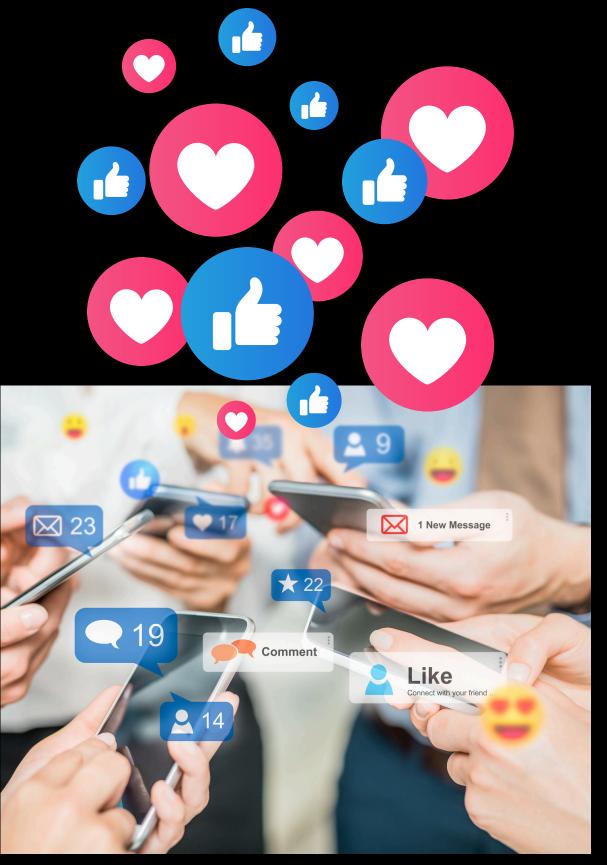
Social media negatively affects athletes self esteem and self identity from comparativsm.



Social Media is impacting athletes performance

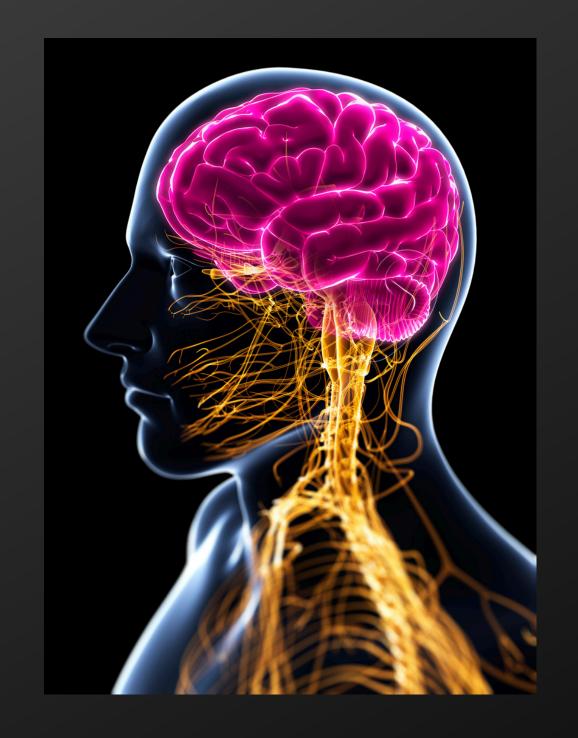
"Social Media Increases Athlete violence and out of Control Behaviour"

- Baiting, Cyberbullying
- Targeting Athletes
- Team Targeting
- Reel Comparing



Your Brain on Social Media

- The Brain spikes dopamine and cortisol.
- Spikes your heart rate
- Revs the nervous system
- Revs the vagus nerve
- This makes you feel anxiety like symptoms but it is a reaction in the brain.



