



Wake up the athlete in you

Our first Opinion introduced biofeedback while the second explained one measure of biofeedback: psychophysiological coherence.

This Opinion draws a parallel between athletes and managers, as discussed at our conference on biofeedback with Alexandre Bilodeau.

The brain, just like the body, needs training. We perform different exercises to maintain fitness. Biofeedback is an exercise to train the brain.

To reach optimum performance, we must train the brain to focus in the moment when we want and to recharge when necessary.

"The problem often comes from the head; biofeedback helps me stay in the moment."

This quote from Alexandre Bilodeau, gold medal winner at the Winter Olympics in Vancouver, was collected during an interview presented on Radio-Canada (Découverte), on the eve of his victory.

It is the very purpose of biofeedback training: to understand and calmly accept what lies before us, stay in the present moment, increase our concentration, so as to take more informed decisions.

More and more athletes and managers are

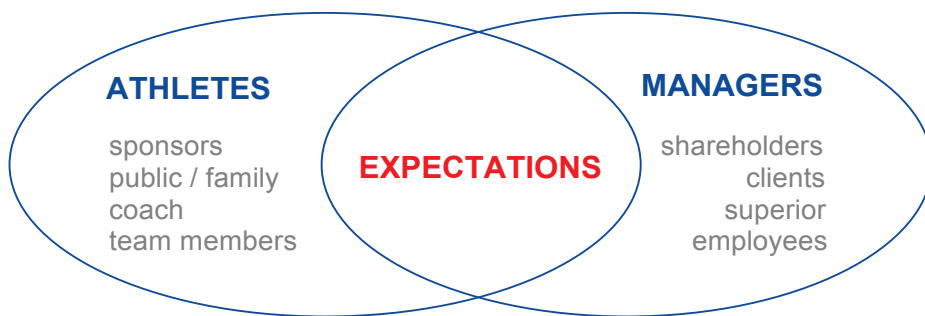
using biofeedback to achieve their performance goals.

We hope you will enjoy reading this third Opinion on biofeedback. We would like to hear from you, so do not hesitate to send us your questions and comments.

Happy reading!

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The everyday expectations...



Our world is highly competitive. Despite the difference between their two sectors of activity, athletes and managers have similar expectations and the same stress.

The chart above shows the expectations on the athletes and on the managers by the various stakeholders.

We can easily compare the "sponsors" of the athlete to the "shareholders" of the manager. The athlete and manager need to perform in order to retain their positions.

The public and the family of the athlete may compare to the clients of the manager.

The coach and the superior play a similar role in the athlete's and manager's careers. They guide while defining the objectives to be achieved.

For confidence and harmony to prevail within the group, team members of the athlete as well as the manager's employees are not to be neglected either.

This is not to mention the expectations that the athlete and the manager have of themselves.

Pressure, competitiveness, high expectations on both sides can create a lot of stress, which can impede performance.

Training the manager

In recent years, we have heard about the link between emotional intelligence and physical performance. The person must be seen as a whole (rational and emotional aspects). It is therefore necessary to process information from both the body and the brain.

Let's take a closer look at the athlete's training. He trains physically and spends most of his time practicing. A small percentage of his time is devoted to the competition.

The manager in turn, must perform day after day, year after year, 10 or even 14 hours a day, if not more.

The athlete has a few months off between seasons; the manager – if lucky – takes two to three weeks of vacation per year.

It is estimated that an athlete's career lasts about seven years. The manager can expect to work for 40 or 50 years.

*« Work is healthy. The problem is what « works » us. »
- anonymous*

We have very little power over exterior factors. The best we can do is learn to control our reactions toward them.

To successfully and constantly perform, the manager has no choice but to recharge regularly. He must train to do so.

It is important not to bring work problems home. The opposite is also true. It may be difficult to be completely focused and attentive in a meeting when we cannot stop thinking of the meeting to be held in the afternoon or of the telephone conversation that we just completed.

To be fully effective, we must live the moment. Biofeedback is a tool to help us achieve this goal.

To each his own gold medal

Many say: "This is really nice, but I'll never participate in the Olympics."

No words can express the emotion experienced by Alexandre Bilodeau or other Olympians. We are not all called to stand on that podium, it is true.

However, we can all win our gold medals.

How?

- The project you presented to the Board and that has been approved.
- The sale you just signed.
- The successful meeting you conducted.

- The promotion you have just accepted.
- The important contract you just signed.
- The positive comments made by your President on your new project.

The list of individual gold medals you win every day could be very long.

Of course, we do not climb on the podium every time we sign a contract. This is not a reason to minimize our victories.

To learn more

- about our services : www.matteic.com
- on biofeedback : www.aapb.org

To listen

- Alexandre Bilodeau's interview at Découverte : [S'entraîner chez le psychologue](#)



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