



HIGH-PERFORMANCE TRAINING PROGRAM

FOR ATHLETES

Powered by P S  F I

Champions Are Not Born, They're **MADE**

It takes **DISCIPLINE** to work tirelessly,
practice after practice and season after season.

It takes **COURAGE** to do the difficult
rather than the easy.

It takes **HUMILITY** to pick yourself after a loss
and get back after it.

It takes **SACRIFICE** to be the first one to the field
and the last one to leave.

It takes **GRIT** to put it all on the line
game after game, regardless of the outcome.

Backed by cutting edge research in psychology,
neuroscience and fitness the
PSYFI High-Performance Athlete's Training Program
that helps **Shortcut the Struggle** for high-performing
athletes with simple and easy to implement
tools and tactics.

Former litigation psychologist
with 20+ years experience
coaching executives
and teams nationwide

Accredited psychologist with
25+ years experience in the
field

Certified personal trainer with
30+ years in fitness

Neuroscience practitioner
with 15+ years experience

THE P S V F I DIFFERENCE

Breathwork and meditation
instructor with 10+ years
experience integrating in over
51 countries

Created the
Psychology-Fitness™ Industry
& the B3 Methodology™

The premiere and most
complete mind and body
performance program in the
nation

The B3 Methodology™ has been proven to be over 98% effective with
6000+ participants worldwide

BENEFITS OF PSVFI TRAINING

What are the benefits for the team?

- ▲ Increase Productivity
 - ▲ Increase in Athlete Engagement
 - ▲ Decrease in Athlete Stress and Anxiety
 - ▲ Leadership Development
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What are the benefits for the individual?

- ▲ Increase in Focus
 - ▲ Increase in Productivity
 - ▲ Decrease in Stress
 - ▲ Access to a Coach Who's Been Where They've Been
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What differentiate us from other programs?

- ▲ Creators of the Psychology-Fitness™ Industry
- ▲ Scientifically Proven B3 Methodology™
- ▲ Built in Accountability (Peer-to-Peer Assignments)
- ▲ Built by Athletes for Athletes

PSVI LESSONS FOR CHAMPIONS



How to Surround Yourself with
Battery Chargers & Ditch
the Battery Drainers



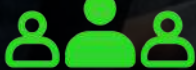
Creating High Performing Habits
On and Off the Field



Developing a Work Ethic to
Dominate Your Competition



How to Ask for Help
Without Appearing Weak



Becoming A Leader in A World
Full Of Followers.

One Lesson per Training Session

PSVI LESSONS FOR CHAMPIONS



Overcoming Performance Anxiety
Through Breath Work and Meditation



Developing Laser-Like Focus &
Controlling Your Emotions
During Competition



How to Recover Like a Super Human
After Competition



Cultivating Patience,
Even When It Hurts



Maintaining Your Identity &
High Performance Even When Injured

One Lesson per Training Session

PSYFI is the answer.

For the first time have your own clinical psychologist, personal trainer, life coach, breathwork teacher and meditation instructor all in one, but instead of having to see four (4) professionals and wait months or even years for results, you get them with **ONE coach** in **55-minutes** with a **98% effectiveness** rate.

BENEFITS OF P S F I TRAINING



Self-Confidence

Break non-productive habits and start productive ones.



Clarity

Distinguish the important from the unimportant in your daily life.



Focus

Learn how to prioritize what is critical so you make more progress in less time.



Motivation

Do the things you know you need to do when you need to do them.



Perseverance/ Resilience

Push through and finish the most difficult tasks.



Decisiveness

Lead by the example without doubting yourself.



Emotional Readiness

Control your mind and direct your thoughts all day, every day.

