

SEEING SUCCESS

How the type of visualization you use can impact your self-confidence and performance



Original Research

Nordin, S., and J. Cumming. More than meets the eye: Investigating imagery type, direction, and outcome. *Sport Psychologist* 19:1-17, 2005.

BRIAN NEESE IS VISUALIZING A PERFECT TIRE FLIP, YET HE KNOWS THAT WHAT YOU SEE ISN'T ALWAYS WHAT YOU GET. YOUR VISUALIZATION APPROACH NEEDS TO BE AS INTELLIGENT AS ALL OTHER ASPECTS OF YOUR TRAINING AND COMPETITION APPROACH.

Visualization, or imagery, is a critical component of your sports success. We're talking about what you see in your mind's eye before you perform your sport or training session. Research has shown that what you see can have a marked impact on your level of confidence and performance. But what sport has done is take a complex issue and water it down, thus decreasing the effectiveness of visualization and perhaps also the common beliefs of coaches and athletes about the effectiveness of imagery. Many athletes and coaches apply but one style of imagery for all sports and situations, not realizing that different types of imagery have different effects on different sports and different sport situations. The present study looked at two different imagery types in an effort to ascertain to what degree the different styles might affect self-confidence and performance. The results confirm that *what* you see is critically important to being able to perform at a high level-and with confidence.

Power Key: imagery, visualization, self-confidence, sports performance