Click link below to watch video

SPORT IQ IS ON THE DECLINE FOR ATHLETES, IT IS LINKED TO MENTAL IQ. 1/3 is Physical skills

ATHLETES FORGET THAT THEIR
PHYSICAL SKILLS ONLY TAKE THEM
SO FAR & THEIR HABITS, ROUTINES,
LEADERSHIP, MENTAL SKILLS AND
DISCIPLINE WILL TAKE THEM
THE REST OF THE WAY.



1/3 is Habits and Routines

COACHES, IF YOU WANT TO HAVE FOCUS AND QUICKER DEVELOPMENT WITH SUCCESS YOU NEED ATHLETES TO DO THESE 10 THINGS.



- Build Confidence
- Develop Resilience
- Master SELF CONTROL
- Daily Mental Skills Practice
- Effective Self Talk
- Reduce phone time
- Reduce video watching

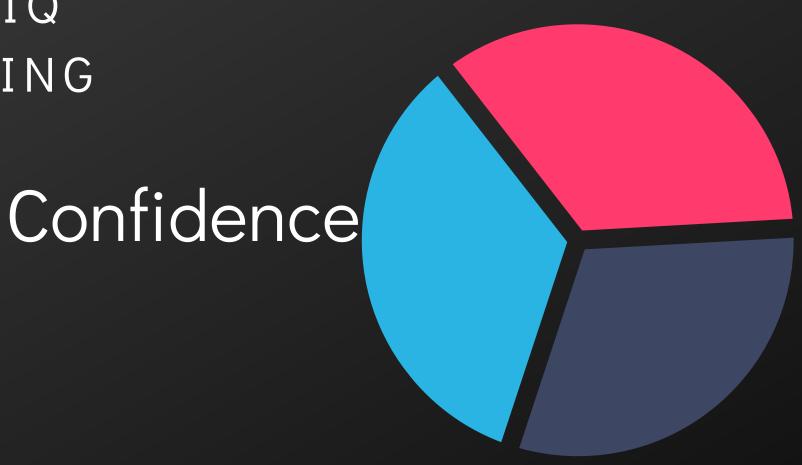
- Increase brain centred warm ups, brain games on ice
- Routines for sleep, diet,
 phones, games, tourneys
- Increase reps in drills
- Challenge Creativity on the ice
- Build Communication

RESILIENCE, CONFIDENCE AND CONTROL

- ATHLETES CANNOT HAVE SPORT IQ UNLESS THEY HAVE THE FOLLOWING PSYCHOLOGICAL FOUNDATIONS
- RESILIENCE
- CONFIDENCE
- SELF REGULATION

ATHLETES CAN LEARN THESE COGNITIVE TOOLS IN 8 WEEKS.

Resilience



Self-Regulation

THEY NEED DAILY MENTAL SKILLS PRACTICE TO COMBAT ZOMBIE BRAIN

SELF TALK

MANTRAS:

I AM STRONG

I AM CONFIDENT

I AM POWERFUL

I AM SPEED

I AM IN CONTROL

Phone Routines

Daily Mental Skills
Practice

HOW COACHES CAN IMPROVE FOCUS AT PRACTICES Reduce Video Watching

- REDUCE VIDEO WATCHING- NOT BEFORE GAMES,
 PRACTICES OR ON LONG BUS RIDES BEFORE GAMES
 THEY WILL SLOW DOWN SPEED AND THINKING
- BRAIN GAMES- INCREASE COGNITIVE PROCESSING, DECISION MAKING AND MAKE THEM FASTER

Brain Games

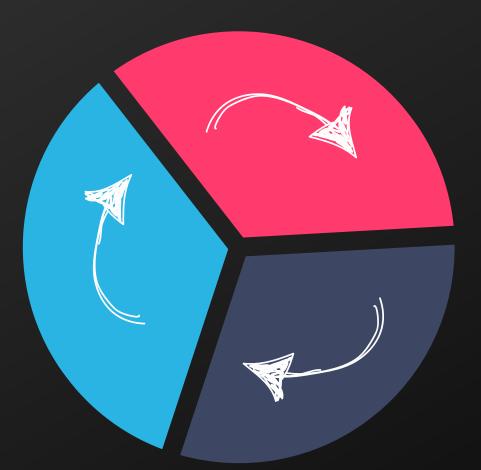
• INCREASE REPS IN SYSTEM AT BEGINNING OF PRACTICE MAKE THEM MEMORIZE PLAYS NOW.

