

# Sport Performance Consulting

*Transform Your Mind, Transcend Your Goals*

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As someone who has played at some of the highest levels in their sport, I know the commitment it takes to reach your peak performance ability. Naturally, as athletes progress further into their career, the athlete pool becomes far more competitive. What sets a good player apart from a great player is their mental strength and awareness. For many athletes, these mental skills are not inherent, instead they are learned and developed through diligent practice, the same way you would develop a physical skill.

**My goal is to have my athletes master these skills and techniques** and apply them - not only as it relates to their sport but also in their life after sports.

## Who am I?

- Max Cook
- Ice Hockey Varsity athlete Miami University, CCHA champion
- 7-year minor league professional hockey player
- Captain and assistant captain at the junior, college and professional level
- Hockey instructor and private lesson Coach
- Bachelor's degree in Kinesiology
- Working on my master's certification in Sports Psychology
- Certified Skill and Performance coach

## What I expect from my athletes:

- Commitment to the process
- Willingness to learn
- Desire to improve

## What I provide in return:

- Strengthening self-confidence
- Communication tools
- Creating positive habits/ routines
- Managing stressors
- Applied skills and techniques

## Signs my services are needed:

- Struggling with confidence
- Lack of focus
- Performance related anxiety and inconsistencies
- Reengaging from a sports injury
- Trouble coping with adversity
- High self-doubt
- Seeking Social approval
- Communication challenges with coaches and/or teammates

**Call Max Cook Today | 815.354.2236 | [cookmr19@gmail.com](mailto:cookmr19@gmail.com)**



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“The attitude with which we approach the situation can determine our success or failure”  
~Peyton Manning

“The most important attribute a player must have is mental toughness”  
~Mia Hamm

Program Options	Coaching Time	Cost
Introduction	15 minute introduction session	FREE
Individual Session	45 minute session	\$100 per session
1 Month Package	4 sessions, 45 minutes	\$75 per session
2 Month Package	8 sessions, 45 minutes	\$70 per session

