



Neurofeedback Therapy and Peak Performance in Sports/Arts/Business

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Many of us take brain function for granted in our everyday lives; where we may be lacking, we've discovered workarounds that compensate for less-than-optimal functioning. An extra cup of coffee in the morning, a midday power nap, or deep breathing exercises to calm our nerves. They seem to work, but they aren't longterm strategies for success. Still, we get by.

For some people, optimal brain function isn't just a nice-to-have, it's a necessity. An international businessman who frequently travels across several time zones doesn't have time to wait for jet lag to subside; a doctor on call in the middle of the night must wake refreshed and ready for surgery if his beeper goes off; and a PhD candidate only has one chance to present his thesis before the examination panel.

Neurofeedback offers new avenues for achieving peak brain function to both those who rely on it for their professional success and those who feel that enhanced performance could simply add to their quality of life. Neurofeedback therapy is essentially "training" for the mind, helping the international businessman adjust to changing time zones more quickly, or helping the doctor awake feeling refreshed and alert no matter the hour. With an initial series of neurofeedback sessions, people report feeling significantly enhanced brain function that lasts; there is no need to continue the treatment with anymore regularity than one or two refresher sessions per year. That means increased performance at a fraction of the time commitment or cost of other short-term methods.

Sean Casey's Story

Sean Casey's professional baseball career was off to a flying start when he was drafted to play for the Cincinnati Reds after finishing college at the University of Richmond with a batting average of 0.461. But soon after his major league career began, he took a devastating blow to the face from a rogue ball he never saw coming. Though he continued playing through his injuries, his game suffered dramatically and his batting average plummeted. He was transferred back to the minors, at which point he began seeking treatment from a sports psychologist.

After two years of treatment, his sports psychologist recommended he try neurofeedback therapy. Even though he initially balked at the idea, he began intensive neurofeedback treatment in Florida. Soon enough, Sean was back in the major leagues, playing for the Reds and on his way to his best year with the team in 1999.



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After a groin injury in 2003, Sean took the off season to engage in intensive neurofeedback therapy in which new methods were introduced, including the Interactive Metronome. This helped Sean fine-tune his coordination, which had been affecting his hitting since his first injury.

In the 2007 world series, after being traded to Detroit, Sean achieved a 0.432 batting average and hit two home runs. After a long journey back, he was at the peak of his career. He has openly credited neurofeedback therapy with his return to peak performance. Although Sean was functional after his injury, he wasn't performing at his peak level. No amount of training on the field could have returned him to his former glory. A combination of belief in himself and retraining of his brain resulted in his full recovery.

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