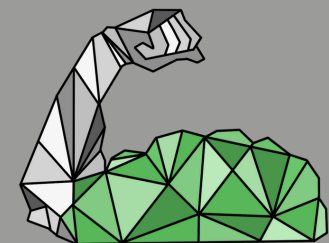


FOCUS

in Strength & Conditioning



Produced by Brains & Biceps based on research from Nideffer (1976)

WHERE IS YOUR FOCUS

WHAT SCENARIO ARE YOU THINKING OF?

WHERE IS YOUR FOCUS PULLED AND HOW CAN YOU REFOCUS?

OPPONENTS?

FANS?

COACHES?

WEATHER/BODY?

BENEFITS OF FOCUS

- increased concentration
- increased confidence
- increased motivation
- increased effort and intensity
- increased sense of control
- increased self-determination
- increased endurance
- maximized potential
- improved performance
- desensitization of distractions
- increased decision-making

ATTENTIONAL FOCUS

Focus is an important skill for all athletes to master. In every competition, practice, and scenario there are distractions and events that can pull an athlete's attention from the current task. Learning the different directions of focus and how they interact with each other is a game changer for most athletes. Once athletes recognize all of the different aspects of focus, they can work to create cues that will help them move effortlessly from one kind to the next, and back, to meet the demands of sport. The most understood example of focus, and refocusing is that of shooting a free throw in a basketball game. Athletes are switching from broad-external as they dribble up court, to broad-internal when they assess the defenses, and to broad-internal as they make a pass. When a foul comes and they're at the line, athletes quickly need to move from broad-external to narrow-internal, this is where they slow their breathing and heart rate while mentally rehearsing the shot. Then they must quickly move into narrow-external as they go through their pre-shot routine and shoot. All of this has to happen perfectly and effortlessly in 10-15 seconds. Practicing focus is as important for every athlete as it is for a basketball player.

FOCUS IN S&C

Using and teaching focus and the transition between them all is easy in the weight room. Each set and block comes with its own flow of focus throughout the 4 quadrants. Athletes are comfortable here and have the time and freedom to practice different cues and routines to help them focus on the task-relevant cues. This low-risk environment aids in the teaching and use of a new skill, such as refocusing.

4 DIRECTIONS

(Weinberg & Gould, 2014)

BROAD FOCUS

This happens when an individual observes an entire environment and understands multiple occurrences simultaneously.

NARROW FOCUS

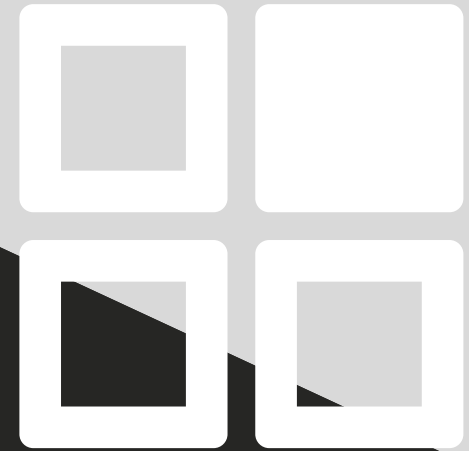
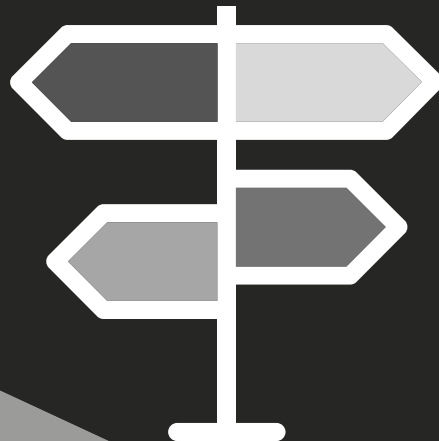
This happens when an individual responds to only one or two cues within their environment.

EXTERNAL FOCUS

This happens when an individual's attention is directed outwards toward an object.

INTERNAL FOCUS

This happens when an individual's attention is directed inwards on one's self, their own thoughts and feelings



4 TYPES & QUADRANTS

(Nideffe, 1976)

BROAD-EXTERNAL (ASSESS)

When an individual assesses their entire environment and all of its factors. Example) An athlete walking through a weight room deciding what exercise to do next.

BROAD-INTERNAL (PERFORM)

When an individual assesses the environment to create a plan or strategy. Example) A coach assessing

NARROW-EXTERNAL (ANALYZE)

When an individual assesses only one or two cues within the environment. Example) A golfer concentrating on only the ball when putting.

NARROW-INTERNAL (REHEARSE)

When an individual mentally rehearses and upcoming performance, used most often to control an emotional state. Example) A gymnast evaluating their current arousal and breath control when preparing for a floor routine.