YOUR COACH

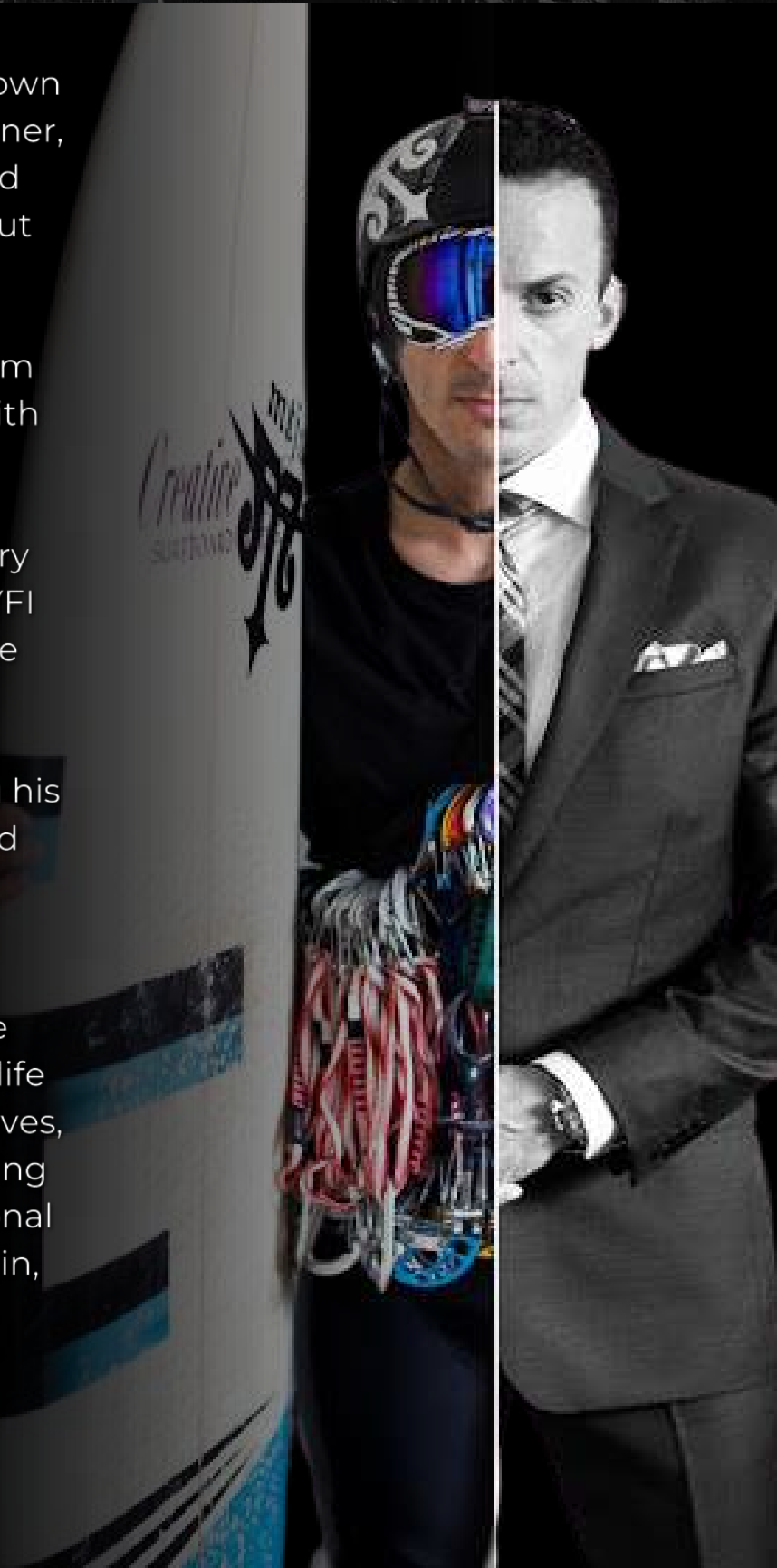
DAVID MYKEL

PSYFI Head Coach & Founder

For the first time ever, have your own clinical psychologist, personal trainer, life coach, breathwork teacher and meditation instructor all in one, but instead of having to see four (4) professionals and wait months or even years for results, you get them with **ONE coach** in **55-minutes** with a **98% effectiveness** rate.

This is what David brings into every interaction with his company PSYFI and how he shortcuts the struggle for high-performers worldwide.

After spending **30+** years pushing his body in fitness, the mountains and ocean, and **25+** years honing his mind with psychology and neuroscience in **50+** countries worldwide, David has brought the Psychology-Fitness™ industry to life where he now works with executives, athletes, and their teams optimizing their physical, mental and emotional performance by training their brain, body and breath.



PSVI FI

BY THE NUMBERS



6000+ Participants Experienced



71%

Increase in
Productivity



62%

Increase in
Focus



58%

Decrease in
Stress

ATHLETE TRANSFORMATIONS



In five years as an NFL player, I never had access to the immersive and complete program that David and PSYFI offer. I firmly believe that all athletes at the highest level need to be part of something like PSYFI.

Dylan

Former NFL Athlete



We've worked with sport psychologists in the past, but what differentiates David and PSYFI is that he delivers real world tactics, processes and systems (not just theories) that our athletes can use right now and in competition to overcome performance anxiety.

Matt

Snowboard Coach



Working with David transcends the gym. David has helped to transform my identity from one of degeneration and sickness to one of power and progress. He sticks with me through thick and thin and challenges me in ways that prompt growth.

Emma

Competitive Skateboarder



For the first time in my life I felt I lost a sense of identity due to the pandemic and a drastic change in career and notoriety. I can honestly say that the work I've done with David has not only given me certainty in my life / career but has given me the tools to be more complete than ever.

This is something I wish I had during my time in the NFL to manage the mental challenges that come with being a professional athlete.

Dale

Former NFL Athlete

ATHLETE TRANSFORMATIONS



David helped me to train my mind, get over performance anxiety, compete better, recover better, and feel more in control of my mind and thoughts. The physical aspect of sports is half the battle, but winning against your own mind elevates you as a person and player. Can't thank David enough for all he's done for me and helped with.

James

Nationally Ranked Tennis Player



David is incredible. He has a profound understanding of the mind and body. He has helped me carefully dissect my habits, motivations and create systems to help build a strong foundation, and then layer on week by week in a consumable way.

Kasey

Competitive Skateboarder



David has been amazing to work with. Coming off of an injury, he has been so integral in regaining the strength I need to get back into surfing. Aside from regular strength training, he's helped me so much with body awareness and creating a positive mental attitude towards rebuilding from my injury. He really listens and makes sure to focus on long term goals in a super smart, efficient way so that I don't get injured again! Definitely recommend!

Sam

Competitive Surfer