



Alchemy Institute
of Hypnosis

ACHIEVING
PEAK
PERFORMANCE
IN SPORTS
AND LIFE

by David Quigley



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The Secret of Successful Athletes

What do hundreds of successful Olympic athletes, performing artists, salesmen and business executives have in common? All have used GUIDED IMAGERY to vastly increase their performance in their chosen field.

The uses of guided imagery in sports performance began in the communist countries of Eastern Europe in the 1960s. Many of us remember how the eastern Europeans dominated the Olympics for years in a vast array of Olympic competitions. Rumors abounded of men disguised as women and uses of steroid drugs. There were even claims that these successes were the inevitable result of the superior communist system. Then slowly the carefully concealed truth finally emerged: they had started using **guided imagery** (which is actually a Hypnotic technique) as a critical element of training for Olympic athletes. Only when western trainers learned these secrets could they begin to match and/or exceed the accomplishments of their eastern competitors.

How Hypnosis Works

To understand the importance of hypnosis to peak performance it is critical to understand how it works. There is nothing mysterious about the state of hypnosis. We enter it all the time when daydreaming, listening to beautiful music or relaxing on an easy chair half-asleep. While people often think of hypnosis as unconsciousness, in fact most hypnotic states do not produce unconsciousness. Instead, they help you to turn your consciousness inward, eliminating distractions and improving focus and concentration. All practitioners of guided imagery and meditation base their work on the use of hypnotic states, whether they recognize it or not. Hypnosis is also used to access the enormous powers of the subconscious



mind. In this highly suggestible state, we can access old subconscious programming and quickly change it to create new behaviors easily. It is for this reason that hypnosis is used successfully to change eating habits, control pain and eliminate disease and eliminate phobias and anxiety, as well as for achieving peak performance.

In this relaxed but fully conscious state we can help our clients achieve all of the following objectives in the arena of peak performance:

1. *We help them to visualize and experience in every muscle of their bodies.* This helps in achieving their goal through a mental rehearsal of every step of their performance. This teaches the performer to easily access “THE ZONE”, that state which athletes, salespersons and others define as effortlessly moving in total alignment with the ideal level of performance. It is important to work with a skilled hypnotherapist who has a deep understanding of the field of creativity you seek, assist you by performing these mental rehearsals, combining visual, auditory and kinaesthetic (feeling the body’s feelings) imagery. For a pianist seeking peak performance at a concert, for example, this experiential image would include feeling the

position of one's wrists, back, and feet for every movement of the concerto, even hearing the quiet rustling of the audience with the sounds of each note. For the golfer, every position of feet, legs, hips, wrists, and back must be described carefully. Olympic athletes find that combining 50% guided imagery with 50% physical training is the best combination to achieve Olympic gold.

2. *We assist clients in resolving subconscious emotional blocks and negative core beliefs which might sabotage their efforts to achieve success.* These blocks may have been buried in the subconscious minds due to negative childhood experiences. Many of our clients do not know *why* they seem to keep sabotaging their career and personal successes. When we explore these issues in hypnosis we may find out that a father's careless words, "You'll never be any good", perhaps repeated in a drunken rage, have left the client unable to achieve success. These negative programs can emerge from even the most well-meaning parents, or from traumas in the schoolyard or classroom. Of course, many successful individuals have risen to success from challenging family environments, but how many more owe their success to the loving support of one or both parents. Now, with

Alchemical Hypnotherapy, every artist, sports enthusiast and career athlete can experience the loving parents that help assure success in their chosen field, by changing our negative core beliefs into positive self-love.

3. *Hypnotherapy helps you discover internal resources that can teach you how to achieve success on a daily basis.* When Hillary Clinton spoke to the spirit of Eleanor Roosevelt with her therapist, this scandalized the conservative right. She



was simply accessing the resources that Eleanor Roosevelt possessed as one of America's premier first ladies. Musicians can be trained to tune in to the energy and skill of a favorite composer as they learn to perform their works. One of our clients "becomes" Babe Ruth every time he stands at the plate with bat in hand. Richard Bandler, the famous founder of Neuro-Linguistic Programming, was known to sit in a wheelchair so he could summon into his body the therapeutic skills of Milton Erickson, the

wheelchair bound psychiatrist who is often described as the world's most articulate hypnotherapist. While this might be described as "channelling the deceased", such a profound leap of faith is not necessary for this technique to be successful. We could just as well view this channelling as the skilful use of hypnotic techniques to access the morphogenetic field, similar to the gravitational field, that surrounds these gifted and famous individuals.