Increase Reps for System

HOW COACHES CAN IMPROVE FOCUS AT PRACTICES

- THE BRAIN NEEDS TO BE PROGRAMMED YES, BUT ATHLETES NEED TO LEARN CREATIVIY AND ADAPTIBILITY
- INCREASE COMMUNICATION- ATHLETES NEED TO COMMUNICATE EVERY PRACTICE FOR GAMES
- WE TEACH THEM THE BENCH TIME FOR BRAIN TIME SOCIAL METHOD
- THESE DIGITAL ATHLETES NEED MORE SOCIALIZATION TRY TO INCREASE ANY WAY YOU CAN- IT IMPROVES TEAM CULTURE

Creativity Boosts

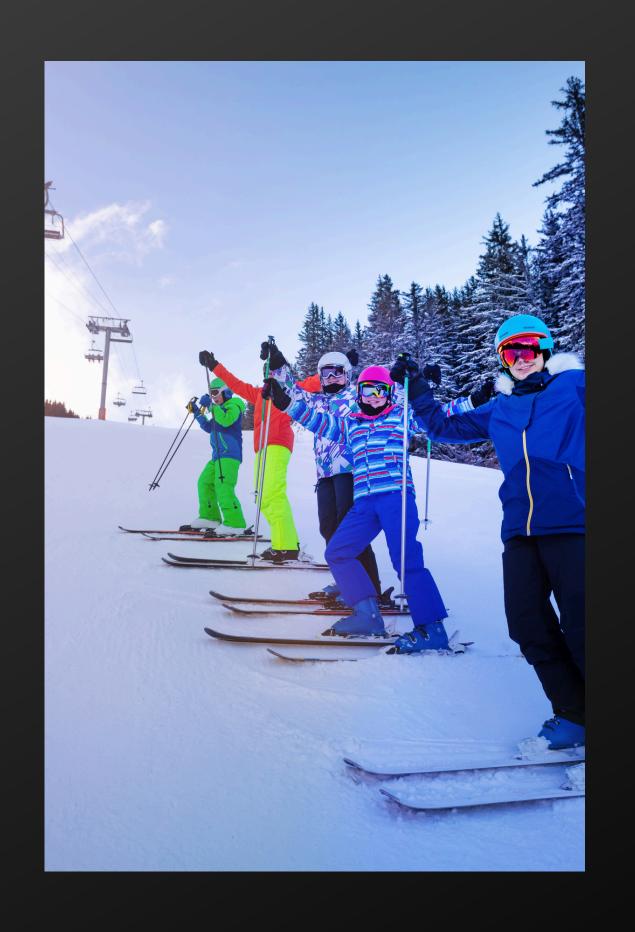


Build

Increase Comnunication IF YOU WISH LARISSA TO EQUIP YOUR TEAMS WITH THE 7 WEEK MGA PROGRAM,

MGA HAS WORKED WITH OVER 4000
ATHLETES
PLEASE EMAIL:

LARISSA@MENTALGAMEACA
DEMY.COM



"If your screen time is more than your practice time, don't complain about your playing time"



Larissa Mills, Cognitive Behavioural Sports Specialist

www.mentalgameacademy.com or email: larissa@mentalgameacademy.com

Thank you for taking the time to be here in the, "How Social Media is Impacting

How Social Media is Impacting Athletes Brains & Performance" Course



Teg Cosgriff, CMAA
VIce President Athletics, Education &
Leadership Academy





Larissa Mils, B.A., MEd, Founder & Mental Skills Educator