Another inner resource that Alchemists can access is the Future Self: the successful person you will become in 2-5 years. This powerful inner guide can advise you of the best strategies for success in reaching whatever goal you seek. The best part of this method is that these resources of creative success can be turned on automatically every time you pick up a baseball or sit at the piano. In time I believe everyone can learn to access the power of these resources in their chosen field.

4. *We can overcome the tendency to fall into self-criticism and despair when things aren't going the way we wish.* Every sportsman, salesman, and creative artist knows what happens when we become discouraged by repeated failures. When we start losing, we often just keep on screwing up until we quit,

slinking away in embarrassed silence. How many times I would start a piano recital, make a couple of small mistakes, then watch as my fingers lock into a state of clumsiness for the rest of the recital! In golf, every professional dreads the “bogey train”, in which a few bad holes can lead to a long string of missed putts, sliced drives and bunker shots, a sequence also familiar to golf fans around the world. Through hypnotic suggestion, and especially the use of inner resources, we can all achieve what a few top performers seem to do so effortlessly. *We recover.*

5. *We can help augment the clients will, and their performance, by creating or strengthening the meaning of the client’s quest for achievement.* We have all admired at one time or another, how those people who are motivated by an intense philosophical, political, or religious conviction will easily outperform someone whose motivations are purely monetary or ego-based. The German soldiers who tried to defend Berlin from the Russian armies at the end of World War II were mostly sick old men or inexperienced young boys, but they fought with legendary ferocity against overwhelming odds. They killed over a million seasoned Russian soldiers in the last weeks of the war, because they were

deeply convinced, however foolishly, that they fought for a righteous cause. We fight harder for teammates we love than for our own glory. This has been demonstrated by numerous stories from athletes, combat soldiers and survivors of natural disasters. Likewise, we are more strongly motivated if our quest for peak performance is about helping our families, our culture, our country, our planet. When the Iraqi soccer team won a major tournament right after the American invasion, I am convinced their deep desire to save some shred of their country's sovereign dignity may have spurred them to nearly superhuman achievement. Many athletes are at least vaguely aware of the transpersonal meaning of their activity. It is up to the skilled hypnotherapist to explore this meaning and reinforce it to build our performance to match these brave heroes.



The great philosopher Victor Frankl, who survived the death camps in Nazi Germany, said that it was the embracing of a higher purpose than mere survival that helped him and many others to survive the camps. He went on to propose that it is a search for meaning which alone can make an individual fully alive. When we determine that meaning, embrace that meaning, and add it to the power of "The Zone" we have spoken of earlier we can reach extraordinary new heights in anything we set our minds, and hearts, to achieve.

Choosing a Hypnotherapist

So how do you choose a hypnotherapist to assist you in achieving peak performance? For sports performance I recommend that you find a skilled and certified hypnosis practitioner who shares your passion for the sport you are competing in. They do not have to be a champion, or even a professional. (Indeed, we hope they are professionals at hypnosis!) Nevertheless, your guided imagery facilitator should know and love your creative activity. If you are working on sales performance, find a hypnotist who has experience in that field. If they have previous experience with clients in this area, that is also a plus. Make sure their experience goes beyond guided imagery, and that they are

experienced in all of the strategies outlined above. Also, make sure that there is a warm personal rapport between you and your practitioner. This personal chemistry is hard to quantify or even define, but it is as important to your success as any other factor.

Whether your goal is achievement in professional sports, increasing your sales success, building your own company, or just lowering your golf score, peak performance hypnosis can give you the cutting edge you seek.

About the Author



In 1978, David was crippled with rheumatoid arthritis, chronic fatigue, severe food, pollen, and dust allergies, chronic lung disease, and multiple chemical sensitivity. Using the methods described in this book he not only restored his health, but is now a rock climber/mountaineer in his free time. David has extensive training in clinical hypnosis, NLP, Gestalt and primal therapy, and a host of other modalities. He is a living testimony to the power of Alchemical Healing.

To book a session, call David Quigley at his home office: 707-539-4989. David offers a free 15 minute phone consultation prior to making an appointment.

To learn about Alchemical Healing Practitioner training, visit the website: www.alchemyinstitute.com